



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 1

NEW YORK, N. Y., MONDAY, JANUARY 3, 1938

FIVE CENTS

ARTA Starts New Drive

GULF RADIO STATIONS DIVIDED IN '38 VIEWS

New Orleans—The lusty squawking of the New Year finds Louisiana and Mississippi radio executives divided about the future but united in their faith in radio as a medium of progress. Peering into 1938, Vincent Callahan, general manager of WWL, CBS outlet here, told **RADIO DAILY**: "We're looking forward to two things in 1938—50,000 watts power
(Continued on Page 3)

KCKN Sales Increase 14 Successive Months

Kansas City, Kan. — Commercial sales of KCKN for last November are 28 per cent higher than in the same month of 1936, and it marked the 14th consecutive month that sales have shown an increase over corresponding previous month, according to Ellis Atteberry, g.m. Station signed 81 new accounts in 1937.

Van Cronkhite Joins Hearst Organization

John Van Cronkhite, who last week resigned as president of Van Cronkhite Associates Inc., Chicago, but retained chairmanship of the board, has joined the Hearst organization. He will have a special assignment in INS radio news and features.

New FTC Chairman

Washington Bur., **RADIO DAILY**—Commissioner Garland S. Ferguson has been elected chairman of Federal Trade Commission for the calendar year 1938. William A. Ayres served in 1937. This is Ferguson's third term as FTC chairman.

Slip-Up

Several diligent readers of **RADIO DAILY** called up Friday to point out that, in listing the leading news events of the year in radio, one of the most important items of all had been left out.

It was the fact that industry's first daily paper made its debut last February.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Seventh Installment of a Series)

H. LESLIE ATLASS



Looking after the CBS interests in the Chicago territory is H. Leslie Atlass, vice - president of the network. The Atlass boys—the other being his brother, Ralph—have been cutting quite a figure in radio circles out Chicago way for a good many years. H. Leslie owns WEBM, while Ralph has WJJD, as well as WIND over at Gary.

DON E. GILMAN



The past year had a moving day in it for Don E. Gilman, vice - president in charge of NBC west coast operations. Greater concentration of NBC activity in Hollywood, and the new radio center being built there, made it necessary for Gilman to shift his headquarters from San Francisco to the movie city. But he still maintains social and business ties in S. F. with frequent visits.

DON DAVIS



Celebration of the 15th anniversary of his station, W H B in Kansas City, was the big noise in the routine of Donald Dwight Davis the past year. The event was put over on a scale unprecedented in so far as such celebrations are concerned, and Don Davis has press books and other souvenirs to prove it.

JOHN SHEPARD III



As president of two New England networks, the Tancker and the Colonial, with headquarters in Boston, John Shepard III has his hands full. But he likes radio so well that he sold out his interest in Boston's famous Shepard store in order to devote all his time to the broadcasting business.

12-Hr. Weekly Year's Deal Among WBNY Business

Buffalo—A full year's contract covering 12 hours a week is the New Year's greeting to WBNY from Schreiber Brewing Co. of Buffalo. Brewery upped Manru bottle beer sales 12 per cent in November through sponsoring WBNY all sports' review, a daily two-hour show featuring Ralph Hubbell, WBNY sports commentator.

Magic Washer, powdered soap product of Iowa Soap Company, Burling-

(Continued on Page 2)

New Bureau Will Audit Broadcasting Coverage

Atlantic City, N. J.—A new service that is expected to stimulate radio advertising, because broadcasters will be able to furnish time buyers with accurate coverage figures, has been launched by William H. Appleby, v.p. of Appleby & Appleby, consulting radio engineers, under the name of Audit Bureau of Broadcasting Coverage. Coverage audit for all stations will be standardized and based upon a combination of two

(Continued on Page 2)

Localized Campaign is Begun to Sign Up All Stations

ARTA last Friday started a new localized drive to sign up all office workers and additional technical and production departments of radio stations all over the country. Drive will be concentrated on stations that are partly signed with ARTA at present and majority of organization will be attempted at local stations, although networks also will be contacted.

Drive is being started almost simultaneously with the AGRAP election, scheduled for Jan. 7. General sentiment among AGRAP members at present favors an affiliation with

(Continued on Page 2)

NEAL BARRETT TO HEAD HEARST SOUTHWEST UNIT

Fort Worth—Neal Barrett, manager of KOMA, Oklahoma City, will become head of the Hearst stations in the southwest, succeeding Elliott Roosevelt, who last week was elevated to president and general manager of the entire network. Barrett is expected to be appointed vice-

(Continued on Page 2)

Jackson Promises Aid In Radio Investigation

Washington Bureau, **RADIO DAILY**

Washington — Assistant Attorney General Robert Jackson, who made headlines last week when he made a blast against big business monopoly, declared Friday that he would cooperate fully in any investigation of the radio industry, as well as movies and other businesses.

Money Man

Duluth — Dalton A. LeMasurier, KDAL owner, said "Merry Christmas" to staff with crisp, new currency. One employee took his home and showed dad. Each bill was enclosed in a special envelope with an opening through which appeared the picture on bill. On seeing the pix, pop asked: "Who's that? LeMasurier?"

RADIO DAILY

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MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Friday, Dec. 31)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd, Stewart Warner, Zenith Radio. Includes High, Low, Close, and Change columns.

NEW YORK CURB EXCHANGE

Table with columns: Razzline Corp., Bid, Asked.

OVER THE COUNTER

Table with columns: Jromberg Carlson, Bid, Asked.

Neal Barrett to Head Hearst Southwest Unit

Neal Barrett, president and general manager of the southwest group within the next few weeks.

Roosevelt, who left over the weekend for New York, will return here about March 1, after visiting sales offices and stations, and will maintain general offices in the Trinity Life Bldg. He and Mrs. Roosevelt will continue separate operation of KFJZ, the local station which they recently acquired.

Merryman with U. S. Recording

Washington Bureau, RADIO DAILY. Washington Earl Merryman, former CBS engineer, has joined the staff of United States Recording Co. here. The company furnishes radio stations with locally transcribed programs.

TRY RADIADS THE BETTER COMMERCIAL AMPLIFICATION SERVICE WRITE FOR SAMPLE RADIAD SERVICE 6149 KENWOOD AVE CHICAGO, ILL

THE WEEK IN RADIO

Radio Marches On

By M. H. SHAPIRO

OPTIMISTIC note is sounded with the coming of 1938; executives in various branches of the industry see no let-down in the business of commercial broadcasting despite the recession that appears to affect other fields. Chicago especially is rarin' to go, while the volume on tap in the East is highly encouraging. . . . all signs point to the coming year being better than its predecessor—radio's trend for years. . . .

Commercials using large bands and originating from New York studios will greatly feel the shock of the Local 802 (AFM) new law which prohibits the star free-lance musician from sitting in on his favorite commercials, actually rushing from one show to another. . . . this does not affect the established orchestral organization that comes into the studio. . . . but the majority of the big shows use pretty nearly the same crack musicians on all shows whether NBC or CBS. . . . original idea was to distribute the work among the unemployed rather than throwing it all to the so-called clique which is now restricted to earning \$54 weekly instead of ten times that amount. . . .

Another government control bill looms in Washington, this one sponsored by Senator Herring of Iowa

New Bureau Will Audit Broadcasting Coverage

yardsticks, namely (1) field intensity survey to determine territorial coverage, establishing a standard minimum signal strength of 1/2 mv/m above noise levels, and (2) urban and rural questionnaire to determine listeners within the 1/2 mv/m area.

Appley says ABBC will make no attempt to report listener habits or program popularity, but will work on the same principle as ABC does for newspapers. The plan has met with approval of agency and national representative executives, according to Appley.

WICC in New Studios

Bridgeport—WICC took occupancy of its new studios in New Haven over the week-end. New quarters are at 1110 Chapel St. in that city. Big-scale productions will continue to come from the Bridgeport studios.

Lucille and Lanny's Fifth

Lucille and Lanny, song and patter team of NBC, have been set for their fifth appearance on the Fred Allen program Jan. 5 by NBC Artist Bureau. Team is heard thrice-weekly over the network.

Governor Davey Via WHKC

Columbus—Governor Martin L. Davey will be heard over an Ohio network of 14 stations tonight when he addresses a joint session of the general assembly. WHKC will be the originating station.

Olson Rug became the first sponsor to sign for transcribed program time on NBC's recently allotted ayem hours. . . . MPPA again asked stations to procure licenses when transcribing a program off the air for future broadcasting. . . .

AFRA membership generally, having approved a tentative wage scale, will make demands very soon upon network and ad agency talent buyers. . . . Press Radio News Bureau contemplates a higher schedule of rates to take care of increased overhead for the non-network station teletype service. . . . Elliott Roosevelt elevated by Hearst Radio as prez. and g.m. Murray Grabhorn to be assistant to Roosevelt. . . . U. S. Circuit Court scores FCC on broadcast station permit which was denied Paul R. Keitmeyer of Cheyenne. . . .

List of commercials to originate from the New York World's Fair in 1939 will be headed by Ford Motors, largest individual space renter at the exposition. . . . AGRAP plans a merger with two other unions. . . . ARTA and AFRA. . . . RCA Victor tightened the ban on scales by jobbers and dealers of its disks to radio stations, especially in the Phila. area. . . . presumably because of the suits there decided in favor of the NAPA. . . .

12-Hr. Weekly Year's Deal Among WBNY Business

ton, Iowa, unheard of in Buffalo market until introduced last February solely through WBNY, is placing six 15-minute transcribed musical reviews per week and six spots per day on WBNY. Company now has 700 outlets in Western New York.

WBNY is included in new network of Father Coughlin, starting next Sunday at 4 p.m.

Esso News on WBN

Standard Oil of N. J. today will start United Press news reports on WBN, Buffalo. "Esso" five-minute airing will be heard daily except Sunday. Marschalk & Pratt Inc. placed the account.

Samuel Paley Sold Shares

Washington Bureau, RADIO DAILY. Washington—Samuel Paley, a CBS director, reported disposing of 5,000 shares of CBS Class A stock, with November month-end holdings amounting to 18,200 shares of the A, 2,000 of the B and 26,000 of B voting trust certificates, the semi-monthly SEC report shows.

WOPI "The Voice of the Appalachians" BRISTOL - TENNESSEE VIRGINIA

COMING and GOING

GEN HUGH S. JOHNSON goes to Chicago to speak at the National Furniture Manufacturers Ass'n annual banquet on Wednesday and will do his Thursday broadcast from that city.

WILLIAM FAY, manager of WHAM, Rochester, N. Y., comes to New York to do some vocalizing on the "Music is My Hobby" program over NBC-Blue on Jan. 24.

LOUISE MASSEY and the Westerners, now at the Stanley Theater, Pittsburgh, go from there to the Earle Theater, Washington.

WILLIAM BAKER, radio director of Benton & Bowles, left the West Coast on Friday for New York to huddle with agency executives on a third network show.

FRED ALLEN and his troupe arrive back in New York from Hollywood.

A. H. FLATEN, commercial manager of KDAL, Duluth, is planning another New York business trip within the next ten days or so.

Localized Campaign Is Started by ARTA

(Continued from Page 1) ARTA, and the latter is expecting a favorable decision in the election which will give added significance to new organization plans. An official of CIO has told RADIO DAILY that the body expects to completely organize the personnel of the industry within the year.

Quality Broadcasting Trend

A recent World Broadcasting System survey discloses that all U. S. radio stations broadcasting with 50,000 watts power or more are now equipped to reproduce vertical-cut wide range transcriptions, according to Norton Cotterill, WBS vice-president. He adds that 95 per cent of the total commercial radio wattage of the country is "vertical-equipped." This support by leading broadcasters, states Cotterill, is evidence of the recent strong trend toward high quality selective broadcasting throughout the country.

Though Community Chest campaign is over for the year, KSFO will continue to air a weekly program throughout the year. Jack Moyles, announcer, will handle the feature called "The World About Us."

M. H. Peterson Joins Mutual

M. H. Peterson, formerly associated with the Chicago offices of Blackett-Sample-Hummert Inc. and Hearst Radio joins the sales department of Mutual System in Chicago today.

HELENA BLUE'S NOVELTY STRINGS An all girl orchestra playing in a modern, distinctive style NOW AVAILABLE FOR RADIO HOTELS THEATRES Circle 7-4124 New York

GULF RADIO STATIONS DIVIDED IN '38 VIEWS

(Continued from Page 1)

and more local programs. As to programs, we've been successful during the past year both with local production and special events. It is our intention to spread out with these two. As to business, it's good now and there doesn't seem to be any fundamental reason why it shouldn't be good during the remainder of the year."

Harold Wheelahan, manager of WSMB, NBC-Red outlet, points to the investments in technical equipment his station has made in 1937 and says:

"The increase revenue during 1937 encourages us to continue our efforts to improve signal strength and quality of programs. That is our goal for 1938." Wheelahan stresses the need to keep doing things "bigger and better . . . people tire of ice cream, caviar or boiled cabbage, no matter how much they love it . . . we must concoct and garnish new dishes for '38—the old dishes are already beginning to tire. Radio has also developed some warts during 1938 which must be watched along with the old ones lest they become cancerous growths. I refer to non-productive items of expenses—talent, production men, useless music licenses, needless musicians, surplus executives. Some of these items have gradually insinuated themselves into the business—things that happen to all businesses that grow and flourish rapidly. I believe that radio is powerful enough to keep the situation under control and that radio executives realize that 1938 is to be a year of hard work and very little play."

John C. McCormack, general manager of KWKH, CBS outlet, and KTBS, NBC outlet, at Shreveport, La., says: "We look forward to 1938 as a year that will mean much to radio, particularly from a technical viewpoint, with the possible placing into effect by the U. S. of the Inter-American agreement that will undoubtedly greatly improve radio reception throughout the U.S."

Time Group to Move in March

New quarters being prepared at 9 Rockefeller Plaza for "March of Time," Life, Time, Fortune and Architectural Forum, all under same ownership, will be ready for the various units to move in next March. The 36-story building, latest Rockefeller unit, will be named The Time & Life Building.

More Power for Your Job!

WABY

NEW EQUIPMENT...
NEW PUNCH!

ALBANY, N.Y.

New Network Shows Ahead

MONDAY, JAN. 3
Quaker Oats, "Margot of Castilewood" and "Cabin at Crossroads," NBC-Blue, Mon. through Fri., 10-10:30 a.m.
Hillsbury, "Woman in White," NBC-Red, Monday through Friday, 10:45 a.m.
Procter & Gamble, brings its five shows, "Ma Perkins," "The Goldbergs," "Kitty Keene," "Road to Life" and "The O'Neills" to CBS, Monday through Friday.
Benjamin Moore & Co. (paints), "Betty Moore," NBC-Red, weekly, 11:45 a.m.
Quaker Oats, "Dick Tracy," NBC-Red, Mon. through Fri., 5-5:15 p.m.
Campbell Soup, "Amos n' Andy," NBC-Red, Monday through Friday, 7-7:15 p.m.
J. B. Williams Co. (shaving cream), "True or False?" Mutual, weekly, 10-10:30 p.m.
S. C. Johnson & Son (floor wax), "Attorney at Law," with Jim Amचे, NBC-Blue, Monday through Friday, 10:30-10:45 a.m.
Marek Weber succeeds Frank Black as conductor of "Carnation Contented" program, NBC-Red, 10 p.m.

TUESDAY, JAN. 4
Pond's, "These We Love," NBC-Blue, weekly, 8-8:30 p.m.

SUNDAY, JAN. 9
Vadeco Sales Corp., takes over "Court of Human Relations," Mutual weekly, 4-4:30 p.m.
Parkers Tar Soap, "Thatcher Colt Mysteries," NBC-Red, Sundays, 2:30-3 p.m.
Father Charles E. Coughlin, independent network, 4-4:30 p.m.

Glass Container Ass'n, dramatic program, NBC-Blue, weekly, 1:30-2 p.m.
John Morell Co. (Red Heart dog food), Bob Becker's "Chats About Dogs," NBC-Red, weekly, 2-2:15 p.m.

MONDAY, JAN. 10
Bristol-Myers (Vitalis), "For Men Only," revived and switched to NBC-Red, weekly, 10:30-11 p.m.

TUESDAY, JAN. 11
Colgate-Palmolive-Peet (shaving cream), Dale Carnegie, NBC-Red, 10:45-11 p.m.

WEDNESDAY, JAN. 12
U. S. Rubber Co., Ben Bernie, CBS, weekly, 9:30-10 p.m.

SUNDAY, JAN. 16
J. W. Marrow Mfg. Co., Henry Busse, NBC-Red, weekly, 1:15-1:30 p.m.

MONDAY, JAN. 17
Colgate-Palmolive-Peet (dentifrice), serial "Stepmother," CBS.

MONDAY, JAN. 24
Barbasol Co., Arthur Godfrey musical program, CBS, Monday and Friday, 7:15-7:30 p.m.

MONDAY, JAN. 31
Borden Co., Gabriel Heatter, NBC-Red, Mon. through Fri., 4:30-4:45 p.m.

TUESDAY, FEB. 8
General Shoe Co., "Famous Fortunes," Mutual, weekly, 6:45-7 p.m.

Football Plans for 1938 Being Discussed at Meet

Sponsorship of football games in 1938 will be discussed in detail at the convention of the National Collegiate Football Coaches to be held in Biloxi, Miss., this week.

It is known that a number of conferences throughout the country favor the single sponsorship plan that was recently adopted by the American League for its play-by-play descriptions of baseball games. In the case of football, however, the majority of the games have been under the sponsorship of either Atlantic Refining or Kellogg. With new interests attempting to break into the field next year, notably General Mills, largest sponsor of baseball in radio, convention is expected to break down territories, and accept bids for various conferences as a whole.

KSOO Ge's Farm Response

KSOO of Sioux Falls, S. D., experienced a gratifying mail return as the result of two announcements on the McCormack-Deering 4 p.m. broadcast. Over 700 farmers responded to a free toy tractor offer which was limited to the first 100 farm residents writing in.

Mail response came from 80 counties within 150-mile radius from Sioux Falls. Scattered returns were received from Michigan, Oklahoma, Colorado, Indiana, Kansas and Saskatchewan.

WPAY, Portsmouth, O.

Bobby Thomas, who has appeared on various big stations in the midwest, will be heard here for a limited time in hillbilly ballads. The series of one-act plays for high schools, rebroadcast from WOSU, Columbus, will start here Jan. 5.

Shoots Names in Air; Four Out of 7 Answer

Boston—Elizabeth Hart, who conducts the popular "Woman of Tomorrow" program over WORL, recently decided to test the extent of her listening audience. She picked a number at random from the telephone book, read the name listed there, asked the woman to call up, and, upon verifying the fact that the listener had actually heard her name on the air, sent flowers to her.

Miss Hart felt it would be all right with the florist, Henry Penn, because after talking the matter over with W. Cort Treat, g.m. of the station, they figured the chances would be a three-week daily try before "hitting a listener."

Calculation proved a bit off, however. Before Miss Hart was off the air the first day, a woman from Quincy phoned in and gleefully exclaimed that she had won, and out of the first seven names taken at random by Miss Hart, four called up.

All-Night Request Airing

Listeners were given their way about it New Year's Eve on WTMV, East St. Louis. Announcers Paul Wills and Eddie Evans were assigned to do all-night duty, handling telephone requests for dance numbers. The stunt was a New Year's Eve concession, and as long as the dialers asked for them, the special turns went out on the airwaves.

WALT FRAMER

Freelance originator of
RADIO SWAPS HEARD DAILY
OVER WWSW
Pittsburgh, Pa.

SEES SOUND FACTORS IN OUTLOOK FOR 1938

By GERARD SWOPE
President, General Electric Co.

Basic conditions are sound. The farmers have had bountiful crops, at good prices, and there is plenty of food for all our people. The cotton crop has been good and, although prices are low, with the improvement in methods the profit to the grower is greater. Oil is flowing freely. The main disturbance to our economic order is due to lack of confidence on the part of business and lack of faith in the future, part of which is undoubtedly due to the restrictive taxation on business and private enterprise. There seems a distinct hope that there will be a revision in the tax on undistributed earnings, which will tend to help the smaller business man particularly, and also a revision in the tax on capital gains, which now interfere with the natural economic flow.

If a satisfactory solution is reached and the country is placed on a basis of limiting its expenditures to its income, with the absence of retaliation or reprisal on the part of either business or government, and indeed with a constructive effort and cooperation on the part of both, there is no reason why American business should not resume the function it has played so well in the past, through the mechanization of industry, of making possible the enjoyment of more goods for more people at less cost.

Jerome Sills Joins CBS

Jerome Sills joins the CBS sales promotion department today as assistant to Edwin S. Reynolds, director of station promotion. Sills at one time had his advertising agency.

Toscanini in Benefit

Arturo Toscanini and the NBC symphony orchestra will give a benefit performance at Carnegie Hall on Feb. 6. Concert will be under the auspices of the Italian Welfare League and will be handled by a league committee.

Dancing Class by Radio

Mae Murray will give dancing lessons by radio starting today on WMCA's "Grandstand and Bandstand." She will be heard at 3:45-4 p.m., with Don Pedro's Orchestra.

LEE GRANT

AND HIS ORCHESTRA

★★★★★
SIX-STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY WMCA 2:30-5:30

ORCHESTRAS MUSIC

JOSEF CHERNIAVSKY, the photographic music man, will fold up his "Musical Camera" for a while, beginning Jan. 13, and leave New York. Louis Katzman takes his place in WOR's Thursday night 8-8:30 spot for five weeks with the same musical crew. Cherniavsky's contract renews on Feb. 6.

Victor Bay believes the best time for broadcasting a program of symphonic music is after 10 p.m. and that's why, starting Thursday, his "Essays in Music" will be heard at 10:30 p.m. over CBS. Bay reached this conclusion after studying his fan mail and conducting a survey among music lovers. Broadcasting at this later hour puts the program on at a good listening time in western territory and extends the program's audience.

Eddy Duchin and his "Hour of Romance" orchestra will continue to be heard over Mutual every Tuesday at 10-10:30 p.m. even though the organization leaves New York on Jan. 25 for a limited engagement in California. Duchin's orchestra opens Feb. 1 in the Los Angeles Ambassador Coconut Grove for eight weeks.

Lawrence Welk, with an orchestra composed of musicians of Nebraska and South Dakota nativity, goes on Mutual from the William Penn, Pittsburgh, for a month. Welk, getting his first big break, has been one-nighting in Nebraska, Iowa, South Dakota and Minnesota for several years.

Ernie Holst's orchestra opens at the Book Cadillac Hotel in Detroit with a network wire on Jan. 12. Holst will leave one of his orchestra units, conducted by Ken Snell, at his current spot, El Morocco.

When Amos 'n' Andy inaugurate their series for the Campbell Soup Company tonight over the NBC-Red Network, they will hear their theme song played on their favorite instrument as Gaylord Carter makes his debut as organist on the program. Carter, who is heard each week with Raymond Paige's orchestra on the "Hollywood Mardi Gras" and other transcontinental programs, joins Amos 'n' Andy when they change sponsors for the first time in their career on the networks.

Bob Sylvester and his orchestra will record the hit songs from the current New York musical production, "Pins and Needles."

ATTENTION VOX-POPPERS!

Would you give a dollar a week for 50 real questions and gaps? 107 leading broadcasters are using them. You get exclusive rights in your territory. May we send audition? Thanks.

SCRIPT SERVICE
Karl Zomar, director
Springfield, Missouri.



PETTY CASH VOUCHER Week ending Dec. 30th

• • • Saturday....To Tuckaboe for Xmas dinner with Kate Rand's people. Besides partaking in turkey, we play "Bingo" for the first time—and lose \$3.40....Hear that a broadcast from WTMV, East St. Louis, took the place of preachers in churches around Illinois—they placed radios in the pulpits and tuned in Rev. E. R. Jaeger Xmas morn. He also had organ played by Paul Godt, music director for WTMV.

• • • Sunday....To the Paramount for a view of Eddie Garr and Russ Morgan's crew with Bernice Parks....Here Morgan definitely proves that it's the song that counts. After doing four or five songs—which left the audience unimpressed, Russ jammed into "Bei Mir B. D. S."—necessitating eight encores....To Leon & Eddie's for their party. Later for a once-over-litely of Louis Prima.

• • • Monday....Hear from WIL, St. Louis, that Neil Norman, sportscaster, had a narrow escape Christmas Eve. He was enroute to visit his dad but the trip came to a halt when a tire blew out and hurled the car into an approaching auto. Neil is recovering from bruises and shock.

• • • Tuesday....To dinner with Lester Lee and Benny Davis at Gallagher's. Later to Belle Baker's sensational opening at the Paradise....Here we spot Louis Sobol, William Farmer and his wife, Jack Bregman, Larry Daniels, Eddie Wolpin, Sidney Kornheiser, George Marlo, Jack Robbins entertaining Murray and Mickey Baker with Barry Wood and his wife and Teddy Powell, unescorted. Also Del Casino, Charlie Ross, Elmo White, Wini Shaw and her groom, Sam Lyons, Rocco Vocco, Oscar Levant without June Gale, Eddie Garr, Abe Lyman, the Al (Loew's State) Rosens—and for the first time at a nite club opening, Zeke Manners, the hillbilly, going upshish with a white shirt!....Later to the Hickory House for a bit of Joe Marsala's trumpeteering and Blue Drake's warbling....A look-in at the Onyx, Famous Door and winding up at closing time in Jack White's "18" where Pat Harrington comes through with a tune.... At seven bells, a bite at Reubens.

• • • Wednesday....Lunch with Bill Gemann and then a double-up on Jack Adams of Erwin, Wasey....Over at CBS, Gabriel Heatter is re-hashing a script. Ed Cashman is figuring his income tax. Jimmy Appell is still opening Xmas cards—and Herb Rosenthal talks to clients via long-distance.

• • • Thursday....At the Kate Smith rehearsal, Kate yells out to Ted Collins, asking if she should take her skates....Benny Alberts is again out of a job....Jonie Taps is ailing....Hear that Walter Smith's dad passed away the other day. He's of CBS artists bureau....Press agent Dave O. Alber sends the editor a waste paper basket with his name painted on it and Editor marks the basket especially for "Main Street" columns....

• • • Friday....With so many odd names in the day's news around Wisconsin, Bob Heiss, WTMJ chief announcer, is compiling a special pronouncing gazetteer. He'll be able to say Bonduel, Weyauwega, Trempeleau or Pczokuski as glibly as "Jones"....Decide that N. Y. is no place to spend New Year's Eve, so we depart for Philly—the city of Brotherly Love.
TOTAL EXPENSE: Money lost playing "Bingo"—\$3.40!
AUDITOR'S REMARKS: Request denied!.... You'll find no "brotherly love" with me! If you must gamble, why don't you play "Bank Nite"!

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Jan. 6: Warren B. Worcester, San Diego, Cal. CP for new station. 1400 kc., 250 watts, 1 KW. L.S., unlimited.
Philadelphia Radio Broadcasting Co., Philadelphia. CP for new station. 1570 kc., 1 KW., unlimited.

Abraham Plotkin, Chicago. CP for new station. 1570 kc., 1 KW., unlimited.
Jan. 7: KSFQ, San Francisco. Vol. assignment of license to Columbia Broadcasting System of California. 560 kc., 1 KW., unlimited.

WFIL, Philadelphia. CP to increase power to 1 KW., 5 KW. L.S. 560 kc., unlimited.
Tri-City Broadcasting Co., Inc., Schenectady. CP for new station. 950 kc., 1 KW., unlimited.

Jan. 14: WNBZ, Saranac, N. Y. Vol. assignment of license to Upstate Broadcasting Corp. 1290 kc., 100 watts, daytime.

Jan. 27: Warner & Tumble Radio Service, Memphis. CP for special station. 2558 kc., 25 watts, unlimited.

Journal Co., Milwaukee. CP for new station. 1570 kc., 1 KW., unlimited.

Mid-Atlantic Corp., Washington. CP for new station. 1570 kc., 1 KW., unlimited.

Trenton Times, Trenton. CP for new station. 1570 kc., 250 watts, unlimited.

Pacific Acceptance Corp., San Diego, Cal. CP for new station. 1200 kc., 100 watts, daytime.

Smith, Keller & Cole, San Diego. CP for new station. 1200 kc., 100 watts, daytime.

Colonial Network, Inc., Providence. CP for new station. 720 kc., 1 KW., limited.

Cumberland Broadcasting Co., Inc., Portland, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Twin City Broadcasting Co., Inc., Lewiston, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Philip J. Wiseman, Lewiston, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Cape Cod Broadcasting Co., Barnstable Township, Mass. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

George M. Haskins, Hyannis, Mass. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

Arthur E. Seagrave, Lewiston, Me. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.

Feb. 3: Metropolis Co., Jacksonville. CP for new station. 1290 kc., 250 watts, unlimited.

Aum Arbor Broadcasting Co., Inc., Ann Arbor, Mich. CP for new station. 1550 kc., 1 KW., unlimited.

WSOC, Charlotte, N. C. CP to change frequency and increase power to 600 kc., 250 watts, 1 KW. L.S., unlimited.

Bellingham Publishing Co., Bellingham, Wash. CP for new station. 1420 kc., 100 watts, unlimited.

Curtis Radiocasting Corp., Indianapolis. CP for new station. 1590 kc., 100 watts, 250 watts L.S., specified.

Feb. 4: WCLS, Joliet, Ill. Transfer control of corp. from R. W. Hoffman to L. W. Wood. 1310 kc., 100 watts, specified.

KRQA, Santa Fe, N. M. Vol. assignment of license to I. E. Lambert. 1310 kc., 100 watts, unlimited.

WRTD, Richmond, Va. Vol. assignment of license to Times Dispatch Radio Corp. 1500 kc., 100 watts, unlimited.

Feb. 25: West Texas Broadcasting Co., Wichita Falls, Tex. CP for new station. 1380 kc., 1 KW., unlimited.

Wichita Broadcasting Co., Wichita Falls. CP for new station. 620 kc., 250 watts, 1 KW. L.S., unlimited.

Faith Broadcasting Co., Inc., Wichita Falls. CP for new station. 1380 kc., 1 KW., 5 KW. L.S., unlimited.

KFPL, Wichita Falls. CP to change frequency and increase power to 1500 kc., 100 watts, 250 watts L.S., unlimited.

APPLICATIONS RECEIVED
WJIM, Lansing, Vol. assignment of license from Harold F. Gross to WJIM, Inc.

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

PROGRAM REVIEWS

"Hollywood Parade"

After the promising start made recently by "Hollywood Parade" on NBC-Blue, Wednesday nights at 10-11, the show has just about been holding its own. This week's performance included Bob Hope and Edward G. Robinson as visitors. Hope, who has plenty on the ball as a wit, hardly had a chance in the two brief interludes where he was used. If laughs are to be expected from a comedian, he should at least be given the time and opportunity to work them up.

Robinson's dramatic skit was okay but nothing particularly outstanding. He also voiced the usual testimonial. Musical end of the show, with Leo Forbstein conducting the orchestra, and the vocalizing-emceeing of Dick Powell and the singing by Rosemary Lane were all satisfactory.

But that "chant of the auctioneer" continues to be an annoying note.

Lawrence Tibbett

Baritone Lawrence Tibbett started a series for Chesterfield over CBS on Wednesday night at 9 in the spot with the Andre Kostelanetz orchestra, and the long ovation accorded him in the studio at the conclusion of the program just about reflects the listener reaction as a whole.

Singing "In the Still of the Night", "Song of the Shirt" from his "Rogue Song" film, and a couple of other pieces by George Gershwin and Cole Porter, Tibbett more than satisfied.

Briefly

Jimmy Stewart is developing into a very efficient emcee on the MGM "Good News" show over NBC-Red on Thursday nights. Frank Morgan is a good foil. And of course Fannie Brice continues to be a main pillar of the program; likewise Meredith Willson's music.

Rudy Vallee had a most ingratiating personality on his last Thursday show over NBC-Red in the person of Jack Buchanan, the British star. Buchanan is a comedian and singer with plenty of class and likeability. In an oldtime vaudeville comedy vein, Fred Hildebrand did a traveling salesman bit that was funny. And Frank Craven was fair in a monologuish script that handicapped him.

Kate Smith brought down the house (studio) with her singing of "Melancholy Baby" last Thursday night on CBS. Henny Youngman, with Charlie Cantor, making final appearance on the program, also bowed out to big applause. He'll be missed. Franchot Tone sounded good in a wartime episode, and instrumentalist Joe Soda did a nice stint.

☆ Programs That Have Made History ☆
WDAS's "Merry-Go-Round."

FOUR years and a few months ago, on a stormy August afternoon, 3,000 people crowded into the Sylvan Hall of Woodside Park, an amusement park in Philadelphia. This was the first picnic to be run by the "Merry-Go-Round" program. What made this crowd a little different from the ordinary run of picnickers was the reason for their braving the elements and coming through the downpour to the picnic. The 3,000 came to listen to phonograph records. They were the faithful followers of the WDAS "Merry-Go-Round" program, now in its fifth year and heard over WDAS daily at 2-4:30 p.m.

The program, since its inception, has been featuring Pat Stanton as announcer. Since his debut, Pat has progressed in the business. He is now general manager of WDAS, but still the announcer of the program.

What has made the program different from the countless other programs throughout the country featuring records is the personality of the announcer and the choice of records used. Coupled with this is the tie-ins with various theaters throughout Philadelphia featuring artists who make records. Last year in a weekly series of programs on the "Merry-Go-Round" a group of records would be played for approximately 10 minutes. Following this, Pat would introduce the artists in person. This was made possible by these tie-ins and proved very popular. Artists like Guy Lombardo, Jan Garber, Benny Meroff all were heard on "Merry-Go-Round."

But to return to the guiding light of the program and the "raison d'etre" of its success—Pat Stanton. He's Irish. Early in his radio career he decided that the most effective form of announcing was the informal style—that's how "Merry-Go-Round" is conducted—informally—and wherever possible the spot announcements are "ad lib". The success of this style of announcing and program resulted in many similar to it being inaugurated all over the country. When Pat visited Ireland during his vacation a few summers ago, he mentioned that anyone who desired a card from him from Ireland should address their requests to him—and 10,000 listeners, an all-time high, signified their wish for the mail. And they received it, too, from Ireland.

The studios of WDAS in the past few years have become the mecca for youthful listeners. Every afternoon more than 30 or 40 of these "alligators" may be seen peering into the studio—watching the announcer

and indulging in a bit of the big apple or truckin'. Many of these come from miles just to watch and listen. A few years ago, in response to requests from listeners, a newspaper was published for the program alone—"The Merry-Go-Round News." It had a circulation of over 5,000—the station defraying the cost of publication, the listeners paying the mailing charge—2 cents. It contained news of the recording artists, news of the fans themselves and choice bits of poetry from the fans. It was discontinued to prevent it from going too commercial—for many of the sponsors on "Merry-Go-Round" found that the paper itself was an effective medium and wanted to buy space. Rather than "bite off more than it could chew", publication was stopped—and two years later the clamor hasn't subsided.

The WDAS "Merry-Go-Round" has made history. It established the fact that listeners like recorded music—if broadcast as such. It proves that listeners would rather listen to a program of two hours' duration, without getting up to change the dial. The program, if recorded, must have a sense of humor, be not adverse to kidding itself. But above all it must have an announcer who is neither a wisecracker nor a barker. Just a neighborly type.

Coming Events

Dec. 20-31: Ohio's Third Annual High School Radio Festival, in cooperation with WOSU, Columbus.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Feb. 13: Broadcast Sales Directors meeting, preceding NAB convention, Washington.

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingsay, convention secretary, 30 Carrington St., Sydney.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

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
- Hal LeRoy
- Clida Gray
- Jack Whiting
- Gertrude Niessen
- Nick Long, Jr.
- Lina Basquette
- George Murphy
- June O'Dea
- Carl Randall
- Patricia Ellis
- Georgie Tapps
- Grace Bradley
- Medrano and Donna
- Melissa Maxwell
- 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

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Between 58th and 59th Sts.
Phone Wickerham 2-4300

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station
WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CI 6-2200

DES MOINES

Dale Morgan, former Iowa network announcer and known for his Inquiring microphone, is back as announcer again. One of his programs, "Going Places With Dale," is heard from a bus station over KSO.

Dave Nowinson, Iowa network publicity director and continuity writer, has an article titled "The Hoax That Became History" in February issue of Photo Facts.

The WHO-of Owls are turning to WHO with three members of the original crew (Ernie Sanders, Bobby Griffin and Harold Morgan). Music will be provided by Harold Morgan's ork, Georgia Lee and Max Kreutz, Sterling Casualty Insurance Co., Chicago, is sponsor.

Dutch Reagan, former WHO sports announcer and now a rising movie star, broadcast to WHO from the Rose Bowl on New Year's.

WLW, Cincinnati

Through cooperation of two clients of Presba, Fellers & Presba, Chicago agency, Hugh Cross and His Radio Pals will be aired six hours weekly. Clients are Olson Rug and Zanol Products.

Renfro Valley Barn Dance has been extended until April 2 by Keystone Steel & Wire Co. through Russell M. Seeds Agency.

Lowell Thomas (Sun Oil) and "Girl Alone" (Kellogg) are among other renewals.

Station also gets the Dale Carnegie (Colgate) show and two strips, National Biscuits' "Dan Harding's Wife" and Quaker Oats "Cabin at Crossroads."

WNBC, New Britain

Cecilia Patterson will conduct "The Seven O'Clock Swing Session" and "Many Happy Returns of the Day," two new morning shows replacing "Melodic Reveille."

Hal McIntyre ork gets back into the fold at 4 p.m. Sundays. The Wessman Ensemble also returning soon.

Jerry Beaupre and Al D'Amato and their Melodious Echoes change to Sundays at 1:15 p.m.

Milt Berkowitz announces another Transradio newscast, on Sundays.

Hal Robie of Springfield is a newly added soloist.

Doris Peck, feminine emcee, joins Cecilia Patterson on the WNBC Matinee.

WTMV, East St. Louis, Ill.

Jim (now James) Gillis, former announcer and singer here, returns in full glory to his home town as a member of the roadshow of "Brother Rat", Broadway stage hit. American Academy of Accountancy has signed for daily five-minute programs.

WPG, Atlantic City

Mrs. Ben Lyon, mother of the movie star, was interviewed by Ethel Rattay the other evening.

The WPA Federal Theater radio division "Tish" program will be aired Jan. 10.

Ben Bernie's U. S. Rubber Co. program has been signed, starting Jan. 12.

☆☆ Los Angeles ☆☆

WALTER O'KEEFE arrived last week to join the Packard troupe and inject added comedy. Appears that Lanny Ross will have to play straight for both O'Keefe and Charles Butterworth. Pat Weaver, producer of the show for Young & Rubicam, returned with O'Keefe.

Amos 'n' Andy move to Palm Springs after initial week for their new sponsor, and will carry on from the winter playground for several weeks.

NBC is reported making several different recordings of the much discussed Mae West "Adam and Eve" script, with various radio actresses, for submission to the FCC in proof of their contention that the script itself was an innocuous little drama of primitive rural life.

The John Hix "Strange As It Seems" transcriptions, 208 in all, have been taken for Canadian distribution by Irving Fogel Radio Productions from the Raymond R. Morgan Co., producers of the series.

KHJ-Don Lee has added three

SAN ANTONIO

The Sunday Express readers are voting on the most popular radio performers.

Church Director telling where to go to worship on the Sabbath is a new 15-minute program via KABC on Sundays at 8:30 a.m.

Interstate Neighborhood Theater program is now being aired weekly over KMAC.

WPTF, Raleigh, N. C.

James B. Little, announcer, has left here to join WFBC, Greenville, S. C. Another departure soon will be Royal Penny, who becomes sales manager at WBT, Charlotte.

U. S. Senator Josiah W. Bailey spoke to a state-wide network from here Friday evening.

The "680 Club", so termed for the station's position on dial, resumes this week as a Tuesday and Friday feature.

KDAL, Duluth

Odin Ramsland, salesman, and R. A. Dettman, chief engineer, spent several yuletide days at Grand Forks, N. D.

Christmas greetings sent to staff members by Dalton A. LeMasurier, owner, featured pictures of famous characters in American history.

A. H. Flaten, commercial manager, is getting ready for another New York trip.

WMPS, Memphis

Claire Weidenaar has resigned from WMPS, Memphis, to take over the radio promotion job with the Cincinnati Post.

Leslie Brooks, formerly with WTJS, Jackson, Tenn., now on announcing staff here.

shows from Mutual: Gotham String Quartet, the WPA's "Epic of America" and "News Testers."

William S. Wright, formerly with Lorenzen & Thompson, agency, joined the sales staff at KMPC on Jan. 1.

KMTR had announcers Bill Kelson, Bernard Gray, Rudy Cornell, Bud Ernst and Gary Dalton covering the Tournament of Roses parade, with set-ups at four strategic points along the route, and Ken Barton will cover the Rose Bowl game.

Gary Breckner and Tom Hanlon officiated for KNX at the Rose Bowl game.

The Hollywood Conservatory of Music has purchased a recording machine for the use of vocal coaches from the Universal Microphone Co., Inglewood.

George Jay, conductor of the popular "Listen, Ladies" on KEHE, moves over to KFVB about Jan. 15 to inaugurate a program of similar type, in addition to a couple of new ones, on the Warner station.

LOUISVILLE

Asher Sizemore and his 6-year-old son, Little Jimmie, returned to WHAS last week after singing over WSM for past several months.

Airings from WGRC, New Albany, Ind., were free of commercial announcements on Christmas Day and New Year's Day. Sponsors just wished their listeners compliments of the season.

Sportraits, sustaining sport program on WHAS, handled by Joe Wheeler and Jimmy Finnegan, now featuring interviews with local sport figures and visitors to the city.

Dan Thompson of NBC Chicago press department visiting relatives during the holidays.

Joe Eaton, WHAS program director, is recovering from a kidney ailment which kept him confined about two weeks.

WBT, Charlotte

Grady Cole, philosopher and news commentator, will be heard for Aspertone (Blackstone Products) beginning Jan. 18. Program will replace the Castleberry Food broadcast on which Cole is now heard.

A change in talent will be evident when Duke Power program goes on the air today. After running three years with the same talent, this popular program will be heard with almost a new ensemble. Clair Shadwell remains as announcer. Jane Bartlett, formerly violinist on the program, will play also piano and organ on the new series. Jack Phipps will replace George Frazier at piano and organ. Don White, a headliner of the Briarhopper program, will play guitar in the spot formerly filled by Pete Martin, xylophonist. Russell McIntyre, baritone, will be the new featured vocalist, replacing Margaret Chesick, soprano.

KANSAS CITY

M. F. "Chick" Allison, KMBC publicity chief, is getting out a mailing piece on birth of a daughter, Lols Elizabeth.

Jack Wolover, former KCMO announcer, has joined KWOS, Jefferson City.

Russ Davie, production manager at CCKN, resigned to join KWTO, Springfield, Mo.

Randall Jessee, KWOS program director, was in town for a visit.

Members of the Fatty Lewis program aired by WDAF for Listerine shaving cream surprised Art Killick, author-actor, with a party.

4 New Musical Series On WQXR This Month.

WQXR has four new musical programs scheduled for this month.

"Music of the Last Fifty Years" will be presented in a new series of piano recitals by Frederick Bristol, young American artist, on Saturdays at 8-8:25 p.m. during January. Bristol, who specializes in modern piano literature, has, for the past 15 years, served as assisting artist for Lucrezia Bori both in New York and on concert tours.

"Parallels and Contrasts" in piano music will be presented by Victor Wittgenstein, concert pianist and lecturer, at 12:30-1 p.m. on Sundays beginning Jan. 9.

Andrew Tietjen, organist of St. Thomas' Chapel in New York, returns to the WQXR schedule for a series of organ recitals on Monday evenings at 7-7:30 p.m. Programs originate from the Skinner Organ Studios.

Shirley Dale, English lyric soprano, will return to WQXR as a sustaining artist during January in song recitals at 3:45-4 p.m. on Fridays, beginning Jan. 7. Miss Dale has recently returned from Australia, where she appeared in "The Great Waltz" and other productions.

WDBO, Orlando, Fla.

New high fidelity transmitter went on the air Christmas Day, giving station new power of 5 KW days, 1 KW nights. Holey & Rollins, engineers, now making field strength survey of new coverage assisted by J. E. Yarbrough, station's chief engineer. To herald the event, station had full-page ad in Sentinel-Star, with pictures of Col. George C. Johnston, president; J. Thomas Gurney, v.p.; Harold P. Danforth, v.p. and Gen. Frank Reed, secretary-treasurer; Yarbrough, and a studio group.

Announcer Charles Batchelder and Continuity Writer Lenore Cushman of station staff married recently in De Land. Kept the whole affair secret until Christmas Day, when announcement was made.

Colonel Johnston, president and owner of WDBO, confined to his bed with heart trouble since Dec. 1 is now on the definite mend and expects to be up and around by Feb. 1.

Carol Irwin of Young & Rubicam visiting WDBO in connection with Mary Margaret McBride series from Florida.



COMPLETE COVERAGE

... which means that EVERY subscriber of Radio Daily will receive, as part of RADIO DAILY SERVICE, a complimentary copy of

The 1938 RADIO ANNUAL



Covering Radio Completely

... 1,000 pages ... Cloth Bound for permanent reference ... Complimentary to Radio Daily subscribers ... Ready for distribution shortly after the first of the year ... An annual informative and statistical guide that no executive in radio can afford to be without. ...

Radio Daily Service as Usual

NEW ORLEANS

Board meetings of the musicians' union here are reminiscent of the armistice day celebrations as the question of defining policy in connection with unsigned station finds the directors split and a new board due on Jan. 11.

Leon Prima is making changes in his band at the Shim Sham shortly.

George Tracey is the first of the out of town bands to go into Chez Paree on Jan. 6.

WCBS, Springfield, Ill.

Program Director John J. Corrigan working like a trouper making plans for many new and local programs to start this week.

Continuity writer "Bill" Nelms slaving away at scripts for these new shows, and busily engaged making up his daily piano ramblings.

Announcer John Connelly looking for his unbreakable glasses to wear in some of the local Basketball games.

President Harold Dewing is laying the groundwork for installation of the new 110-A Amplifier.

John Midgley, announcer and control operator, is getting a lot of experience in writing while making up his weekly Sunday morning "Sunshine Hour."

C. L. Jeffry of the sales department is working with several large advertisers getting their "first of the year" campaigns under way.

Tom Blanchard (Stooge) back after a few day's illness.

Cousin Betty is making plans for a larger and better "Junior Radio Stars" Club. Commercial for the Amrhein's Milk Bread. Did a swell job for the kiddies party held Dec. 27. Fox-Lincoln Theater packed for this gala affair.

WOPI, Bristol

"Messiah," oratorio by Handel, will be presented by the Community Chorus next Sunday.

"The Homemakers Hour," from the Kingsport studios, is making a hit with housewives. It offers recipes, household hints, etc.

Sullivan County Health Department supplies a weekly health broadcast.

ONE MINUTE INTERVIEW

DANIEL C. STUDIN

"Radio is confronted with the job of turning out many new scripts daily, and it is little wonder if some of these do not pass the critical ear of the audience. It will always be an impossible feat for comedians to crack sure-fire gags every minute and for dramatic actors and actresses to score phenomenal successes with the material supplied them. The solution lies in interesting the younger generation in writing scripts by recognition of the writer's importance and by adequate pay."

★ Coast-to-Coast ★

SHIRLEY WALDMAN, kid sister of the Bailey Sisters who warble with Orin Tucker's orchestra and do a Sunday show over CBS from WBBM in Chicago for Doublemint, made her radio debut last week over WEW, the St. Louis University station which recently turned commercial. Her sisters, June and Sylvia Waldman, were heard regularly over KWK before they left the St. Louis home grounds for greater success. Arthur Jones, WEW program director, says the 16-year-old Shirley has as much on the musical ball as her sisters. He will use her on Jack Norder's diversified show on Saturdays until she finishes high school in June.

"Tablets of Stone," a series of programs which gained wide popularity when it was on WBAL, Baltimore, last winter and spring, returns to WBAL tonight at 7:15. Series again will be conducted by Rabbi Edward L. Israel and will be heard the first and third Mondays of each month.

Mariana Fiory, one of Europe's celebrated actresses, will make her English debut in America during a special performance of NBC's Radio Guild on Friday at 3:00 p.m. over the NBC-Blue Network, in Ibsen's "Rosmersholm."

For the first time on the air in America, Ferenc Molnar's "Marshal," one-act comedy with an unusual twist to the "eternal triangle," will be presented by the WPA Federal Theater Radio Division in the Contemporary Theater series over WQXR on Tuesday at 9-9:30 p.m. Donald MacFarlane directs Contemporary Theater. Vivian Anthony, well-known stage and radio actress, is in charge of production.

Alice King, who used to be a member of the King Sisters with Horace Heidt's orchestra makes her debut as a soloist on a commercial program tonight via ET as guest star on Victor Arden's "Musical Moments" over WOR at 9:15. She is no longer with Heidt. Another guest on this program will be Ralph Kirbery.

When Beverley Lane, 18-year-old soprano recruit to the Chicago Civic

WSPR, Springfield, Mass.

Commercial Manager Milton W. Stoughton got the best of a heavy cold which confined him to his home for several days.

Program Director and Mrs. Wayne H. Latham spent a part of the holidays in Brookline, Mass.

Chief Announcer and Mrs. Elwin N. Tacy visited the ancestral Tacy home at Otis, Mass.

Quincy A. Brackett, proxy, has completed deal for airing baseball games from Boston next summer.

Opera, appears before the nationwide radio audience of the Ford Sunday Evening Hour on Jan. 9, it will be the first time she has ever sung on any radio program.

About a week ago a little girl in a town in Colorado was bitten while playing with a dog. The following day, the family left for Florida. While they were passing through northwest Florida on their way to the southern part of the state, the dog, which had been kept under observation was discovered to be rabid. Word was immediately flashed to several radio stations along the tourist family's route, and WCOA, Pensacola, broadcast an announcement which was the means of securing proper treatment for the victim, and probably saving her life.

WMCA has joined the list of stations that will carry the Roosevelt-Farley talks from the Jackson Day ceremonies on Jan. 8.

Everett Sloane was the latest Broadway actor to be enlisted for the cast of "The Shadow," heard Sunday on Mutual.

"Milwaukee Headlines of 1937" were aired for the second year by WISN. Major local events were dramatized. Neil Searles handled the show.

Betty Jane Tyler, child actress, appeared for the second consecutive week with Jean Hersholt on "Dr. Christian" over CBS on Sunday, 2:30-3. Though only eight years old, Betty Jane handles long difficult parts like a veteran performer.

NBC Thesaurus yesterday announced the signing of four new stations and renewal of nine others, six of them for the third successive year. New stations are: WGH, WHDL, WWJ, WDCM. Renewals are: WJAX, WMBG, WROK, CHML, CKCH, CJCB, CHNS, KFDM, KPLT.

Sarah Rehm, soprano, contributes her vocal varieties to Earl Summers' Steelmakers Orchestra on the "It's Wheeling Steel!" program over Mutual on Sundays.

WGPC, Albany, Ga.

Reviews of latest movies and plays are featured on the new "Curtain Calls" program.

"Public Problems," nightly broadcast, gives listeners a chance to come up and voice their opinions on events of the day.

A group of hotels and restaurants is sponsoring "Cocktail Capers," daily musical program.

SAN FRANCISCO

Olive West, veteran NBC actress, who has been in the east to collect a legacy, back for the holidays. She will not resume her role as "Gran'ma Liston" in "Hawthorne House" until her health improves, however.

"Bughouse Rhythm" goes back to NBC t. c. on the Red network Jan. 7.

Announcer Hal Gibney of NBC is now doing all NBC morning newscasts, retaining the Standard Symphony, "Hawthorne House," and other night shift shows.

Frank Buckley of "Bay District Publications" has joined the KGGC selling staff.

F.T.C. CASES

Kellogg Co., Battle Creek, Mich., under a stipulation signed with Federal Trade Commission, will stop advertising that its cereal food designated Kellogg's All-Bran regulates, cleanses or has any other direct effect upon the system; that it is a competent treatment for pimples and wrinkles or for any symptom or condition unless such assertion has been justified by competent scientific evidence, and that it ends constipation. The company also will discontinue representing that any article is given free to a purchaser when, in fact, the price thereof is included in that of another article which must be purchased before one is qualified to receive the gift.

WAPI, Birmingham

Coincident with joining CBS on New Year's, station has added to staff. Present set-up includes Dick Faulkner, program director; Clint Blakely, assistant program director; Lionel Baxter, chief announcer; Joe King and Don Frank, announcers; Nell McFarland, in charge of traffic; Willanna Walker, continuity and women's shows; Jimmy Merrill, merchandising; Harwood Hull, producing farm and family features; G. O. Privett, manager of sales; Clayton Dow, chief engineer; Claude Gray, engineer, and others.

Thad Holt, president, and H. H. Holtshouser, g.m., were given a surprise Christmas Day by a phone call that indicated trouble, but it was just the staff's way of presenting them with gifts. The staff, incidentally, got a special Christmas bonus.

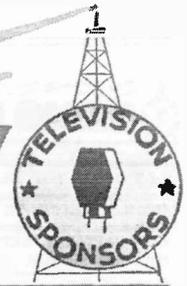


Holders of radio receiving set licenses in Austria may discontinue their licenses only in December of each year.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 2

NEW YORK, N. Y., TUESDAY, JANUARY 4, 1938

FIVE CENTS

FCC May Ask License Fee

NO FURTHER EXTENSIONS BEING GRANTED BY AFM

No further extension of a set time for the IRNA is to be allowed, according to AFM president Joseph N. Weber, who stated yesterday that either the Plan of Settlement will be declared operative at the end of the week, or the whole thing called off. Last deadline ran out yesterday, but Weber explained that he is meeting every third day with E. J. Gough and Samuel R. Rosenbaum and going over the contracts as they arrive. Weber is personally looking over

(Continued on Page 3)

Two Salt Lake Stations Sign for 30 Musicians

Salt Lake City—Contracts negotiated with the musicians' union here by the two local stations, KSL and KDYL, call for use of 30 musicians, formerly on part time basis, as regular staff members. Payment for musical talent will run about \$80,000 annually.

KMOX Sees Record Biz In First 1938 Quarter

St. Louis—Based on amount of inquiries about available time received in recent weeks, KMOX should set a new record for business in the first quarter of 1938, according to Ken Church, commercial manager.

KTSA Rate Up 17%

KTSA, San Antonio, on Feb. 1 will increase its 13-time rate schedule approximately 17 per cent. New rate will be \$156.75 per evening hour. Station is owned by Hearst Radio Inc.

Static Illegal

Laramie, Wyo.—City council here has passed an ordinance making it "unlawful to cause radio reception interference at any hour of the day or night." A previous edict had provided for protection of radio reception only between 6 p.m. and midnight. A "static detector" will be used to locate trouble-making machines.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Eighth installment of a Series)

ARTHUR PRYOR JR.



At the NAB convention in Chicago last June, Arthur Pryor Jr., vice-president in charge of radio for Batten, Barton, Durstine & Osborne, said some straight-

from-the-shoulder things about the poor quality of manpower in the program end of radio. It caused quite a bit of talk . . . and some thinking.

EDMUND (TINY) RUFFNER



In the summer of 1937, Tiny Ruffner resigned from Benton & Bowles agency to become vice-president and radio director on the coast for Ruthrauff & Ryan. His radio voice has sold mil-

lions of dollars of merchandise for sponsors—and that's only the beginning.

LAWRENCE LOWMAN



CBS operations increased considerably in 1937, which meant extra work for the vice-president in charge of operations, who happens to be Lawrence W. Lowman, as well as

for Herbert V. Akerberg, vice-president in charge of station relations, and their respective lieutenants and sergeants.

ROY C. WITMER



Remember all those headlines of the past year telling about new highs in billings and other remarks to that effect? Well, in the case of NBC, Roy C. Witmer had something to do with the increases. He's the vice-president in charge of sales.

3 Networks' 1937 Billings 16 Per Cent Ahead of 1936

The combined 1937 gross receipts for the three national networks, CBS, NBC and MBS, will total approximately \$69,200,000, up approximately 16 per cent over 1936, according to official reports from NBC and CBS and an estimate from Mutual. This is \$10,000,000 greater than the combined 1936 receipts. Mutual figures were not available yesterday, but a reliable estimate is being used. For the year CBS billings totaled

\$28,722,118 an increase of 24 per cent over 1936. Combined NBC revenue is \$38,651,286 up 12 per cent. Mutual is down a small percentage. Break-down of NBC yearly figures shows the Red billed \$27,171,965 and the Blue did \$11,479,321. Red figures for 1937 increased 20 per cent while the Blue is down 3.4 per cent.

For the month of December CBS billings hit the all-time record high

(Continued on Page 3)

Secret Report Made to Congress Along With Annual Review

By GEORGE W. MEURTEENS
Washington Bureau, RADIO DAILY

Washington—That the FCC is considering the possibility of asking for legislation to charge radio stations a license fee, and that it would investigate the "desirability or undesirability" of increasing newspaper ownership of broadcasting facilities, was revealed in the form of a secret report submitted to Congress yesterday coincident with the release of the FCC's third annual report for fiscal year ended June 30, 1937.

At the same time the Commission

(Continued on Page 3)

HOLLINGBERY TAKES OVER FULL OWNERSHIP IN FIRM

Chicago—George Hollingbery, head of local office of Craig & Hollingbery, has taken over ownership of entire company, acquiring interests held by estate of the late Norman Craig. Hollingbery is now in New York conferring with Edward Spencer, eastern manager, who is to be vice-

(Continued on Page 3)

Larus to Air "Valentine" Over NBC-Blue Network

Larus & Brother Co. will begin a new weekly series over an NBC-Blue network of 32 stations Jan. 18. Program, "Alias Jimmy Valentine," will be heard at 9:30-10 p.m. Blackett-Sample-Hummert is the agency.

RKO Delays

RKO has decided to delay its radio plans after watching results of the M-G-M series. Although the Warner-Lucky Strike show appears set for a long run, other film companies are said to favor laying off radio activities at present, believing that the box-office has suffered because of the radio programs.



Vol. 3, No. 2 Tues., Jan. 4, 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. 3)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|--------|--------|---------|----------|
| Am. Tel. & Tel. | 146 | 144 | 144 3/4 | + 1/4 |
| CBS A | 18 | 17 1/2 | 18 | + 1/4 |
| CBS B | 17 1/2 | 17 1/4 | 17 1/4 | + 1/4 |
| Gen. Electric | 42 1/4 | 40 1/2 | 40 3/4 | - 3/4 |
| RCA Common | 6 3/4 | 6 | 6 1/4 | — |
| RCA First Pfd | 46 3/4 | 45 | 45 | - 1/4 |
| Stewart Warner | 9 | 8 3/4 | 8 3/4 | - 1/4 |
| Westinghouse | 104 | 99 | 99 1/2 | - 1/2 |
| Zenith Radio | 14 | 13 | 13 | - 1/2 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|-----|-------|
| Stromberg Carlson | 6 | 7 |

Philly Staff Changes

Philadelphia—Year-end staff changes at local stations included resignation of Jack Barry, WIP sports spieler, along with James Willard Jr. (Uncle WIP), who is being replaced by Wayne Cody on the kid shows. Charles Bedford, commentator, formerly of WOL and WOR, replaces Allen Scott at WFIL. Station's "Jolly Man" program, which Cody left to join WIP, is to be replaced by "Mr. Van's Caravan", conducted by John Vandersloot.

Lorraine Reilly, secretary to Murray Arnold, p.a. at WIP, resigned to join Al Cormier at WINS in New York.

WLW-WSAI Talent Expert

Cincinnati—Chester Herman, theater authority, has been retained as program consultant for WLW and WSAI, it is announced by James D. Shouse, v.p. of Crosley. Herman is stage manager and assistant to Richard H. Berger, producer of St. Louis Municipal Opera Co.

LUCILLE & LANNY

LINWOOD GREY
"2 voices and a pianny"
Monday, Wednesday, Friday
WJZ-NBC Blue 8:45 A.M. EST
Arrangements by Lanny Grey
Management NBC Artists Service

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Jan. 1, 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 |
|--|-----------|--------------|
| Once In Awhile (Miller Music Inc.) | | 37 |
| I Double Dare You (Shapiro, Bernstein Inc.) | | 36 |
| You're A Sweetheart (Robbins Music Corp.) | | 36 |
| Bei Mir Bist Du Schoen (Harms Inc.) | | 36 |
| Rosalie (Chappell Co.) | | 30 |
| I Wanna Be In Winchell's Column (Leo Feist) | | 30 |
| Bob White (Remick Music Corp.) | | 29 |
| True Confession (Famous Music Corp.) | | 29 |
| There's A Gold Mine in the Sky (Irving Berlin Inc.) | | 27 |
| Vieni Vieni (Wilmark and Son) | | 22 |
| Nice Work If You Can Get It (Chappell and Co.) | | 20 |
| Dipsy Doodle (Lincoln Music Co.) | | 18 |
| You Took the Words Right Out of My Heart (Paramount Music Co.) | | 18 |
| Sail Along Silvery Moon (Select Music Co.) | | 18 |
| Cachita (Southern Music Co.) | | 17 |
| I've Hitched My Wagon To A Star (Harms Inc.) | | 17 |
| Everyday's A Holiday (Famous Music Co.) | | 17 |
| You Can't Stop Me From Dreaming (Remick Music Corp.) | | 16 |
| She's Tall, She's Tan, She's Terrific (Mills Music Inc.) | | 16 |
| Snake Charmer (E. B. Marks Music Co.) | | 16 |
| Sweet Someone (Leo Feist Inc.) | | 15 |
| My Heaven on Earth (Wilmark and Son) | | 15 |
| I See Your Face Before Me (Crawford Music Co.) | | 15 |

McWhorter Reorganizing WALR Program Dept. KALE Boost in Power Starting Next Month

Zanesville, O.—Harold McWhorter of the West Virginia Network has been at WALR reorganizing the program department. Bob Horn, former program director, is now a member of the announcing staff. McWhorter remains until new program director arrives.

Portland, Ore.—KALE, recently authorized by FCC to boost power from 500 watts to 1,000, is installing equipment and expects to be on the air with its new power in 30 days, according to Charles W. Myers, treasurer.

Governor Martin last week extended congratulations to the station owners on the power increase.

KSFO Appoints New Rep

San Francisco—Free & Peters Inc. has been appointed national sales rep for KSFO, according to Philip G. Lasky, general manager of the station. Leo Bowman, coast manager for the rep firm, handled the deal. John Blair & Co. formerly handled the station.

KYW "Round Table"

Philadelphia—University of Pennsylvania has started an educational round table over KYW titled "University of Pennsylvania Question Box", patterned along lines of the Chicago round table conference.

Gen. Butler on WORL

Boston—When Major General Smedley D. Butler talks next Monday in the ballroom of Hotel Statler, at the second annual radio conference of the Mass. State Federation of Women's Clubs, the proceedings will be aired over WORL.

Benny From Frisco

West Coast Bureau, RADIO DAILY
Los Angeles—Next Sunday's Jack Benny program will come from San Francisco. Billy Morrow and Ed Beloin, writers, preceded the troupe north by several days to absorb local atmosphere.

McGillvra in Chicago

Chicago—Joseph Hershey McGillvra is here looking over several prospects to replace George Roessler, who is leaving firm Jan. 15. Roessler, who has been in temporary charge of local office because of illness of George Besse, expects to announce new affiliation in a week.

WLW Pair to Wed

Cincinnati—Betty Lee Arnold and Allen Franklin of the WLW dramatic staff will be married Jan. 29.

Stranger Than Fiction

Infinitely more dramatic and fascinating than fiction are the true stories surrounding 200,000 cases handled by the only agency in the country specializing in the location of missing persons. Material for a program that will interest everyone.

SKIP TRACERS COMPANY
515 Madison Avenue
New York City

COMING and GOING

VIVIAN DELLA CHIESA and mother are in New York from Chicago for a visit. The soprano's sustainers will air from Radio City all week.

NELSON CASE, NBC announcer for Phil Spitalny's "Hour of Charm" and other eastern shows, vacationing in Chicago.

FRED WEBER, general manager of Mutual, and MRS. WEBER are back from their Coast trip.

ARTHUR J. COSTIGAN, traffic manager of RCA, sails today aboard the Manhattan for Cairo, where the International Radio Congress will take place.

MOSE GUMBLE, head of the Professional Music Men's Association, is on the Coast for a short visit.

JOHN BARBIROLLI sails today aboard the Berengaria for a four-week vacation in Europe.

NILA MACK, CBS writer and director, is visiting her mother in Kansas.

MICKY ALPERT returns today from an engagement in Philadelphia.

MISS PAT STANTON, secretary to Elliott Roosevelt, has arrived in New York from Fort Worth coincident with the establishment of the new Hearst Radio president's headquarters in this city.

ARTHUR BORAN leaves shortly for Miami to appear at the Cinema Casino, set by Bill Wolfe of the CRA office.

JOE V. CONNOLLY of the Hearst organization expected back in town today.

Roosevelt Takes Over

Elliott Roosevelt arrived in town yesterday and took over active managerial duties as head of Hearst Radio Inc. He spent most of the day in conference with other Hearst executives. Understood that William Randolph Hearst himself is in town holding a series of powwows. Murray Grabhorn, most recently manager of Hearst's KEHE, also arrived in town yesterday, as assistant to Roosevelt.

Billy Mills With "McGee"

Chicago—Billy Mills, CBS musical director until a year ago, takes over musical end of Johnson Wax's "Fiber McGee" show starting Jan. 17, while Ted Weems is on tour. Mills probably will stay with the show if he clicks.



6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN

and equipped with all essential information to guide you in planning complete spot advertising campaigns on any of the dominant radio stations represented by

John Blair & Co.
CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES SEATTLE

FCC MAY ASK CONGRESS FOR LICENSE FEE LAW

(Continued from Page 1)

revealed that it was powerless to censor radio advertising (which is in the province of Federal Trade Commission) and stated that it could not exercise any other form of censorship except over lewdness. The Commission estimated unofficially that more than 28 per cent of the nation's broadcasting facilities were either owned or controlled by newspapers.

During the fiscal year, reports were received of the operation of 477 unlicensed radio stations. Action taken by the Commission resulted in discontinued operation of 357 stations, leaving 120 stations under investigation at the close of the fiscal year.

Continued growth of the broadcasting industry was evidenced by the fact that the Commission received 295 applications for new stations and granted authority for the construction of 51 stations, while seven existing stations were deleted. At the close of the fiscal year 704 regular broadcast stations held licenses, an increase of 44 over previous fiscal year.

Of significance, it is pointed out, is the fact that 270 stations share time or operate only in daytime or during limited time or specified hours; 48 stations share time in the same city, 77 stations share time with stations in other cities; 119 stations are limited or daytime stations; 28 stations are specified-hours stations and 430 stations are unlimited time stations.

The report states that there is a great demand for television service. Considerable information was presented at the informal engineering conference, indicating that because of the higher definition television pictures of the detail now possible could not be successfully transmitted within the limits of the two lower frequency television bands of 2000-2100 kilocycles and 2750-2850 kilocycles, and that these frequency bands could be used to better advantage by other services. There were 17 licensed stations and three applications for construction permits for television stations at the close of the fiscal year. This number has been considerably increased since then, however.

It is understood the FCC will urge Congress to proceed cautiously in the matter of both censorship and imposition of license fees, because of the close relationship of the industry with constitutional rights of free speech and free press. The Commission is believed to be in favor of



BETTER BROADCASTS for BETTER BUYERS

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NEW PROGRAMS—IDEAS

Welcome to Visitors

Miami auto tourists are being welcomed to the city these days in a novel starter over WQAM. Leslie Harris, special events director, and Lt. Dan Reynolds, stop incoming cars as they cross city limits, extending greetings of Miami and putting them wise to traffic conditions. Free copies of traffic regulations are given, and subjects are invited to talk about themselves and their journey, via the mobile short wave transmitter.

No Further Extensions Being Granted by AFM

(Continued from Page 1)

every word of the 200 contracts now set while some 50 odd are in the mail. He is optimistic on the outcome since approximately \$1,250,000 in additional musician expenditures are now assured by contracts already in escrow.

No expense is being spared to see that broadcasters and AFM locals get off on a proper footing, and in clarifying certain situations that arise some 40 locals were called on the phone one day the past week at an expense to the AFM of \$700. Negotiations are in progress in every leading city with virtually every important outlet already signed up. Approval of his decision to declare the IRNA plan operative will be received by Weber from other members of the AFM Executive Board by phone.

WBZ-WBZA Appointments

Boston—Among New Year appointments by John A. Holman, g.m. of WBZ-WBZA, was the naming of Frank R. Bowes, former NBC salesman here, to sales manager of the two stations. Robert E. (Bob) Evans, former sports reviewer at WGAR, Cleveland, joined the WBZ-WBZA news staff. Arch Macdonald, who has been doing news at WBZ, was transferred to the program department to handle auditions and program ideas.

Two Join WOR Sales Staff

Jack Lowe and James Fishback, advertising men from newspaper field, have been added to the WOR sales staff. Lowe comes from the New York Times most recently, while Fishback is from the New York Sun.

Ted MacMurray Promoted

Chicago—Ted MacMurray, WBBM production director, has been named WBBM - CBS production supervisor, succeeding Bob Hafter, who has been assigned to full-time work handling the Wrigley "Double Everything" show. MacMurray came to WBBM five years ago from KWK as an engineer.

Commissioner Payne's suggestion for a wattage tax, since it is definitely vetoing suggestions of a tax on radio sets.

Fire Alarms Broadcast

By arrangement with the Memphis Fire Department, WHBQ is airing the location and nature of fires as soon as they are reported in the city. Fire sound effects usher in each notice, and safety feature is introduced by tracing cause of the blaze and advising listeners how to avert similar misfortune. News from the fire house is given to the station in code, eliminating danger of false reports from pranksters.

Hollingbery Takes Over Full Ownership in Firm

(Continued from Page 1)

president. Mrs. Jean Craig also is attached to the New York office.

Hollingbery will assume exclusive representation of WWJ, Detroit, on Jan. 15, and WHIO, Dayton, Feb. 1. Other stations are WHAM, WDRC, WOKO, WEEU, WORC, WIBX, WREN, WEBS, WAAF, KSCJ, WCOL, WJAX, WIOD, WJDX and WBIG.

More Political Talks Are Planned by Mutual

Mutual broadcasting plans for 1938 call for more talks on political and economic subjects, by speakers qualified to give enlightenment on the issues, it was stated by Theodore C. Streibert, executive v.p., on the network's "1937 in Review" broadcast New Year's night.

Streibert displayed an excellent voice as a commentator.

Song Complaint Dismissed

Federal Judge John C. Knox in the U. S. District Court, yesterday dismissed the complaint of Ira B. Arnstein, who brought suit against Ascap, the MPPA and leading networks because of alleged non-payment of royalties and dividends on 50 songs he claimed to have written during past few years. Judge Knox allowed Arnstein 30 days in which to amend his complaint and also advised Arnstein to hire an attorney to do it.

GOSH - a smallie with results!

KRMC

JAMESTOWN, NORTH DAKOTA

Managed by
VAN CRONKHITE ASSOCIATES

Chicago and New York

"The biggest little buy in radio"

3 NETWORKS' BILLINGS UP 16 PER CENT IN '37

(Continued from Page 1)

of \$2,786,618, up 14.5 per cent over the same month a year ago. NBC-Red receipts were \$2,535,046 up 4.8 per cent; the Blue was down 3.1 per cent with a total of \$1,104,040.

NBC combined figure for December was the network's second largest month in its history. A total of \$3,639,406, up 2.3 per cent against December 1936, was billed.

Mutual estimates that its yearly figure will run around \$1,900,000 with the December figure totalling \$240,000. The 1936 MBS total was \$1,987,573.

In dollar volume, CBS had the largest gain during 1937 with an advance of \$5,500,000 against \$4,000,000 for the combined NBC networks.

Baseball on WFIL

Philadelphia—The 77 home games of the Philadelphia Athletics, recently signed by Kellogg, will be aired over WFIL. This is the first time station has ever had baseball, except for World Series. N. W. Ayer handled the account.

National League games have not yet been set.

KJR Kid Show from Theater

Seattle—"Uncle Frank's Children's Matinee" over KJR will originate on the stage of the Egyptian Theater here starting Jan. 8 to accommodate over-capacity studio audiences. Increasing interest by the public in seeing actual radio programs in production caused the change to this city's finest suburban show house which has a capacity of 1,300 persons.

Frank Coombs, who directs the youngsters' variety show, remains under the sponsorship of Fisher Flouring Mills of Seattle. A new contract calls for 15 weeks from the Egyptian stage with the option of renewal at the end of that period.

SENSATION OF '38

Daredevils

OF HOLLYWOOD



A new, copyrighted, transcribed radio feature. 26 quarter-hours, packed with thrilling experiences of Hollywood movie-stunt men. Ideal for weekly broadcast. Write now for full information.

RADIO PROGRAMS DIVISION
Walter Biddick Co.
1151 S. Broadway, Los Angeles

NEW BUSINESS Signed by Stations

WBNX, New York: General Baking Co. (Bond Bread), time signals, through BBD&O

WHIP, Hammond, Ind.: McKinsey Milling Co., Polish series.

KNX, Los Angeles: Campbell Cereals; "Under the Sea With Jack Westaway," through Ruthrauff & Ryan.

KFRU, Columbia, Mo.: Smith Chickeries, spots, through Shaffer-Brennan Advertising Co.; Bradley Bros. Nursery, spots, through Shaffer-Brennan Advertising Co.; Rexall Drug Stores, E.T.s, through Spot Broadcasting; Coca Cola, "Refreshment Time," through D'Arcy Advertising Agency.

KSL, Salt Lake City: Royal Baking Co., "Jimmy Allen Series."

KYW, Philadelphia: Standard Oil of N. J., news, through Marschalk & Pratt.

WBT, Charlotte: Mantle Lamp Co. (Aladdin Lamps), E.T.s, through Presba, Fellers & Presba; International Agric. Corp., (fertilizer), announcements, through Groves-Keen, Inc.; Horse & Mule Assoc. of Amer., announcements, through Rogers & Smith; Blackstone Products Co. (Aspertone), "Grady Cole," program, through Radio Sales.

WHO, Des Moines: Procter & Gamble (Dreft), "Kitty Keene," through Blackett-Sample-Hummert; Colgate, Palmolive-Peet, "Myrt and Margie" and "Hilltop House," through Benton & Bowles; National Biscuit Co., "Dan Harding's Wife," through McCann-Erickson; Champion Milling & Grain Co., farm news, through Rogers & Smith; Sterling Casualty Insurance Co., musical clock, through Frankel-Rose Co.; Dr. W. B. Caldwell, Inc., "The Party Line," through Cramer-Krasselt Co.; Publishers Service (Women's World), through Albert Kircher Co.; General Mills, "Hymns of All Churches," through Knox-Reeves, and "Betty and Bob" and "Jack Armstrong," through Blackett-Sample-Hummert.

GUEST-ING

ROBERT TAYLOR as emcee, LIONEL BARRYMORE, and others, on "Good News of 1938," Jan. 6 (NBC-Red, 9 p.m.).

TOM HOWARD and GEORGE SHELTON, on Benny Goodman-Camel program, tonight (CBS, 10 p.m.).

HARRIET PARSONS, on Bromo-Seltzer program, Jan. 5 (NBC-Blue, 8:30 p.m.).

BEVERLY LANE, soprano, on Ford Sunday Evening Hour, concert Jan. 9 (CBS, 9 p.m.).

BUDICE SHAPIRO, violinist, on "Magazine of the Air," Jan. 9 (CBS, 5 p.m.).



• • • Eddie Garr, before going to Chi for New Year's, was signed by J. Walter Thompson to take over the vacated Sidney Skolaky 15-minute period opposite Eddie Cantor beginning Jan. 12—also for Bromo Seltzer.... Al Goodman takes the baton now wielded by Leo Forbstein on "Your Hollywood Parade" Jan. 19. Forbstein is busy with pix....Rupert Hughes is writing a dramatic series for Edward Arnold, flickerdom's "Diamond Jim"....Lillian Gish coming to the airwaves in a weekly series?....Phil Baker's show may come from N. Y. around Feb. 1....Charlie Cantor returns to the Ipana show....Portland Hoffa's dad, Dr. Fredrick Hoffa, died before she entrained from the coast....Jack Oakie gets the Ted Healy spot in the Vallee flicker....Rudy Vallee and Co. will be back in the Big Town around Easter Week—because they're booked back into Loew's State then....Eddy Duchin closes at the Plaza Jan. 25 and opens at the coast's Coconut Grove Feb. 1, airing via MBS....Nat Brandwynne closes at the Pierre Jan. 8 and opens at the Statler in Detroit the 12th with a major wire....Kate Smith will sign a contract this week to write a daily column for a syndicate a la Mrs. FDR. Space allotment same as the late Will Rogers....Mennen is looking for a variety show....Fred Allen writes his air material in pencil—but hand lettered! Can't write script.

• • • No chance any longer for spielers at KDAL, Duluth, to be late in getting news flashes on the air. Chief Engineer R. A. Dettman has devised a gadget which calls announcer's attention to special flashes....Gadget, which the men there call the "Red Light," is an amber light that flashes on the wordslingers' booth panel. It is actuated by KDAL's press operator at transmitter when he receives an urgent bulletin....Signal can't be ignored because it remains on until switched off—and the switch is located in the news-room right alongside the teletype machine....A staff announcer at KIDO, Boise, Idaho, sprung a new alibi the other a.m. when he arrived late for studio duty. Said his close friend was wearing "their" black tie. Explanation: An announcer at KIDO is not officially on duty unless he sports a dress shirt and tie!

• • • "Big Town," the Ed. Robinson-Claire Trevor show, which was slated to begin a "repeat" series tonight, won't because CBS can't clear the time until March 1....Vincent Travels is being talked about to join WCAU, Philly, as musical director....Singer Judy Starr had to call off her engagement at the Drake abruptly because of a recurrence of hemorrhages due to her recent auto accident....Rose Blaine and Tiny Wolf go with Benny Davis' vaudeville unit....Joe Candula gets the second spot at the French Casino....Will Rockwell, formerly pro manager for Miller Music, is now a nite club owner—owning Mammy's Chicken Farm on W. 52nd St. 100%....Barry Wood takes over on that CBS Monday nite half-hour variety show Jan. 17 with Doris Rhodes and Ben Hawthorne....Wynn Murray left "Babes in Arms" in Philly Sat. and goes to Sam Goldwyn unless NBC has a show for her. Show will close in Philly this Sat....Judy Garland will be elevated to stardom by MGM within the next four months. A concentrated ad campaign will bring the Oakie College singer into the Garbo-Gable-Crawford class....Henny Youngman gave another audition last week for Lucky Stinke's MBSHOW.

• • • Michael J. Boden, manager of the Hotel St. James in Philly, is going on WIP there with an operatic show....Pioneer and wild west days are ever present at KFOX, Long Beach, Cal....A visitor walking unsuspectingly into the studios might well be amazed to hear cries for "Daniel Boone" and "Jessie James"—but both are staff members....Boone is a technician and James is secretary in the commercial department.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS GRANTED
WWL, New Orleans. CP to install new equipment and increase power to 50 KW.
J. K. Patrick & Co., Athens, Ga. CP for new station. 1310 kc., 100 watts, 250 watts LS, unlimited.

KOKO, Fort Worth. CP to move to Fort Worth and increase power to 1 KW., 5 KW. LS, 570 kc., unlimited.

KFNF, Shenandoah, Ia. CP to increase power to 1 KW., 5 KW. LS.
W. E. Whitmore, Hobbs, N. M. CP for new station. 1500 kc., 100 watts, daytime.

APPLICATIONS DENIED
Arthur H. Croghan, Minneapolis. CP for new station. 1310 kc., 100 watts, daytime.

WHOM, Jersey City. CP to change equipment and increase power.

Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Geraldine Abergarn, Pawtucket, CP for new station. 720 kc., 1 KW, daytime.

Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

WKY, Oklahoma City

M. H. Bonebrake, advertising manager, returned from Christmas vacation in Missouri.

Leroy Stokley, sales department, to Wichita on vacation.

Smith Manufacturing Co. sponsoring daily 15-minute show called "Sunrise Review." Show local; sponsor from Kansas City.

Oklahoma Gas & Electric program began Jan. 1 with Lee Norton, vocalist, and Ken Wright, organist, in 15 minutes following Amos-Andy spot.

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

Exclusive Representatives for outstanding free-lance writers and directors.

Jules Rosenberg
-INSURANCE-
MONEY FOR ALL THREE
FAMILY—RETIREMENT—DISABILITY
IN ONE SIMPLE PLAN
JOHN 4-2800 Beckman 3-0375
80 JOHN ST., NEW YORK



Chicago

STUART HAYDON, formerly news editor with Van Cronkhite Associates, has left VCA and set up his own radio production agency.

Peggy Wall and Cornelius Peebles will support Sunda Love and Francis X. Bushman in the new Colgate toothpowder serial, "Step Mother," to be launched over CBS on Jan. 17.

Jack Stillwell and Edythe Dixon of WLS scored a scoop in getting the first and longest interview with Norm Alley, Panay film photographer, when he landed here.

Betty Ito, Japanese actress and student at University of Chicago, is now an Oriental actress in NBC releases due to the Japanese disfavor because of the conflict in Asia.

Annette King, NBC contralto, and Frank R. Reid, assistant state's attorney of Aurora, Ill., were married New Year's Day. Fran Allison substituted for Miss King while they went on three-day honeymoon.

Todd Hunter, WBBM news commentator, will be sponsored by Chicago Motor Club starting today. He also continues with Penn Tobacco. McJunkin agency has the motor club account.

Oshkosh Overalls is launching Pat and Hank as editors of the Halesville Hornet on WLS. Ruthrauff & Ryan has the account.

Jack Van Volkenburg, assistant to Leslie Atlans, CBS v.p., to St. Louis for a few days.

"Words and Music" moved yesterday to 12:15 on NBC. Show features Olga Kargau, Charles Sears, Edward Davies, Larry Larsen and Harvey Hays as narrator.

George Ferguson and Larry Kurtze of WLS, with their families are motoring to Hollywood where the two men are setting up the new WLS Artists Bureau branch.

Allan Grant, NBC pianist, has turned out a new song titled "Bohemia."

Les Weinrott is splitting his personality to turn out gags for Quaker Oats "Cabin at the Cross Roads" while writing entire script for "Margot of Castlewood."

Warren Brown of WJJD's "Sports Edition" to New Orleans to cover the Sugar Bowl game.

Sunda Love substituting for Margarette Shanna on General Mills "Arnold Grimm's Daughter." Plan is to move a microphone to Miss Shanna's bed at Passavant Hospital, where she is recovering from appendectomy.

ORCHESTRAS - MUSIC

BEN BERNIE and all the lads opened at the swank new Zebra Room of the Town House in Hollywood on New Year's Eve. MCA set the deal. Phil Harris and his band open at the Palomar on Jan. 12, handled by MCA.

Chick Webb and his Savoy Swing Orchestra will play a week at the Apollo Theater starting Friday.

The Savoy Ballroom has Lucky Millinder's band for a week, to be followed by Willie Bryant and his band.

"Bei Mir Bist Du Schoen" has been recorded by George Hall's orchestra, with Dolly Dawn singing the novel lyrics, on Vocalion records.

KVI, Tacoma, presented the Mickey Mouse Band, composed of 65 boys between the ages of 10 and 18, in a half-hour program last week. This unique organization was started six years ago as part of a Mickey Mouse Fan Club which met at a local Tacoma theater every Saturday. Now it has grown so that it is one of the finest juvenile bands in the country, winning nation-wide recognition when it played over a coast-to-coast

CBS hookup last June. The youthful musicians have an amazingly extensive repertoire, including many numbers usually played only by older musicians.

Lee Grant, currently featured with his orchestra on WMCA's "Grandstand and Bandstand" commercial, has another innovation in "Nursery Rhyme Jam," in which he interprets the old nursery rhymes through this new medium.

Bandleader Ray Block's newest singing protege, Nan Wynn, has been assigned a permanent spot on the Columbia networks Tuesday evenings at 6 o'clock. She will be heard at that time with Block's orchestra.

WICC, Bridgeport, has retained Gus Meyers Jr. and his orchestra, Globe Theater feature, as its studio band.

"Village Festival," a seldom heard work by Cesare Sodero, concert, opera and radio conductor, is to be broadcast by the Radio City Music Hall Symphony Orchestra, under the direction of Erno Rapee, on Sunday at 12:30 p.m. over NBC-Blue network.

BOSTON

Fred Hoey, New England's ace baseball aircaster, will do a thrice weekly sports review spot on Yankee network under the sponsorship of Avalon cigarettes. Show starts this week and will be heard on Tuesday, Thursday and Saturday at 6:15 p.m. Ella Logan, of the screen and radio, will open a week's engagement on the stage of the Metropolitan Theater on Thursday.

KSL, Salt Lake City

Starting this week, 14 new all-livestatic shows weekly are being aired by KSL. Musical head Gene Halliday has a formidable schedule of musical offerings.

Earl J. Glade, managing director, made a brief radio address on the anniversary program of the Logan Garment Co., a consistent KSL client. Judith Adams has a bandaged hand, due to poisoning.

WOC, Davenport, Ia.

Twenty-one employees who have been with station six months or longer shared in the usual yuletide bonus paid by Tri-City Broadcasting Co.

Col. B. J. Palmer, president, threw a big party for all orphan kids of the Tri-Cities. It is planned to make this an annual event, according to Clark A. Luther, station manager.

Gene Ferguson Breaks Leg

Hot Springs, Ark.—Gene Ferguson, head of Ferguson & Co., radio reps of Chicago, is in a hospital here, result of a broken leg. While riding, Ferguson was thrown by his horse and before he could get out of way animal stepped on leg, fracturing it.



THE various stations of the McClatchy chain in California are to have immediate installations of RCA equipment for facsimile broadcasting, with a number of receiving sets included in each instance, to carry on experimentally in this field under the permit recently granted by FCC.

KFWB initials "Hollywood Matinee" on Jan. 10 featuring Tommy Harris, billed as the "little king of song," with Bert Fiske's orchestra, and Beth Wilson, femme vocalist. Program will be on a five-times-weekly schedule and will be released by all of the affiliated CRS stations.

Claude Sweeten, musical director at KEHE, has a new Tuesday and Thursday mid-afternoon program called "Colonial Miniatures." Logged at 2:30 p.m., immediately following the perennial and popular "Listen Ladies."

Lillian Ariel and Margaret Kintz-Duncan, piano duo well remembered by local listeners, return to the air after a too-long absence with a KFI program at 7:45 p.m. Saturdays.

"Morning Merrymakers," which, oddly enough, was formerly heard over the Don Lee net from KFRC, San Francisco, in the afternoon, has been switched to a more appropriate spot at 8-8:30 a.m.

Myron Fox, in charge of special events at KDYL, Salt Lake City, in town and assisting Don Forbes at KNX in handling all the holiday sports and festivities.

After 39 weeks on the Don Lee net, "House Undivided," Young & Rubicam-produced show for LaFrance products, moves following the Jan. 14 airing. Norman Field, Cliff Carpenter, Jane Morgan and Mary McIntosh have been featured in the dramatic serial, which was supervised by Everett Meade and produced by Murray Bolen for the Y&R account.

LINCOLN

Jim Cox, continuity man for KFAB-KFOR, has a new show called "This Thing, Success," twice weekly. Reads incidents out of the lives of successful Nebraskans and nominates others he thinks will be up there.

Don Searle, new general manager with KOIL, KFAB and KFOR, will be formally introduced to the ad club here this week. Ben Ludy was promoted to g.m. at WIBW, Topeka, to fill the vacancy created by Searle's departure.

KVOR, Colorado Springs

Norman Terry of KSD, St. Louis, visited his brother, Hugh Terry, KVOR manager, during holidays. Anita Perry, secretary to the manager, is engaged.

Paul Hughes, newsman, had a lead role in the local Drama Club's "Goodbye, Again". Zelle Wade of the production department will be in "Beggar on Horseback."

Leon Marshall, salesman, spent New Year in Chicago. Wauhillau LaHay, program director, went to Dallas for the Cotton Bowl game.

KCRC Raises Capitalization

Enid, Okla.—Enid Radiophone Co., operators of KCRC, has secured a capital stock increase from \$25,000 to \$50,000.

COLONEL JACK MAJOR
"THE PUDCAH FOLIES"
Today 3-3:30 P.M. EST
Network

Radio Newsfeatures
Available to only one radio station in each city
Represented exclusively by
STEPHEN SLESINGER, INC.
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Maine's Largest Station
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WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO

★ Program Reviews and Comments ★

"MICKEY MOUSE"

Pepsodent Co.
WEAF—NBC-RED Network,
Sunday, 5:30-6 p.m.
Lord & Thomas

WALT DISNEY AND GANG IN A LIVELY "SILLY SYMPHONY" FOR RADIO. ESPECIALLY AMUSING TO YOUNG.

Powerful array of Disney characters plus the orchestra under the baton of Felix Mills right from the Disney lot invaded a network for the first time in a series of its own and from Mickey Mouse down to Goofy, the characters and program clicked from beginning to end. Disney himself was on hand, and while he reiterated they had much to learn about radio, it is to be hoped that he doesn't "learn" too much and keeps right on as per opening program. Continuity was first rate, although the way it was run off the average listener would believe the gang just happened on the studio stage and got goin'.

If Donald Duck didn't steal the show it wasn't his fault, for he was going great guns; the skit toward the close, which appeared to be a preview of "The Magic Mirror," was as dizzy and funny as any of the "symphonies," while the orchestra on its own was no slouch as to entertainment. Subsequent shows will contain pages of past Disney releases.

Pepsodent credits were nicely handled and dove-tailed into the show smoothly. Account has a real comedy hit on its hands and few shows can boast of the kind of wow injected by the birds with the merry-go-round voices or broken record delivery, as it were. There were plenty of laughs throughout the program apart from this.

"ARMCO BAND"

with Frank Simon, directing
American Rolling Mill Co.
WJZ—NBC-Blue, Sundays,
3:30-4 p.m.
N. W. Ayer & Son Inc.

BAND MUSIC. WELL PLAYED. WILL GATHER ITS QUOTA OF THE SUNDAY AFTERNOON LISTENERS.

Frank Simon and his "Armco" band are back on the air for American Rolling Mill. Initial program was made up of straight band music, a touch of light classical, plus a solo by Billy Snyder, 14-year-old cornetist.

"March of the Steel Men" started off the program, followed by "Allah's Holiday," "Carnival in Paris" and "Night Wind March." Snyder gave a good rendition of "Napoli" as his solo number. Strange how youthful musical prodigies always select difficult numbers for any public performance.

Program probably because of its martial air, seemed to be a very short half-hour. Which indicates that program has all the appeal that is necessary for any radio show. Program originates from the studios of WLW.

PAUL WHITEMAN

Liggett & Myers To
(Chesterfields)
WABC—CBS Network, Friday
8:30-9 p.m.
Newell-Emmett Co., Inc.

PLEASING INTIMATE HALF-HOUR OF ENTERTAINMENT, WITH A WHITEMAN-CROSBY REUNION.

For the first time in nearly a decade, the Paul Whiteman orchestra is again heard on CBS, also for a cigarette account, as it happens. Bing Crosby as the first guest star recalled the early days with the band and otherwise held a gabfest with P. W. in the style well known to the Kraft Music Hall audience. Oliver Wakefield acted somewhat as emcee and also did a few minutes of his monologue in his usual garbled double-talk delivery, but he seemed out of place. When folks tune in Whiteman, they want to hear music, not too much interrupted and without forced attempts at comedy. Whiteman himself can hold up the talking end—and incidently, he was in rare form on the opening show. Orchestra's opening rang in some of the old tunes made famous by the band and for a fast number later on played "Rosalie," followed subsequently by "Mardi Gras" from Grofe's Mississippi Suite.

Orchestra had the inimitable Whiteman touch, but unknown to the vast radio audience there were undoubtedly some fast instrumental changes made more or less at the last minute. During his stay in Texas and on the road, Whiteman experimented with a band devoid of violins, using reed instruments to replace them and was well on the way to perfect an altogether different type of instrumentation when the new sponsor decided that he strings ought to be back, and they were replaced. Nevertheless the sock was there. Chesterfield credits were short and in good taste.

Coast broadcasts will be for this month only, and with the return eastward, Deems Taylor will act as emcee with the orchestra probably delving into the more modern American music pieces of which P. W. is unquestionably head man.

"BETTY MOORE TRIANGLE CLUB"

Benjamin Moore & Co.
WEAF—NBC-Red, Mondays,
11:45-12 noon

PAINT AND DECORATION PROGRAM VERY HELPFUL TO SPRING CLEANERS.

Marking its tenth anniversary on the air, the Benjamin Moore & Co. paint program returned yesterday with its familiar talks on interior and exterior painting and decoration.

Through the medium of Betty Moore, who suggests colors and paints, discusses a "color scheme of the day" and then takes up individual painting problems as submitted by listeners, the program serves a very useful purpose while obviously promoting sales of the sponsor's products.

"IT'S WHEELING STEEL"

Wheeling Steel Corp.
WOR-Mutual, Sundays, 5-5:30 p.m.
Critchfield & Co.

MUSICAL PROGRAM WITH WHEELING EMPLOYEES AS THE TALENT TURNS IN A NICELY PACED HALF-HOUR.

It is very seldom that a program made up of non-professional talent can broadcast a 30-minute program that is easy on the ears. The Wheeling program is well produced and the talent stays within its bounds when selecting its musical items. Such numbers as "We Saw the Sea," "You're a Sweetheart," "Little Gray Home in the West," "Just a Little Love Song," "Down by the Old Mill Stream," "Somewhere a Voice is Calling" and "Let That be a Lesson to You," made up the list.

Walter Shane, baritone, Sarah Rehm, and the Millmen's Quartet did the vocals. Sixteen-piece orchestra under the direction of Earl Summers furnished the musical support. Bertie Howell offered "Waltz Vanity" as a saxophone solo. The "Old Timer" handled the commercials along with Walter S. Patterson, who did the emcee duties.

The major script fault lies in the too frequent mention of the word "Wheeling." Program, according to the press release, is designed to appeal to Wheeling employees and their friends, but maybe the sponsor is being modest. It will appeal to the regular dialer, too. Program originates from the studios of WWVA, Wheeling.

"MARGOT OF CASTLEWOOD"

Quaker Oats
WJZ—NBC-Blue, Monday through
Friday, 10:10-15 a.m.
Lord & Thomas

SURE-FIRE SERIAL STUFF WITH TOP-NOTCH CAST AND ACE SCRIPT.

As the new half of the double-feature Quaker Oats morning show on CBS, this new serial by Les Weinrott is the type of stuff that always proves popular. The girl in the case, Margot Carver, is a modern girl who wants to break away from her uppish old-line American family to make a career on her own. So she decides to go to Hollywood. Plenty of excitement and adventure is there-by promised the listeners.

Script is an expert job and all its values are elicited by the crisp acting of an excellent cast including Barbara Luddy in the title role, Charles Carroll as co-star, Francis X. Bushman and Miss Thel Owen.

The other 15 minutes of the half-hour space starting at 10 a.m. is occupied by a continuation of "Cabin at the Crossroads," by the same author, with Harriette Widmer as Aunt Jimima; Roy Brower, tenor; Sammy Williams and his band; Noble Cain's a capella choir, and Vance McCune and Forrest Lewis in comedy.

"THE WOMAN IN WHITE"

Pillsbury
WJZ—NBC-Red, Monday through
Friday, 10:45-11 a.m.
Hutchinson Adv'g Co.

AIMED AT WOMAN INTEREST, NEW SERIAL SOUNDS LIKE IT HAS SWELL POSSIBILITIES.

This is the new serial for which Irna Phillips, author, decided to give up writing her popular "Today's Children." Whether decision was a wise one could not be adequately determined by the first broadcast yesterday, as the newcomer barely acquired its sea legs in the initial airing.

With a hospital background, new script is well written and there is plenty of scope for it. Surrounding the "woman in white," one of those sympathetic, understanding and inspirational characters who helps folks around her to work out their difficulties, is an ambitious young doctor, played by Macdonald Carey; a nurse, portrayed by Ruth Bailey; a student nurse, played by Toni Gilman, and her brother, acted by Willard Farnum.

Cast is thoroughly capable and Miss Phillips knows her script writing.

"ATTORNEY-AT-LAW"

with Jim Ameche
S. C. Johnson & Son Inc.
WJZ—NBC-Blue, Monday through
Friday, 10:30-10:45 a.m.
Needham, Louis & Brorby Inc.

DRAMATIC SERIAL WITH LAW-OFFICE BACKGROUND MAKES INTERESTING START.

With Jim Ameche and Frances Carlon heading the cast, this new daytime serial has a couple of good points in its favor right there. In addition, locale of the action, a young lawyer's office, offers plenty of opportunities to drum up incidents, complications and dramatic highlights.

Ameche plays the title part of a young attorney, Terry Regan, who is more interested in furthering justice than in fat fees for his work. Initial situation dealt with a mother who had signed away rights to her child and later regretted the act, so the lawyer is called in to fight for the return of the little girl, who's being mistreated by her foster parents.

In the supporting cast are June Meredith, Lucy Gilman, Fred Sullivan and Grace Lockwood. Carl Wester is creator of the production.

"Magazine of the Air"

Switching to a Sunday afternoon 5-5:30 spot on CBS, the Heinz "Magazine of the Air" started its new career very auspiciously last Sunday. Program is a well picked assortment of ingredients, neatly blended together into a half-hour that moves along swiftly and pleasantly.

Channing Pollock, the playwright, makes a most amiable commentator.

(Continued on Following Page)

PROGRAM REVIEWS

(Continued from Preceding Page)

and his discoursing on happiness is both interesting and inspirational.

In the singing end, Morton Bowe treats the ears with his popular tenor voice, backed up by a Ray Block mixed chorus which has a number of individually meritorious voices. And Mark Warnow, conductor of the orchestra, weaves together the musical bits and the program as a whole with a graceful but firm hand, making the melodic portion of the show a real highlight.

A special guest is presented each week, and the visiting star on this occasion was Cornelia Otis Skinner, who is tops in the one-woman show line. She did a very amusing piece about Christmas morning.

Heinz also continues "Carol Kennedy's Romance," Monday through Friday. Maxon Inc. is the agency.

"DICK TRACY"

Quaker Oats

WEAF—NBC-Red, Monday through Friday, 5-5:15 p.m.
Fletcher & Ellis

DETECTIVE SERIAL WITH PLENTY ACTION AND EXCITEMENT FOR JUVENILES.

Taken from the newspaper cartoon strip, this program for kids made its debut yesterday in actionful and exciting style. It's the old cops and robbers formula, in effect, with Dick Tracy as the master detective who is out to get an auto hijacking gang headed by a villain whose identity is concealed by a respectable business front. With Dick on the gang's trail, the chief gives orders to his henchman to "get" the slouth.

An efficient cast enacts the story, with Ned Wever doing a swell job in the title role, supported by such other first-rate actors as Lawson Zerbe, Walter Kinsella, Andy Donnelly, Ed Jerome and Howard Smith. Himan Brown is producer.

"Midwestern Stars"

Originating at WLW, Cincinnati, and fed to the east over NBC-Blue network last Sunday night, "Midwestern Stars" turned out to be a bright and snappy little musical show.

Designed to exhibit some of the up and coming talent of the nation's station, the show presented Phil Davis and his orchestra, which was plenty tuneful and lively; The Four Modernaires, harmony group; Allen Werner, a good tenor; Betty Burns, who also has a nice warbling style, and Red Barber, an ace sports commentator. James Leonard was emcee.

Program as a whole was a good argument for more originations outside the few big centers.

Frank Luther

Title of Frank Luther's new series, "Person to Person", aptly describes this Monday-through-Saturday quarter-hour over WEAF—NBC-Red at 9:15 a.m. For the well known tenor has a way of addressing his listeners

Al Pearce to Tour Again

Al Pearce and His Gang will begin another vaudeville tour the first week in February. Itinerary is being set by Fanchon & Marco with the group's Tuesday night CBS Ford program scheduled to come from various cities where troupe is playing.

WNBX Welcomes 1st Baby

Springfield, Vt. — WNBX special events department did not neglect its duty while celebrating New Year's, and Nick Carter, special events man, found a natural. Learning that the first blessed event of the year in Vermont took place in Bellows Falls early Saturday morning, he had recording equipment set up to record his long distance conversation with the doctor who brought the youngster into the world. Entire interview was aired later in the day, much to the enjoyment of the proud father. Infant was named Shirley Marie—and, believe it or not, she is another Smith.

Arts Unions Group to Meet

A joint mass meeting of organizations and unions, representing workers on the Federal Arts Projects, to build sentiment for the passing of the Coffee Federal Arts Bill now before Congress and to foster an immediate increase in personnel on the Arts Projects, has been called for Friday at 3 p.m. in the Center Hotel, 108 West 43rd Street. Burgess Meredith is chairman of the Arts Union Conference. Lee Simonson will broadcast over WEVD at 10:30 p.m. Thursday as a prelude to the meeting.

"Rising Stars" Renewed

"Rising Musical Stars" program heard Sunday nights on NBC-Red has been renewed. Grand award of \$1,000 will be presented next Sunday to the outstanding musical star of the first nine weeks, instead of 12 weeks as originally planned. Candidates for this award are Eugene List, Carolyn Urbanek and Edwina Eustis.

Coca-Cola Renews on WHIO

Dayton, O.—The Sports News and Views program, a daily over WHIO, featuring Si Burick, Dayton Daily News sports editor and WHIO commentator, has been renewed for another thirteen weeks. This program is sponsored by the Dayton Coca-Cola Bottling Co.

intimately with warm and friendly remarks as a preface to his vocal selections. His voice is pleasing and his commentaries are enjoyable.

"Magic Key of RCA"

There was some grand acting on last Sunday afternoon's "Magic Key of RCA" over NBC-Blue when Orson Welles and Martin Gable presented the quarrel scene from their current Broadway hit, "Julius Caesar." Welles and Gable are the possessors of unusually fine radio voices, to say nothing of their emoting ability. Ears are eagerly attentive when these boys are on the air. Kirsten Flagstad, soprano, was another special item on the program, with Dr.

Anna Sten for Serial

West Coast Bureau, RADIO DAILY

Los Angeles—Anna Sten, Russian actress imported by Samuel Goldwyn and who received her final citizenship papers only a week ago, has been signed by Harry David Fields, recently added to Frank Purkett's Associated Cinema producing staff, to play the leading role in a 15-minute live show now being readied and already titled "Tea Time." Series will be transcribed also, for foreign release.

Gene and Glenn Renewed

West Coast Bureau, RADIO DAILY

Los Angeles — Gene and Glenn have been renewed for another 13 weeks on KFI by Kellogg cereals. Boys have a quarter-hour week-day chore on this station, and double on sister station KECA with an evening period for a local sponsor. Recently, staged an endurance broadcast by staying on the air for hours to sing request numbers for any and all listeners who phoned in a contribution to a newspaper holiday charity drive.

La. Governor on State Web

Baton Rouge, La.—Emulating the example of President Roosevelt, Gov. Richard W. Leche of Louisiana is to open a series of radio talks over a state hook-up here this week. The programs will run for an hour on Thursdays, twice a month, and will feature the governor as well as other members of the political family.

Mayor Exploits City Via Air

Springfield, Mass.—Mayor Roger L. Putnam has arranged a series of broadcasts over WMAS and WSPR to call public attention to the advantages of the city. Howard Keefe of WSPR will direct the programs and Kay Spencer will be radio reporter for the city. The first series of 13 broadcasts will go over WMAS.

Frank Black conducting the usual fine musical background.

Dr. Poling's Radio Hour

Spotted for Sundays at 3-3:30 p.m. over WMCA, New York, and WIP, Philadelphia. Dr. Daniel Poling comes back to the microphone in new series of discussions, principally addressed to youthful listeners. The clergyman's initial talk Sunday was of the inspirational caliber and set well for start of new year. "Problem" letters were invited from listeners for discussion on future broadcasts. Tom Perkins, baritone, was heard at opening and close of program in fine renditions of "Glory Road" and "Whither Shall I Go from Thy Spirit."

AGENCIES

HOLLAND ENGLE, radio director for Erwin-Wasey, Chicago, laid up with back strain, result of a fall.

WADE AGENCY (Chicago) officials today will be hosts to cast of Alka-Seltzer "National Barn Dance" at a formal party in Medinah Country Club.

PLUMMER WHIPPLE, publicity man with N. W. Ayer, has been shifted from Detroit to Philadelphia.

KVI Carries On

Seattle—Radio network service to the Pacific Northwest was temporarily wiped out last week when a freight train hit a slide near Longview, Wash., but KVI, Seattle-Tacoma CBS outlet, met the emergency by reaching out 1,300 miles to re-broadcast KNX, Hollywood CBS key station. With CBS permission, KVI engineers at KVI's salt-water transmitter site out in the clear between Seattle and Tacoma pushed a button which placed in operation a high-fidelity special receiver and carried the programs with as good or better quality than the network normally delivers. Next morning it was possible for KVI to also pick up KOIN, Portland, while most stations played phonograph records.

Saphier in Coast Hook-up

James L. Saphier organization has been appointed Eastern Radio Representative for the Small Co. of Hollywood. Saphier is now in Hollywood and office is run by James L. Stirton, general manager. Among the artists managed and represented by Saphier are Loretta Lee, Bob Hope (for radio) Barry McKinley, Harry Salter, Buddy Clark and others.

Small Co. on the coast, whose radio department is headed by Peter deLima, has a strong array of film and other talent heard on the air.

Gospel Renews on Mutual

Gospel Broadcasting Ass'n yesterday renewed the "Old-Fashioned Revival" on 35 Mutual stations, Sundays, 10:30-11 p.m. Renewal is signed for 52 weeks through R. H. Alber & Co.

Coughlin on WMCA

WMCA will be the New York outlet for the Father Coughlin program which returns next Sunday over an independent network.

KGVO, Missoula, Mont.

Erection of new Truscon vertical radiator is under way and new tower is expected to be in operation within next two weeks.

"Dude Ranch", scripted and directed by James Alden Barber, production manager, is a new Tuesday feature. It follows out the ranch-hand idea, with Edna Conlin, Fred Elsethagen, Tex Sawyer, Marion Dixon, Evelyn Henry and Nora O'Reilly in the cast.

Emmett Glone, local attorney, writes and delivers a novel new series called "Curiosity Killed a Cat."

PITTSBURGH

Dick Stabile and Gracie Barrie, now Mr. and Mrs., departed Sunday for Miami, where they'll honeymoon aboard the Vanderbilt yacht. The middle of January, Stabile will take up the baton in Chicago, then westward to the Palomar.

Dick Liebert, who brings his band here for country club engagements and a special wedding, once played organ in Pittsburgh's Loew's Penn Theater.

Ray Pearl's Music remains popular at Bill Green's, where the proprietor has named a sandwich for the maestro.

Leonard Kapner, WCAE manager is happy to see the Bailey Sisters (June and Sylvia) clicking on the Shaw and Lee CBS program. Kapner liked the girls so much when they were here with Orrin Tucker that he gave them special time, predicted for them a future.

Jackie Heiler, home for the holidays, declared that he'll be married before summer.

Rubinoff plans to be present for the big KDKA celebration Jan. 13.

WQAM, Miami

Ted Husing, guesting on Dinty Dennis' Kellogg quarter-hour of sports, as the Paul White, CBS special events director, and Les Qualey. Preview of the Orange Bowl game fed to CBS by Ted Husing through WQAM facilities.

Arrival of the Michigan and Auburn football teams in Miami was aired by Leslie Harris and Dinty Dennis. Broadcasts included talks by coaches and players.

Gilbert Wolf and George Slinghoff, formerly with Pan American, added to the engineering staff.

Johnny Silvers and his orchestra, spotted for a quarter-hour nightly for the Biscayne Kennel Club over WQAM.

WBAL, Baltimore

Don Riley, sports expert, returned Monday in a thrice-weekly series of sports chatter and interviews.

"Co-Ed High," new dramatic serial by Warren Baker, 15-year-old member of station's continuity staff and featuring Junior WBAL Players starts this week as a Tuesday and Thursday offering.

Camel Show Adds Stations

R. J. Reynolds tonight will add WMFG, WILB and WNBX to its Jack Oakie-Benny Goodman show on CBS, 9:30-10:30 p.m. William Esty & Co. is the agency.

BIRTHDAYS

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Greetings from Radio Daily

January 3

| | |
|--------------|-----------------|
| Earl Harper | Lauretta Hopton |
| Andrea Marsh | Freddie Rich |
| Herbie Kay | |

January 4

Pat Kelly

★ Coast-to-Coast ★

ALICE FROST of the NBC-Blue "On Broadway" cast and other radio shows is also identified with a stage hit. She's in the cast of "Shoemaker's Holiday," which was revived over the week-end by the Mercury Theater. Orson Welles, himself connected with stage and radio headline activities, staged the production. Vincent Price, Hiram Sherman, Whitford Kane, Edith Barrett, Frederic Tozere and John A. Willard are among others in the cast.

Janice Gilbert, Tommy Hughes, Adelaide Klein, Charles Slattery and others will appear in a satire on child movie stars to be presented as next

ST. LOUIS

Dr. Victor J. Andrew, consulting engineer and secretary of Chicago section of Institute of Radio Engineers, is here to advise on WEW's modernization program.

Ray Sweeney and Van Woodward of KMOX continuity staff spent Christmas with home folks in Kansas City.

Rollie Williams, KMOX production man, now infanticipating, got a set of quintuplets dolls as Christmas present from co-workers.

Lorraine Grimm, KMOX songstress, and Ray Sweeney are engaged.

Mabel Ware, WEW saleswoman, tossed a holiday party for staff which marked her as a local Elsa Maxwell.

Georgie Goebel, Kasper Sisters, and Ted and Emmert Painter are new talent additions at KMOX, resulting from Tiny Renier's recent scouting trip.

KFRU, Columbia, Mo.

A new singing trio, the Rhythm Rustlers (Bill Haley, Harry Campbell and David Stanford), is presenting a thrice weekly program of cowboy ballads.

Emmett Heath, the "Texas Ranger", had a heart attack while in the middle of a broadcast last week—but he carried on. He starts a new series for Big Smith overalls and work clothes this week.

WHK-WCLE, Cleveland

Jim Hill, engineer, is the father of a boy, a Christmas present.

Guy Wallace, WHK announcer, and Bernie Dennis, former staff artist, are now Mr. and Mrs.

Larry Roller, director of public events and special features, is writing a series of articles for National High School Thespian, Cincinnati.

Neil Killed in Spain

Edward J. Neil, AP correspondent who was killed in Spain last Sunday, is survived by his widow, Helen Nolan, member of the CBS press department and a son, Edward Jr.

Sunday's "On Broadway" production over NBC-Blue.

KFBK, the 5,000-watter in Sacramento, Cal., located astraddle the principal highway to the east, has resumed its annual broadcasting of road information prepared for it by the California highway division and the state auto association.

Ronald Dawson of WOL, Washington, has become an American citizen. He hails from South Africa.

Lanny Ross, "Hollywood Mardi Gras" star, is arranging his concert commitments so as to be able to start on his new Columbia musical picture, "Paris on Broadway," by April 1.

Luoy Dale of the Ed Smalle chorus, heard on the Leo Reisman WEAFF series, is currently singing featured roles with the Salmaggi Opera Company. Miss Dale occasionally sings solo with Smalle's chorus.

Choral director Lyn Murray has been signed to do the vocal arrangements for the floor show of Billy Rose's "Casa Manana," scheduled to open soon. This will not interfere with any of Murray's current air activities.

SAN FRANCISCO

Philip G. Lasky, KSFO g.m., surprised entire staff with a year-end bonus.

"Uncle Harry's Amateur School" on KYA celebrated its 100th broadcast last week. Dwight Newton is Uncle Harry. George Nyklicek assists at piano.

William J. Quinn, S. F. police chief, resumed over Pacific NBC-Blue yesterday with his dramatized stories written by David Drummond.

Though not generally known, it was one of KSFO's announcers who uncovered the recent Alcatraz penitentiary break.

Freddie Nagel and his ork will premiere "There's a Picture in Your Eyes", new song by Del Warner, on the dancecast from Hotel St. Francis over NBC-Red Pacific network Friday.

Tea Products on Coast CBS

Tea Garden Products, San Francisco, on Jan. 13 at 1:45-2 p.m. (PST) will start "Tea Garden Women's Page of the Air" on five CBS Pacific coast stations. Loretta McDonald and Kay Hillyard will be the talent. Botsford, Constantine & Gardner, San Francisco, has the account.

Florida Citrus Adds

Florida Citrus Commission, sponsor of Emily Post, will add WQAM, WBBO, WDAE and WMBR to network effective Jan. 20. Program is heard Tuesday and Thursday at 10:30-10:45 a.m. over a CBS network.

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. Arthur Pryor

Batten, Barton, Durstine & Osborn, Inc.

383 Madison Avenue, N. Y. C.

My dear Mr. Pryor:

As Radio Director of Batten, Barton, Durstine & Osborn, Inc., you undoubtedly find many occasions when a good recording can render you valuable assistance in planning, preparing and balancing a radio program.

International Production Studios, with its expert engineers and thoroughly complete studios and equipment, is unquestionably equipped to do a recording job that will startle you with its clearness and quality.

May I have the opportunity of bragging to you in person? A telephone call will arrange it.

Very truly yours,

Kenneth W. Howard
Sales Manager.

KWH/amh



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 3

NEW YORK, N. Y., WEDNESDAY, JANUARY 5, 1938

FIVE CENTS

Hearst Radio Expanding Operations

AGENCIES, NETWORKS START AFRA PARLEYS

Organization of the radio actors became a reality yesterday to networks and advertising agencies hiring talent with the first official conference being held between AFRA officials and representatives of Young & Rubicam. Other agencies are set for conferences as well as NBC and CBS, the latter two for Friday of this week. Chester La Roache, president, and Thomas Eldridge, vice-president, represented Young & Rubicam, while Mrs. Emily Holt.

(Continued on Page 2)

CBS Hiring Talent Scout In Hunt for New Programs

West Coast Bureau, RADIO DAILY
Los Angeles—CBS will employ a talent scout to look over programs throughout the country, and one program will be selected for coast-to-coast broadcast and given the name of "Meet America," said W. B. Lewis, CBS vice-president in charge of programs, in an interview here. Colum-

(Continued on Page 2)

Mutual 1937 Billings Slightly Under 1936

Official Mutual billings for the year just closed totaled \$1,862,820, a decrease of 1.2 per cent compared with 1936. December revenue is up 10.6 per cent, with a dollar volume of \$214,039.

Woodruff's Network

Atlanta—James W. Woodruff Jr., g.m. of WATL here, WRBL in Columbus and WGPC in Albany, Ga., states that the stations will hereafter be known as the Georgia Broadcasting System.

Unheard Value

West Coast Bur., RADIO DAILY
Hollywood—Producer Bill Lawrence hung up a novelty at last week's "Your Witness" show when he hired Patricia Whitney, English actress, to portray the murdered victim in the story. Miss Whitney neither spoke nor moved during broadcast. She was "Exhibit A" for studio audience.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Ninth Installment of a Series)

NILES TRAMMELL



Chicago's importance as a radio program producing center, to say nothing of time sales, did not suffer to any extent despite the Hollywood ups and downs in 1937. In fact,

Chicago set new records for script shows. And Niles Trammell is v.p. in charge of NBC's central division.

DONALD WITHYCOMB



What with opening WFIL's own offices in New York and Chicago—with very profitable results, by the way—and the building of new studios, General Manager Donald

Withycomb of the Philly station didn't have exactly a dull year. On completion of the studios, he also started a more elaborate schedule of local productions.

WSAI Boost in Power Gets Mayor's Send-off

Cincinnati—One of the first official acts of Cincinnati's new mayor, James G. Stewart, was to take part Monday night in ceremonies dedicating WSAI's daytime boost to 5,000 watts. Broadcast was carried over Mutual, 9-9:30, and WLW Line, 9:30-10. Mayor lauded Powell Crosley Jr., president of Crosley Radio Corp., and the local and national importance of his radio activities, including civic service. James D. Shouse, new Crosley v.p., also spoke.

W. B. LEWIS



If you noted some improvement in CBS 1937 shows, you can't go far wrong by sending your bouquets via W. B. Lewis, vice-president in charge of programs. Aside from those duties, Lewis will be remembered on the 1937 calendar for a very intelligent talk he delivered on radio and the movies at a luncheon meeting of the Ass'n of Motion Picture Advertisers.

T. C. STREIBERT



In recording the activities and the expansion of the Mutual Broadcasting System in the past year, one man who mustn't be overlooked is Theodore C. Streibert. He's executive v. p. of the organization, and he had plenty to say and do about the network's onward and upward moves during 1937.

INS Is Reorganizing Service to Stations

International News Service will completely reorganize its service to radio stations as soon as a survey now under way is completed. John VanCronkrite, who joined Hearst last Monday, is at present engaged in a study of the wire service being supplied to radio stations, and will recommend various changes to be installed following the survey.

Due to fact that wire is now running on a full-time basis to newspapers, and cost of inserting special

(Continued on Page 2)

New Sales Division Will Also Handle Other Stations

Further reorganization of Hearst Radio setup calls for complete re-vamping of the national sales division, it was learned yesterday.

Under the new plan the sales division will be known as International Radio Sales, a subsidiary of Hearst Radio, and will not confine itself to just the representation of Hearst owned stations as has been the policy in the past. International, in order to have an increased list of dominant stations in key cities, will add other stations in cities in which there are no Hearst stations.

Murray Grabhorn, newly elected vice-president, will head International.

(Continued on Page 8)

FEW RADIO COMPLAINTS SHOWN IN FCC REPORT

Washington Bureau, RADIO DAILY
Washington—Only 52 investigations against radio stations were instituted in the fiscal year ended June 30, 1937, according to the annual report of the FCC for that period. Majority of the complaints resulted in informal adjustments. Medical programs, lotteries, fortune-telling, illegal assignments of licenses and transfers of

(Continued on Page 2)

Borden Network Show Boosted to 31 Stations

Borden has added eight more stations to its new NBC-Red network spot, 4:30-4:45 p.m. Program now will be heard coast-to-coast over 31 stations. Series starts Jan. 31, but talent is not selected as yet. Young & Rubicam Inc. is the agency.

Chi Remotes Out

Chicago—Group of night spots have decided not to pay the \$100 weekly service charge for remote orchestra pick-ups which five major stations are imposing. So networks are losing local remotes except Kay Kyser at Blackhawk and Ennio Bolognini at Yar, both Mutual. Late variety shows and music from New York will fill breach.



Vol. 3, No. 3 Wed., Jan. 5, 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 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

FINANCIAL

(Tuesday, Jan. 4)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chr. |
|-----------------|---------|---------|--------|----------|
| Am. Tel. & Tel. | 147 | 144 1/2 | 147 | + 2 1/2 |
| CBS A | 18 1/2 | 18 | 18 1/4 | + 3/2 |
| CBS B | 18 | 17 1/2 | 18 | + 3/2 |
| Crosley Radio | 8 | 8 | 8 | + 1/2 |
| Gen. Electric | 42 3/4 | 41 1/4 | 42 3/4 | + 2 |
| RCA Common | 6 1/2 | 6 1/4 | 6 1/2 | + 3/8 |
| RCA First Pfd | 46 | 45 | 46 | + 1 |
| Stewart Warner | 9 1/2 | 8 3/4 | 9 1/4 | + 1 1/4 |
| Westinghouse | 105 1/4 | 100 3/4 | 104 | + 4 3/4 |
| Zenith Radio | 14 | 13 1/2 | 14 | + 1 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|-------|-------|
| Stromberg Carlson | 6 1/4 | 7 1/4 |

Leave for Cairo Parley

Washington Bureau, RADIO DAILY
Washington—American delegation to the International Radio Conference at Cairo departed yesterday. Some 80 nations will take part in the round-table discussions, which are held every five years, and it is the intention of the U.S. group to protect this country's interests in international radio field. Conference will deal with allocation of channels and other technical matters.

Ray Wilson Joins CBS

Chicago—Ray Wilson, newspaperman and radio writer, has been picked by H. Leslie Atlas as new CBS production man. He may take a hand in Wrigley's "Double Everything."

Atlas Names K. C. Manager

Chicago—L. Daniel Blank, central district manager for Atlas Radio Distributing Corp., has named R. E. McEwan as Kansas City branch manager. Atlas has closed deal for entire product with KFBI, Abilene, Kan.

Under One Tent
★ POWER
★ MARKET
★ POPULARITY
Newly Equipped for Super Power

Few Radio Complaints Shown in FCC Report

(Continued from Page 1)
control were among items causing investigations.

The report, submitted to Congress by Chairman Frank R. McNinch, also covers work of the Federal Radio Education Committee, technical developments in broadcasting, and various broadcast services such as regular allocations, international, relay, visual and high frequency.

Copyright Bill Passage Expected This Session

Washington Bureau, RADIO DAILY
Washington—Indication that the international copyright treaty bill would be passed without further hearings and that the regular Duffy bill eliminating the \$250 damage fee clause would be taken up by Senate this session was given yesterday by Senators Duffy and Dr. Wallace McClure of the State Dept.

Appeal to FCC on Fidler

West Coast Bureau, RADIO DAILY
Los Angeles—Constance Bennett, who has sued Jimmy Fidler, NBC and Procter & Gamble for \$250,000 alleging libel in comment by Fidler, has instructed her attorney, Barry Brannen, to appeal to the FCC for appropriate action to restrain Fidler from making further derogatory statements such as she alleges have been made in several instances.

Hockey Games on WFAS

White Plains, N. Y.—WFAS has arranged to air three weekly hockey games from the new Imperial Ice Arena, and a sponsor for the matches is being lined up by B. F. Rowland of the station's sales staff.

Citizens' Forum Moves

The Citizens' Forum has moved from the City Club of New York to Steinway Hall, where the general public will be admitted and allowed to take part in discussions. Baxter Pickering continues as moderator, and programs are aired over WNEW.

Star Radio Adds Stations

KGB, WGBI, CFAR and CJKL are among latest subscribers to Star Radio's "Good Morning, Neighbor" program, which is now in its third year and is being used by about 100 stations.

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

INS Is Reorganizing Service to Stations

(Continued from Page 1)

lines to radio subscribers would be too high, a new system is to be worked out whereby news stories sent to radio stations will be interpreted as such, and conflict between newspapers and radios can be avoided. All radio stations now subscribing to INS are to be contacted before any recommendations or changes are made.

CBS Hiring Talent Scout In Hunt for New Programs

(Continued from Page 1)

blia will concentrate on Saturday programs for the testing of new ideas.

Lewis believes present variety show cycle will be followed by personality shows and that more writers will have to be developed. He pointed out that no applause is allowed on new Paul Whiteman show and that performers are not allowed to "mug" to win audience favor.

WOR Promotion Award

WOR Sales Promotion Department was again the winner of one of the certificates of award presented each year by American Institute of Graphic Arts to that advertiser whose promotion is most distinguished by its art, layout and copy.

BBC Men to Cairo

London—Sir Noel Ashbridge, controller of engineering; L. W. Hayes, head of overseas and engineering information department and Col. F. W. Home will be among BBC representatives to the Cairo conference starting the first of next month.

Adds to Sound Effects List

Standard Radio has released a new series of sound effect transcriptions, many of them never before recorded, to augment the present catalog. French and German machine gun firing and general war stuff characterizes some of the disks while others present aerial "dog fights," cannon salutes, etc.

Blessed Events

NEW BUSINESS 1938 100% RENEWALS

WBX NEW YORK
1000 HOURS DAY AND NIGHT

The Station That Speaks Your Language

COMING and GOING

LESLIE JOY, manager, and LAMBERT BEEUKWES, sale promotion head of KYW, Philadelphia, are in town.

CHARLES STARK, WHN salesman, has returned from a two-week stay in Miami.

FRED RAPHAEL, program director of WHN, left yesterday for a vacation down south where he'll remain for two weeks.

JOHN W. ALICOATE, publisher of RADIO DAILY, is back from a holiday vacation in Florida.

ED BOROFF, NBC Chicago salesman, is in New York for a few days.

NIELA GOODELLE sailed yesterday for London to fill an engagement.

TOMMY ROCKWELL is due from the Coast tomorrow.

GAY LEE, director of daytime programs for Star Radio, has returned from St. Louis via American Air Lines.

Mutual Gives CIO Time

Mutual has given the CIO a half-hour directly after the Mayor Hague talk tonight.

Morris Ernst, CIO special counsel, will answer Hague for the CIO. He will speak from the WOR studios.

LUCILLE & LANNY
LINWOOD GREY
"2 voices and a planney"
"TOWN HALL TONIGHT"
With Fred Allen
Arrangements by Lanny Grey
Management NBC Artists Service

STATION

NEW YORK
Serving New York and New Jersey

HOURS A DAY



ANTON BRUEHL

The **3**-time leader...*twice!*

Turn this page for details

And this CBS record *tells less than half the story!*



For the second consecutive year, Columbia continues its leadership
in all three major phases of network advertising:

*Columbia, in 1937, carried the greatest dollar-volume of advertising of any network in the history of radio.**

*Columbia, in 1937, was the choice of more of the country's leading advertisers than any other network.***

*Columbia, in 1937, continued as the world's largest radio network.****

This record, of course, is not Columbia's alone. It was made by the most careful buyers of advertising in the world — who increased their average expenditure for Columbia Network facilities this year over last by 25.9%.

**And did so last year.*

***And has been for four consecutive years.*

****And has been for five consecutive years*

In the detailed record of these CBS advertisers is the answer to every basic question you can ask about radio advertising: Does radio sell slow turn-over products? Does radio sell quick turn-over products? Is the institutional campaign effective on the air? Must it be a 'big' radio program to be successful? The answers to these questions at Columbia are not theoretical or academic. They are written by the advertisers themselves; advertisers who, in a single medium, bring everything to the nation — from banking to beans; bread to abrasives; cigars, cigarettes, candy and cars!

But this tells *less* than half the story of the Columbia Broadcasting System in 1937. Throughout the year, some 22,475 different programs were broadcast to the nation over Columbia. More than half of these were programs '*by Columbia*'—produced by the network in the living and challenging fields of Public Affairs, Education, Serious Music, Religion, Special Events and Sports. These programs round out the schedule of the world's largest radio network, bringing the world's *voice*, as well as its goods, home to the nation every day of the year—wherever home may be.

A brief summary of CBS developments in 1937 is given on the next page.

From the 1937 CBS record

1300 sustaining broadcasts on National Affairs and News;
290 international broadcasts from, and to, 26 nations;
1250 sustaining and commercial broadcasts of serious music;
1450 educational broadcasts for adults and children.



21 NEW CBS STATIONS JOINED THE COLUMBIA NETWORK IN 1937.

The present total is 108 CBS stations. Concurrently, the Network and its owned and affiliated stations undertook their most extensive programs of construction and improvement of facilities. During the year, *over half* of the CBS outlets increased their power or installed new high fidelity equipment, vertical antennas, and other improved facilities. The installation in many CBS stations of a revolutionary "Program Amplifier" alone effected an increase in signal intensity equal to that which would be produced by a doubling of power. Biggest item on Columbia's 1937 construction

calendar was the new West Coast Broadcasting Center, covering an entire city block in the center of the movie industry in Hollywood. Ground-breaking ceremonies for the \$2,000,000 project occurred last spring and the structure, which includes an office building and a large radio theatre is expected to be ready for broadcasting by next March. Recently, the Los Angeles Board of Public Works passed a resolution authorizing the new KNX-Columbia site to be named "COLUMBIA SQUARE." In addition to the new broadcasting center, Columbia is setting up an entirely new 50,000 watt transmitter for KNX to be ready for operation concurrently with occupancy of the studios.

The COLUMBIA BROADCASTING SYSTEM

PROGRAM REVIEWS

"TRUE OR FALSE"

J. B. Williams Co.

WOR-MBS, Mondays, 10-10:30 p.m.
J. Walter Thompson Co.

SECONDARY SCHOOL QUIZ ADAPTED FOR THE AIR, WILL PROVE INTERESTING FOR A TIME.

Dr. Harry Hagen returned to the air Monday night with an old high school examination quiz which has been adapted for radio.

Two teams of six members each are selected from various establishments around town. Initial program had Fanchon & Marco chorus girls matched against internes from local hospitals.

Dr. Hagen makes a statement to a team member and then asks if it's "true or false." If the member does not know the answer, a blind guess is allowed. Reason for the decision is not necessary. If the wrong answer is given, member is dropped from the team.

Hagen carries the half-hour along at a fast click, even baiting the announcer with a statement which makes the commercial come streaming at you. Each member of the winning team receives \$5 and the grand winner receives \$25.

With the quiz cycle now at its height on the air, program will probably click until listeners grow tired of the I. Q. broadcasts.

Marek Weber

Marek Weber, European conductor and violinist, makes his debut on a commercial via the Carnation Contented show out of Chicago. Same style of program is continued, now in its seventh year, with the familiar quartet, and The Lullaby Lady, plus Maria Kurenko, soloist, who offered concert numbers. Weber again demonstrated his unusual ability to dispense soft music and included a medley of "Merry Widow" tunes as well as more popular airs and tango rhythms. As a successor to Frank Black, Carnation has a find in Weber for its Monday 10-10:30 p.m. spot on NBC-Red.

"Borden's Home News"

Gabriel Heatter and a femme designated as the Borden Menu-Maker split the time on this new WEAF program which started yesterday as a Tuesday and Thursday offering at 9-9:15 a.m. Heatter starts off the show with a brief summary of world news, then the Menu-Maker comes in for a long spiel of interest to housewives, after which Heatter comes back with a batch of his typical human-interest-in-the-news items. BBD&O is the agency.

Jack Smith at WCAU

Philadelphia — WCAU has signed Whispering Jack Smith for a series of sustaining programs to begin Jan. 9 at 11-11:10 p.m. For the first week program will be heard Sunday through Friday, second week schedule will shift to Sunday, Monday, Wednesday and Friday.



● ● ● **PERSONAL Postcards To:** Harold Rome: As composer of the Labor Stage's play, "Pins and Needles," you've been receiving the praise of public and press and acclaim as a Musical Find. However, last week one of the country's outstanding music publishers visited your home in the hope of finding a musical composition worth publishing in the popular field, but you lost a chance because you preferred to play "parlor songs" for the intelligentsia crowded around you—those who gave you a "brush" in your leaner days... FDR: Your message to Congress was translated by CBS into five different languages and aired via W2XE. Tongues were Portuguese, Spanish, French, Italian and German—besides a regular English airing to English-speaking countries... Barry (Crooner) Wood: Your Monday sustainer came from a CBS playhouse—without an audience—because a regular studio wasn't available... Freddie Martin: Leon & Eddie's are throwing a party in your honor Sunday nite... Teddy ("Tears In My Heart") Powell: Don't look now—but your unfinished song, "Along About Sundown," will be the greatest song of your spectacular career—and rate in "My Blue Heaven" class... Hal Kemp: When you finish a few weeks of vaudeville, the vacancy in the Drake Hotel in Chi will be ready for your occupancy.

● ● ● **Bob Trout:** Here's the inside dope on your broadcasting from Springfield, Vermont, through WNBX on the 20th of this month... The city dads came to Phil Hoffman, WNBX manager, a few days ago in search of a speaker for the annual meeting of the Springfield Chamber of Commerce. Being on the alert for special events for his station, Phil suggested you as a speaker and offered to pay the differential between the cost of a "no-name" speaker and you—provided WNBX was allowed to broadcast your talk. So the deal was set and now station and chamber feel they have a good deal... Manny Marget, manager of KVOO, Moorhead, Minn.: That was a neat stunt you pulled last Friday when you played Volley Ball and gave a graphic picture of the game—because besides wearing a uniform and playing, you had a lapel mike and aired your views—and your team won in the bargain, 15 to 13 yet!

● ● ● **Lanny Ross, Charlie Butterworth and Walter O'Keefe:** Henceforth and hereafter you'll be known as the "Three Musketeers" on "Hollywood Mardi Gras"—why we don't know... William Paley: Understand that Dorothy Gordon, Four Stars and the Funnyboners will be dropped from your payroll in two weeks—with some arrangements now being attempted to keep Col. Jack Major around... Luther Reid of CBS press dept.: Your Jack Skinner is wearing his left arm in a sling due to a week-end casualty... Walter Winchell: "I Wanna Be In Winchell's Column," one of the tunes from your latest dramatic opus, has been restricted by a Chi station—because it's a plug for your column and particularly you!... Jack Pearl: Paul Stewart, the announcer on your former series, is off the Koof show—because he's in a Theater Guild play with Miriam Hopkins in Philly... Phil Spitalny: Your music is so beautiful—we'd like to meet the girls... Lew Lehr: Understand that your contract on the Ben Bernie show is for four weeks—with options... Publisher Jack Allcoate: Elmo White calls it our "petty LARCENY vouchers"! Wonder what Lou Diamond calls his?

● ● ● **Robert Taplinger, sweating in that Cal. sun working for the Warner Freres:** When you sold your publicity business to Tom Fizdale the cynics said that Tom couldn't hold your clients. Well, he's not only held on to them—but has added eight major accounts to the books... Tommy Dorsey: The three girls you wouldn't permit to sing, "Bei Mir B.D.S." at the Paramount with you, are stopping the shows cold at the Met in Boston—besides giving Decca trouble supplying records to jobbers. They're the Andrew Sisters.

GUEST-ING

OLIVIA DE HAVILLAND, with Tyrone Power in "Hotel for Two," Jan. 9 (NBC-Blue, 9 p.m.).

BOB HOPE, repeats on "Your Hollywood Parade," tonight (CBS, 10 p.m.).

GRACE MOORE and MELVYN DOUGLAS, in "Enter Madame," on "Lux Radio Theater," Jan. 10 (CBS, 9 p.m.).

MRS. FRANKLIN D. ROOSEVELT, speaking from Washington; CARL HARTMANN and JOAN EDWARDS, on "Magic Key," Jan. 9 (NBC-Blue, 2 p.m.).

MARIE LOUISE QUELVI, RAYMOND LUTZ and JEANNE MADDEN, on "Metropolitan Opera Auditions," Jan. 9 (NBC-Blue, 5 p.m.).

J. B. PRIESTLEY, ELSIE HOUSTON and SUGARFOOT and SASSAFRAS, on Rudy Vallee program, Jan. 6 (NBC-Red, 8 p.m.). CLAUDE DANPIER and BILLIE CARLISLE, same show, Jan. 13.

MARJORIE D'VORE, saxophonist, on "Armco Band" program, Jan. 9 (NBC-Blue, 3:30 p.m.).

MAURICE SCHWARTZ, on "Songs of Israel," tonight (WMCA, 7:30).

Alber Opens Montreal Branch

David O. Alber has opened a branch publicity office in Canada at the Mt. Royal Hotel, Montreal. Jack Hirschberg, radio editor of the Montreal Monitor, who just visited New York, has been placed in charge. Establishment of this office will facilitate handling advertising and publicity for Ken Sisson, American musical director, now conducting "Canada 1938," the Imperial Tobacco program.

KOIL Readying Shortwaver

Omaha—KOIL engineers are busy assembling short-wave station W9XUY, soon to be put on the air by Central States Broadcasting System. Assembly is being handled by Harry Harvey, technical adviser; Mark Bullock, chief engineer, and Al Bates, control engineer. Most of the time the station will carry the same programs as KOIL, according to Don Searle, general manager.

Carry CIO Broadcast

Okmulgee, Okla.—New Year's Day talk by David Fowler, CIO mine union official, was carried by T. R. Putnam's KHBG here, as well as KTUL, Tulsa, and KFPW, Fort Smith. Another Tulsa station recently turned down the CIO speaker.

Starr to Emcee Series

Martin Starr will emcee the "Songs of Israel" Jewish-English commercial (matzo's) which starts tonight at 7:30-8 over WMCA, with Maurice Schwartz as guest star on initial broadcast.

Half-Hour for Belcher

Jerry Belcher's "Interesting Neighbors" program on NBC-Red will be increased to a half-hour starting Sunday, 7:30-8 p.m.

Hearst Radio Expanding In Station Operations

(Continued from Page 1)
 tional. As a part of International Radio plan, another group called International Radio Productions has been formed and will provide complete transcription and production facilities to advertisers and stations. Howard Esary, former KEHE program manager, is head of this unit. The sales division will assume all responsibility of billing and credits, a new feature of station representation service.

Personnel changes include the promotion of Albert H. Cormier, WINS manager, to the post of executive assistant to Elliott Roosevelt, president of Hearst Radio; the resignations of Oscar H. Tunell, former treasurer and business manager, and Curtis Willson, former manager of the sales force. Willson has been offered the managership of the San Francisco office but he has not accepted the post yet. Cormier continues to hold the WINS post in addition to the Hearst position.

Lincoln P. Simonds and Frank Fenton of the John Blair & Co. sales staff will join International Radio on Monday. These two men along with Ed Harvey will complete the sales staff of the new subsidiary.

KANSAS CITY

Lou Marcelle, KMBC announcer and producer, resigned to go to Hollywood to freelance in films and radio.

Pat Dunn, WDAF staff singer, leaves Friday for Hollywood for screen tests.

Harry Kaufman, WDAF program director, is assisting with musical arrangements for Associated Theater Employees' ball and revue in Municipal Auditorium, Jan. 15.

WALK, Zanesville, O.

Station's business for December was the largest in its history.

Genevieve Lea of Miami University has joined the staff as head of book-keeping department, succeeding Virginia Goeltz.

Ronald B. Woodyard, g.m., handed out yuletide cash bonuses at a studio party.

Station's "Christmas Road", aired thrice daily during two weeks before Christmas, took the town by storm and brought in loads of gifts for the poor.

WICC, Bridgeport

Station is cooperating with Conn. Congress of Parents-Teachers for sixth successive season in presentation of a radio series.

Fred Hoey, sports announcer, has started a new "Sports Round Up" for Brown-Williamson Tobacco.

First in local accounts
 in Chicago

WGES

(In the heart of Chicago)

★ Coast-to-Coast ★

FIRST commercial show of the New Year signed by KLZ in Denver stars Sheila Stewart, latest acquisition to the station's musical staff, in an early-morning spot, during which she offers her novel piano interpretations. A versatile artist and pianist of wide experience, Miss Stewart, former director of music at CJRM, Regina, Saskatchewan, brings to KLZ the style that won her acclaim as the originator of "Rhapsodies in Rhythm," a program webbed from Regina by the Canadian Broadcasting Corporation.

Harry Hershfield's news comments on WMCA entitled "One Man's Opinion" adds a third spot to his bi-weekly schedule which starts tonight at 8:45-9. The other two nights are Thursday and Friday at 8:15-8:30. In addition, Hershfield is currently featured at midnight Mondays through Fridays in a resume of the-

Griffith Thompson Joins Assoc. Program Service

Griffith B. Thompson, former New England sales executive for NBC, and later with Birmingham, Castleman & Pierce as radio head, has joined Associated Recorded Program Service to organize and direct the activities of a new department. It is announced by M. E. Tompkins, president of Associated Music Publishers Inc. Associated is opening its own recording studios and will enter the commercial recording field.

Bob Ridley is Misha Rose

Bob Ridley, picked from 60 participants in competitive auditions at NBC for Metropolitan Opera, is none other than Misha Rose of WPEN, Philadelphia. He will be heard from the Met stage Feb. 27.

WNBX, Springfield, Vt.

Illness of Grace Cross nearly shelved the "Dan Cupid in Person" program last week. Program Director Lansing Lindquist was about to cancel show when Nina Kolito, secretary to Manager Phil Hoffman, came forward, auditioned, and made good. Sponsor was so pleased he asked that she be written into the show regularly.

Two CBS commercials, the Jack Oakie-Benny Goodman show for Camels and Al Pearce's show for Ford, join the schedule here today.



100 POSTCARDS
 Glossy finish on heavy weight stock from your original; complete caption and 75-wd. message, ready to mail. \$3.75
 100 for—
 Without message—\$2.50
PHOTO DUPLICATES—Any size, style and quantity.
C-S PHOTO SERVICE
 1922 Linwood Ave. Toledo, O.

atrical news including reviews of first night stage openings.

Executives of KOIN, Portland, Ore., saw the year 1938 ushered in far afield. Included in a party which traveled to exclusive Harrison Hot Springs Hotel, British Columbia, were President and Mrs. Charles W. Myers, General Manager and Mrs. C. Roy Hunt, and Musical Director and Mrs. Joseph Sampietro.

Doris Smith, WNEW's Round-the-town gossip and visitor, now includes short reviews of the latest books in her twice-a-week "Encores and Epitaphs," heard Tuesdays and Fridays at 4:30 o'clock.

The engineers at WISN, Milwaukee, wrote a comedy skit, titled "How to Approach a Mike," which was aired at the annual employees' party in the Pfister Hotel. It made quite a hit.

British Producer Marvels At American Radio Speed

Speed and spontaneity of American broadcasting are in striking contrast to the British methods, according to Charles B. Cochran, noted London producer, in a WMCA gangplank interview yesterday with Martin Starr. Cochran marveled at the radio enterprise in this country. In England, he said, minute preparations are made before even spot interviews are allowed on the air.

Orchestras for Victor

The Xavier Cugat, Larry Clinton and Fats Waller orchestras have been set for the RCA-Victor broadcasts of Jan. 6, 8 and 13, respectively, over NBC.

WBAP, Fort Worth

Wit Thoma and his Princetonians, playing a four-week date at Ringside Club, are airing over this station. Lloyd Snyder's ork, which went to the Olmos, San Antonio, returns to the Ringside Feb. 1.

Harold V. Hough made one of his infrequent radio appearances the night of Jan. 1 in the broadcast of New Year services from local Negro Holiness Church. R. C. Stinton, technical supervisor, handled technical end of the remote.

WOR—MUTUAL
 Is Proud to Present
JOSEF CHERNIAVSKY
 "The Musical Cameraman"
 8 P. M. EST.
 Thursdays
COAST-TO-COAST

Agencies, Networks Start AFRA Parleys

(Continued from Page 1)
 executive secretary, George Heller, associate secretary and treasurer, and Henry Jaffe, general counsel, spoke for AFRA.

Plans were presented by the AFRA group for a minimum wage scale, rehearsal schedule, rates for repeat shows and demand for an AFRA shop. In the last mentioned item, it was explained that all actors working with AFRA members will have to have an AFRA card or one from an affiliated organization which is interchangeable; however, any actor not a member will be taken in forthwith upon application to the AFRA.

Friday of this week will have the same AFRA group meeting with Mark Woods, vice-president and treasurer of NBC, plus other officials. Also on this day the AFRA will talk to Edward Klauber, Lawrence Lowman and Mefford R. Runyan of CBS. Other ad agencies which have set dates for AFRA conferences include BBD&O, Lord & Thomas, N. W. Ayer and Ruthrauff & Ryan.

According to AFRA officials, AGRAP members of KYW in Philadelphia left that organization to join AFRA.

INDIANAPOLIS

Bill Frosch, WIRE announcer, recently demonstrated the first local "pack" transmitter.

WFBM's chief announcer, Doug Way, and Spieler Ned LeFevre spent New Year's holiday at homes, Chicago and Elkhart. Christmas week saw mikeman Ben Wilbur, operator Harold Winsor and secretary Lillian Burkle heading homeward to Columbus, Cincinnati and Ft. Wayne.

WFBM transmitter engineer Otis Winter back to dials and gadgets after recuperating from injuries sustained in an accidental fall.

WFBM newscaster Gilbert Forbes selected as principal speaker for Federation of Jewish Clubwomen's Annual Dinner.

WWL, New Orleans

FCC having granted the station authority to raise wattage from 10,000 to 50,000, Manager Vincent Callahan states the new transmitter should be ready within the next four months. Coolidge String Quartet will come in as a sustainer here, but only for 15 of the 30-minute weekly program.

UNIVERSAL
Crystal Microphones
 Ideal for special events, call systems, p.a. systems, amateur phones, etc.
 Rugged. Chrome finish. Furnished in hand-mike or stand model (as shown). Includes 15 ft. cable. Desk stands extra, \$2.50 for hand-model and \$3.50 for stand model. Licensed under patents of British Development Co.
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UNIVERSAL MICROPHONE CO., Ltd.
 Box 299, Inglewood, Calif., U. S. A.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 4

NEW YORK, N. Y., THURSDAY, JANUARY 6, 1938

FIVE CENTS

Six NBC Shows Renewed

NEWSPAPER GUILD SEEKS MORE RADIO MEMBERSHIP

As per decision at a meeting held recently by its International Executive Board, the American Newspaper Guild has arranged for a conference with Mervyn Rathborne of the ARTA to be held Friday wherein the possibilities of the ANG entering the radio field on a large scale will be discussed. ANG has taken the position that the increasing links between
(Continued on Page 3)

St. Louis AFRA Local Has About 100 Signed

St. Louis—Newly formed St. Louis local of the American Federation of Radio Artists has about 100 members already signed throughout this territory. Don Phillips, KMOX announcer, is president of the local; Allan C. Anthony, KWK, vice-president; Dave Ward, KSD, treasurer, and Nellie Booth, secretary.

Auto Radios Increase 25% Over Previous Year

Philadelphia—Though general auto production is down 25 per cent, installation of auto radios is showing a 25 per cent increase over the previous year, according to March Fisher, sales manager of Transitone Corp., Philco's auto radio division.

Lewis-Howe Adds Stations

Lewis-Howe Co. today will add WTAR, WPTF, WSOC, WCSC, and WFLA to the "Vocal Varieties" show on the NBC-Red network. WJAX will join the network on Jan. 13 and WIOD on Jan. 27. H. W. Kastor & Sons, Chicago, is the agency.

Ready for Snow

Spragfield, Vt.—Snowflly has come to Vermont and transmitter men have put in a supply of food at the transmitter house on Mount Arrat. Last year one of the WNBX engineers was marooned for eight days at his post because of snow drifts. While roads have been kept open thus far this winter, engineers believe in being prepared.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Tenth Installment of a Series)

- JOSEPH V. CONNOLLY • • EDWARD W. CRAIG •



As part of the changes that took place in the Hearst Radio organization the past year, Joseph V. Connolly changed his title from that of president to chairman of the board.

But under one title or another, a busy and important exec is still a, b, and i. e. The voluminous INS affairs also keep Connolly pretty busy.

- HERBERT R. EBENSTEIN •



Launching something new in the way of merchandising radio programs, Herbert R. Ebenstein created quite a bit of interest in the past year in his Atlas Radio outfit, which set

out to produce ET shows and distribute them under the same system used by film companies, i. e., key city exchanges. Besides settling up the nationwide distributing organization, Atlas completed 28 shows in 1937.

Radio Boom This Year Is Seen by Philco Exec

Atlantic City—A radio business boom in 1938 was predicted by H. Pierson Mapes, sales promotion manager for Philco Radio & Television Corp., before 800 delegates to the Philco convention here. "Radio business will be much better in 1938 than it has been at any time in the past decade," Mapes stated. This counter-

(Continued on Page 5)

A prominent part in drafting the NAB reorganization proposal and the committee was played by Edward W. Craig, head of WSM. He also was actively engaged in working out IRNA developments as a member of the IRNA special advisory committee.



- FRANK E. MASON •

Being appointed personal assistant to Lenox R. Lohr, president of NBC, was the principal occurrence in the official life of Frank E. Mason during 1937. Coincident with the move, Mason relinquished his duties in the station relations end to Bill Hedges, but retained his vice-presidency.



Oregon Supreme Court Dismisses Libel Action

Salem, Ore.—Dismissal of a \$75,000 libel suit which grew out of a courtroom proceedings broadcast has been upheld by the Oregon Supreme Court. Action, against KFJI at Klamath Falls, owned by George Kincaid, charged damage to reputation when defense attorney at a murder trial aired his closing arguments to the jury.

Cities Service, Sterling Products, Amer. Home Products Sign

Three clients, Cities Service Co., Sterling Products and American Home Products, yesterday signed renewals for six shows on the NBC networks.

Cities Service, through Lord & Thomas, on Feb. 1 will renew the "Cities Service Concert" on 44 Red network stations, Fridays, 8-9 p.m.

Three Sterling Products shows to be renewed are "Waltz Time" on 25 Red stations, Fridays, 9-9:30 p.m., ef-

(Continued on Page 3)

FATHER COUGHLIN WEB RAISED TO 58 STATIONS

Detroit—Father Charles E. Coughlin's new radio series starting next Sunday at 4-4:30 p.m., originally planned for less than 30 stations, is now set on an independent network of 58 outlets, with WJR here as the key.

Father Coughlin will be introduced from the Shrine of the Little Flower, Royal Oak, by Leo Fitzpatrick, v.p. and g.m. of WJR, who has been the radio priest's adviser since he first

(Continued on Page 3)

Code for Popular Music Goes in Operation Soon

Harry Fox, general manager of Music Publishers Protective Ass'n, back from Washington attending the FTC hearing on the popular music publisher code, voiced the opinion that the fair trade practice plan would be put into operation within a very

(Continued on Page 3)

Human Clock

Utica, N. Y.—Dr. George Parrine gives time signals on WIBX's half-hour "Arpeako Musical Clock" without looking at a clock. Ken Ash, control operator, discovered the doctor, new on the show, to be both interesting and meticulous. Doc times his scripts in advance, writes in the signals, eliminates mistakes.

RADIO DAILY

Vol. 3, No. 4 Thurs., Jan. 6, 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, Jan. 5)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Chg. |
|-----------------|---------|---------|---------|---------|
| Am. Tel. & Tel. | 149 | 148 | 148 3/4 | + 1 1/4 |
| CBS A | 19 1/2 | 19 1/4 | 19 1/2 | + 1/4 |
| Crosley Radio | 8 1/2 | 8 1/4 | 8 1/2 | + 1/4 |
| Gen. Electric | 43 3/4 | 41 3/4 | 41 3/4 | - 1 3/4 |
| RCA Common | 6 3/4 | 6 1/2 | 6 3/4 | + 1/4 |
| RCA First Pfd. | 47 | 46 1/2 | 47 | + 1/2 |
| Stewart Warner | 9 1/2 | 9 1/4 | 9 1/2 | + 1/4 |
| Westinghouse | 104 1/2 | 100 1/4 | 100 1/2 | - 3 1/2 |
| Zenith Radio | 14 1/2 | 14 | 14 | |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|-------|-------|-------|--------|
| Majestic | 1 1/4 | 1 1/4 | 1 1/4 | |
| Nat. Union Radio | 7 1/2 | 7 1/2 | 7 1/2 | + 1-16 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|-------|-------|
| Stromberg Carlson | 6 1/4 | 7 1/4 |

KVSO Rewards Employees

Ardmore, Okla. — KVSO not only pays its employees higher average salaries than most other stations of its size in the country, but all staff members were given a week's extra pay as a year-end token.

Station has just been authorized to boost power to 250 watts. Albert Riesen is general manager.

Wedding Bells for Bonebrake

Oklahoma City—M. H. Bonebrake, commercial manager WKY, to wed Sue Schofield, local socialite, in near future.

Ted Webbe Joins WMCA

Ted Webbe, former chief announcer of WNEW, has been added to the staff of WMCA. Webbe is also doing newsreel work for Pathe.

CARL BIXBY

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

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

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WEW—St. Louis, Mo.
760 Kilocycles—1,000 Watts

A. S. FOSTER, General Manager
ARTHUR T. JONES, Program Director
GEORGE E. RUEPPEL, Chief Engineer

"THINGS are happening," reads the caption of a recent WEW promotion. And truer words were never written. After sixteen years of operation by St. Louis University, the fathers decided to let the station go commercial. That was happening No. 1, on Sept. 12 of last year. Within 12 weeks, 38 clients were signed. That was happening No. 2. And things like that are still happening.

For example, as an audience tester, the station ran a slogan contest. Five days brought 1,038 replies. One Miss Allie Seifz was the winner, and her slogan was "The Station You'll Tune In Again."

Equally, if not more impressive, was another recent "happening." More than 1,800 Leroy Piano Lessons were sold at \$1 each after only 8 weeks of advertising.

The station is still owned and operated by St. Louis University and maintains offices and studios at 3642 Lindell Boulevard, St. Louis.

State Radio Commission Is Seen as Conflicting

Boston — Reactions in local radio station circles to the bill filed this week in the Massachusetts legislature asking creation of a State Radio Commission are predominantly against the measure, which is regarded as conflicting with already existing federal regulations.

Broadcasting officials point out that the FCC already has rules against obscene or libelous matter, and the matter of exercising scrutiny over network programs originating outside the state is regarded as impractical.

The measure, sponsored by Rep. Philip G. Bowker, would set up a commission of three members appointed by the Governor, with chairman getting \$5,000 a year and the other members \$4,000. All stations in the state would be required to obtain a license, involving a fee.

"How About It" on WLW Line

"How About It?", Sam Hammer production, starts Jan. 11 over WHN and the WLW Line as a regular Tuesday night feature at 8-8:30.

Idea of the show, which is emceed by Hammer, is to have contestants tell what they would do if they found themselves in certain situations. Winning contestant will be awarded \$10, with an additional \$10 each week to person sending in best list of questions.

Reg. M. Dagg on Eastern Trip

Vancouver, B. C.—Reg. M. Dagg, commercial manager of CKWX here, leaves this week for an eastern trip which will take him to New York, Chicago, Detroit, Montreal, Toronto, Windsor and finally to Ottawa on Feb. 7 for the Canadian Ass'n of Broadcasters convention.

Philco Dealers to Meet

Miami — Philco Radio Dealers of Chicago will hold a convention March 15-20 in this city.

"Time" Re-enacts Scenes From Best 1937 Films

"March of Time's" famous news voices will turn their attention to movie stars tonight when Film Daily's "Ten Best Films of 1937" are dramatized over NBC-Blue at 8:30. Bill Johnstone will play the High Lama and Ted de Corsia will impersonate Ronald Colman in "Lost Horizon." Cyrella Dorne will simulate Janet Gaynor in "A Star is Born", with Dwight Weist as Fredric March. Jeanette Nolan will play Norma Shearer and Alfred Shirley will be Leslie Howard in "Romeo and Juliet". Nancy Kelly, 16-year-old actress now appearing on Broadway in "Susan and God", will portray Freddie Bartholomew in "Captains Courageous".

Peggy Stone Joins Hearst

Peggy Stone, for a number of years in the station relations department of CBS, has resigned to head the station relations department of Hearst Radio's International Radio Sales, newly created division, of which Murray Grabhorn is vice-president in charge.

Naylor Rogers, formerly v.-p. and general manager of KNX, has joined the IRS to manage the Chicago offices. Both the Stone and Rogers appointments are effective Jan. 15.

American Book on WSM

Chicago—American Book Mart here has bought a quarter-hour on WSM's "Old Opry" in Nashville, through E. H. Brown agency. May also use WLW and WCAU.

GIVES INTELLIGENT MERCHANDISING SERVICE

WBIG IN GREENSBORO N. C.
CRAIG & HOLLINGBERY, INC. *Nov 11 Pops*

COMING and GOING

EMERY DEUTSCH, whose engagement at the Netherland-Plaza in Cincinnati has been advanced a few days, leaves the Book-Cadillac in Detroit for the Cincy spot on Jan. 12.

JOHN DODGE, sales manager of WRC-WMAL, Washington, is in New York.

MRS. KEN SISSON, wife of Ken Sisson, now producing "Canada 1938", returns with Kenny Jr. and Larry from Montreal where they visited Sisson during the Yuletide week.

ROBERT MITCHELL, public relations manager of WMBG, Richmond, Va., is now in New York on business for the station.

EDDIE GARR returns from Chicago tomorrow.

MACK DAVIS of the CBS artists bureau returns Monday from a two-week vacation in Florida.

NATHANIEL SHILKRET left for the Coast yesterday and will return within eight days.

RUDA FIRKUSNY, concert pianist, arrives tonight from Europe aboard the Washington. He will give a concert at Town Hall on Jan. 13.

New Posts for Jennings

Cincinnati—Robert G. Jennings has been appointed assistant general manager and sales manager of WLW and WSAI, it is announced by James D. Shouse, v.p. and g.m. of Crosley Radio Corp. Jennings has been a Crosley v.p. for some time. Last March he was made manager of WSAI. He also has been program manager of WLW-WSAI.

Joe Weber Laid Up

Jos. N. Weber, president of AFM, is confined to his home with a cold. He is expected back at his desk later in the week if sufficient improvement is shown. Work on the IRNA contracts continues, however, at the hands of Emilie J. Gough of the IRNA committee.

O'Toole Back at WMEX

Boston — Terry O'Toole, the Boy from Ireland, is back at WMEX on Thursdays and Saturdays.

FCC ACTIVITIES

APPLICATIONS RECEIVED

WBEN, Buffalo, Mod. of license to change power to 5 KW, day and night.
KPLT, Paris, Tex. Auth. to transfer control of corp. from A. G. Mayse, to A. G. Mayse, M. B. Hanks and Houston Harte.
KRKO, Everett, Wash. CP to increase power to 100 watts, 250 watts LS., and change hours of operation to unlimited.

GEORGE GRIFFIN

Lyric Baritone

WEAF-NBC RED NETWORK

• THURSDAY 12:15 P.M. EST
• SUNDAY 9 A.M. EST

Management NBC Artists Service

Three Sponsors Renew Six Programs on NBC

(Continued from Page 1)
fective Feb. 4 and "Manhattan Mercury-Go-Round" and "American Album of Familiar Music" on 35 Red stations Sundays, 9-10 p.m., effective Feb. 6. Two shows split the hour spot.
American Home Products on Feb. 1 will renew "Easy Aces" and "Mr. Keen, Tracer of Lost Persons" on 25 Blue stations, Tuesdays, Wednesdays and Thursdays, 7-7:30 p.m. Shows split the half-hour. Blackett-Sampson-Hummert has the American Home Products and Sterling Products account.

Code for Popular Music Goes in Operation Soon

(Continued from Page 1)
short time. No opposition appeared at the hearing which was held Tuesday in the FTC hearing room with Commissioner McCorkle presiding. Those from New York who attended were Jos. V. McKee, general counsel for the MPPA; John G. Paine, general manager of Ascap; Edward B. Marks, publisher, and Fox.

Code as approved now goes to the legal department of the FTC, after which cards will be sent to the pop music men and the code will become law affecting publishers and their employes whether or not the former subscribes officially to the ethics in question. Non-bribery clause concerning radio and other artists is a main part of the proposed code.

On President's Ball Show

Darryl F. Zanuck, 20th Century-Fox production chief, and Alice Faye, one of the studio's stars, will appear on today's broadcast over NBC-Blue at 3 p.m. in behalf of the President's Ball.

NEW BUSINESS

WGN, Chicago: Washington State Apples, Inc., "June Baker Home Management Program," through J. Walter Thompson Co.; Chicago Engineering Works, "Modern Miracles," through James R. Lunke & Associates.

WBAL, Baltimore: Gunther Brewing Co., announcements; M. J. Breitenbach Co. (Gudea Pepto Mangan), announcements; Household Finance Corp., announcements.

WPEN, Philadelphia: Procter & Gamble, programs for Camay, Oxydol, and Ivory; Renault Wines and Champagnes, "La Campi-nara Del Mulino" (The Wren of the Mill).

WSPA, Spartanburg, S. C.: Red Top Beer, renewal; Chattanooga Medicine Co., renewal; Palm Beach Biltmore Hotel; Chevrolet, ETs, renewal; Ford Motor.

CKNX, Wingham, Ont.: Lallemand Refining Co., announcements, through Associated Broadcasting Co.; St. Lawrence Sarch Co., "Wes McKnight's Sport Interviews," through McConnell, Baxter & Eastman Ltd.

WNAC, Boston: National Biscuit Co., "Dan Harding's Wife," ETs.

WOXR, New York: American Tobacco Co. (Caton Cigarettes), "Treasury of Music," ETs, through L. H. Hartman.

WMMN's 2,500-Mile Pick-up

Fairmount, W. Va.—Broadcast on New Year's Day of the Sun Bowl football contest, direct from stadium in El Paso, established a record in long distance transmission by WMMN. Station worked in cooperation with KTSM, El Paso, to bring exclusive airing of battle between West Virginia U. and Texas Tech. with public utility co-sponsoring. Broadcast came over 2,500 miles of specially leased A.T.&T. wire, and is believed to have been the longest direct line pick-up ever aired from any station in state. Jay Keichner, WMMN manager, received praise from throughout this territory for his enterprise in arranging the broadcast.

58 Stations Will Carry 20th Century Fund Begins Father Coughlin Series Forum Series Next Month

(Continued from Page 1)
went on the air more than 10 years ago.

Charles Penman, veteran WJR announcer and present director of the station's dramatic department, will handle the broadcast.

Included in the network are 14 stations of the Quaker State web, 12 Colonial Network outlets, eight stations of the Mohawk Network, seven Transamerican stations including WMCA as the New York City outlet, and WJR, WJJD, WJAS, WHO, WOC, WKBW, WTMJ, KSTP, WCAO, KFEQ, WGAR, WHIO, WHKC, KCKN, WIBW, WDAS and WJAR.

WAYX Appoints Devine Rep

Waycross, Ga.—WAYX has appointed J. J. Devine & Associates as its national advertising representative.

WAGM, Presque Isle, Me.

R. W. MacIntosh, general manager, visited Newark and New York over holidays.

L. E. "Red" Hughes, commercial manager, got the New Year off to a bad start when he had to call the local fire ladders to extinguish a chimney blaze at his home.

To take care of the gratis church announcements, Bill Davis, staff announcer, has created a new Saturday program, "Church Calendar."

Officials of Maine's Largest Winter Carnival, Caribou Winter Carnival, are making plans to air again this year the world's longest ski marathon from Bangor to Caribou.

Ted Coffin, program director and chief announcer, recently returned from Bangor, where he spent four days looking over the two radio stations, WABI and WLBZ.

WATL, Atlanta

"Edgar Steps Out," is a new comic serial broadcast Monday to Friday evenings.

Station is featuring broadcasts direct from WFA Federal Theater Projects in Atlanta.

The Rhumba dance step is the feature of the "Rhumba Rhythms" program. Instructions on the dance are given by professional dance teams of Atlanta, who are invited by the station to participate in the program.

Booking Direct

D'ARTEGA

AND HIS ORCHESTRA

Admission Showers

Sunday 6:30-7 P.M. MBS-WOR
1441 B'way, New York CH 4-5155

Newspaper Guild Seeks More Radio Membership

(Continued from Page 1)
radio stations and newspapers, with many papers having station affiliations and the latter tied in with news agencies, plus the widening scope of service of these agencies to radio, creates a situation wherein the guild should talk with the ARTA relative to possibilities of the field to be organized and jurisprudence questions taken up.

ANG points out that Bellingham, Wash., guild has KVOS personnel signed as members, also WTNC, an NBC affiliate in Minneapolis which is newspaper-owned. All but technicians practically are considered eligible for ANG membership.

Oklahoma Radio Awards

Tulsa—Oklahoma Radio Awards for 1937, made by W. C. Gillespie, v.p. and g.m. of KUTU, included presentations to Edwin I. Reeser of the advertising agency bearing his name, for originality, showmanship, production and service; Eddie Gallagher of KTUL, for outstanding work in sportscasting, and Carolyn Montgomery, KTUL artist.

WMCA Show in 10 Acts

WMCA's three-hour afternoon variety show, "Grandstand and Bandstand", has been revised along the lines of vaudeville bill, divided into 10 acts.

LeRoy Resumes Broadcasts

P. J. LeRoy (piano lessons) resumes broadcasts over WHN Sunday under a nine-week contract. Eleven 15-minute programs will be presented weekly.

IT'S STILL CHRISTMAS AT WHN!
DIAL 1010

We give our long list of advertisers Christmas Gifts all year long.. Gifts like Showmanship of the typical M-G-M and Loew style—intensive but inexpensive coverage of the New York area. We'd like to put you on our gift list...

1540 BROADWAY NEW YORK CITY

GUEST-ING

ZONA GALE, on "American School of the Air," Jan. 11 (CBS, 2:30 p.m.).

LOUISE FAZENDA, on Al Jolson show, Jan. 11 (CBS, 8:30 p.m.).

NICK LUCAS, on Al Pearce show, Jan. 11 (CBS, 9 p.m.).

MILLI CRAIG, third appearance on Martin Block's "Sunday Swing Session," Jan. 9 (WNEW, 11 a.m.).

LORETTA LEE, on Chase & Sanborn Hour, Jan. 9 (NBC-Red, 8 p.m.).

FAY WRAY, on Ozzie Nelson-Feg Murray show, Jan. 9 (NBC-Blue, 7:30 p.m.).

JACKIE COOPER, interviewed by Powell Clark on "Grandstand and Bandstand," Jan. 10 (WMCA, 2:30 p.m.).

PAUL HAAKON, dancer, interviewed by Charlotte Buchwald, Jan. 7 (WMCA, 1:15 p.m.).

IDA LUPINO, on Bing Crosby show, Jan. 13 (NBC-Red, 10 p.m.).

CONNIE BOSWELL and JOHNNY MERCER, on Paul Whiteman show, Jan. 14 (CBS, 8:30 p.m.).

ARTHUR CURRAN, ALAN ROBERTS, SYLVIA FROOS and TEX FLETCHER, on "Hammerstein Music Hall," Jan. 14 (CBS, 8 p.m.).

DICK POWELL, ROSEMARY LANE and HUGH HERBERT, in scenes from "Hollywood Hotel" on radio program of same name, Jan. 14 (CBS, 9 p.m.).

MARY JANE WALSH, on Clifford Adams "Theater Guide," today (WINS, 11 a.m.).

RICHARD HIMBER, JACK LAIT and ALICE MARION, on "Sunday Mirror Flashes" tomorrow. (WINS, 5:30 p.m.)

WDNC, Durham

Tommy Loeb, announcer, leaves to join Lord & Thomas agency staff in New York on Jan. 17.

Duke University Church Service is back on the air after a holiday recess. Edward Hall Broadhead presides at the organ.

A weekly spelling bee sponsored by Durham Monarch Club starts Jan. 12.

Son for Buzalski

Thomas J. Buzalski, NBC television engineer, is the father of a son born yesterday in Methodist Hospital, Brooklyn.

BIRTHDAYS

| | | | | | | |
|----|----|----|----|----|----|----|
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

Greetings from Radio Daily

| | |
|----------------------|---------------|
| Blanche Alcorn | Georgie Price |
| Cecile "Spikes" Grey | Fred Hulsmith |
| Jack Norworth | Eve Sully |
| Gertrude Bly | Helen Nugent |
| Lou Tappe | Dick Teala |

MAIN STREET
OL' SCOOPS DAILY

● ● ● "Little Shots About Big Shots"—Jesse Block of Block and Sully relates this one on Harry Hershfield, who recently returned from a writing assignment in California... Jesse met Harry one day at Hollywood and Vine and asked the cartoonist what he was doing in Hollywood... "Oh," Harry was supposed to have replied, "I'm doing some writing for Metro-Goldwyn-Mayer"... Block digested this answer a second and then said: "Well, Harry, I guess Leo, the MGM lion, will stop roaring at the beginning of a picture—and instead open with 'Once there were two Irishmen'"... Which brings to mind the story that happened on the Sam Goldwyn lot. A couple writers were walking along talking to Jack Robbins when he was there about this and that... Further down the line they encountered Sam Goldwyn, walking with his head down. As he passed the group, he inquired from the writers: "Are you thinking?"

● ● ● Having received both a July bonus and a Christmas bonus, the personnel of WATL, Atlanta, and WRBL, Columbus, Ga., according to J. W. Woodruff Jr., manager, believes that Christmas comes, not once—but twice a year... WOR's "News Testers" on Sunday nites airs some corny answers from people writing in to get the opportunity to compete for a prize. Recent shows had these replies: *Rameses VII was King of Egypt—instead of the Ram mascot at Fordham. The Spanish Loyalists were conquering Coryza—when Coryza is a common cold. John Henry Lewis was appointed to SEC—when he's really light-heavy champ. Russia and Japan were fighting over Oswegatchie—which is a river in New York. A "fifer" is the name of the new barkless dog from Africa—instead of a musician.... How do we know the answers? Some one told us!*

● ● ● Jean Paul King, radio and newsreel commentator heard on "Daily Information Service" and "On Broadway," completed narration on 10 commercial films, dittoed for four newsreels and made 42 broadcasts in the two closing weeks of 1937. He also does some writing in spare time.

● ● ● In 1926 Irvin S. Cobb gave Col. Jack Major a letter to see Gene Buck in New York. On the strength of this letter, the Major left Paducah, Ky., for the Big Town... The hillbilly checked into the McAlpin Hotel—this being the first time in his life that a hostelry was to be his domicile. However, the chambermaid in arranging the room prior to the Col.'s entry had left the "Don't Disturb" sign carelessly on the bedspread... Well, the Major swears that the first night there he slept on the chair.

● ● ● Within the space of a week, Grace Moore will appear on two broadcasts from opposite ends of the country... On Monday she'll appear on the "Radio Theater of the Air" coming from Hollywood via CBS... On the 15th, her voice will be heard from the stage of the Metropolitan Opera in New York City via NBC... Fred Waring broke Shep Fields' record at the New York Paramount by several grand... Martha Raye broke an ankle while working in a flicker the other day... A star was born last nite when "Right This Way" debuted on Broadway. Her name's "April"—that's all.

AGENCIES

BASIL LOUGHRANE, Lord & Thomas radio production director, to remain in Hollywood for another week to handle Pepsodent's "Mickey Mouse" series, before returning to Chicago.

MILT BLINK, head of Standard Radio, Chicago, off to California for two-month sojourn.

JOE KURTH has joined Critchfield & Co., Chicago, as account executive. He was formerly WJJD salesman.

JOHN KETTLEWELL has joined Hays MacFarland & Co., Chicago, in charge of merchandising and new accounts.

RICHARD V. NALL has left Reincke, Ellis, Younggreen & Finn agency and joined production department of John H. Dunham agency, Chicago.

PUTNEY HAIGHT, formerly in publicity department of J. Walter Thompson Co., has gone to Hollywood to enter free lance publicity there.

ADDISON P. JENNINGS has been named Chicago manager of Grant Advertising Inc. He came from the Matteson-Fogarty-Jordan.

A. J. GROBE has resigned as space buyer for Reincke, Ellis, Younggreen & Finn.

ALMON BROOKS WILDER, formerly with Simmonds & Simmonds, has joined L. W. Ramsey Co., Chicago, as account executive.

RUTHRAUFF & RYAN, Chicago, named ad counselor for McConnon & Co., Winona, Minn. (home remedy and kitchen products). Live shows on WLS and WHO are planned.

WECO RADIO PRODUCTIONS, Seattle, program affiliate of James R. Lunke & Associates agency, moves main office to Chicago this month. Gene Baker heads program department.

GEORGE KERN, formerly of Blackett-Sample-Hummert, Chicago, has joined Publicidad Organizada, Mexico City.

Ivan Black Emcee on Trip

Ivan Black, Federal Theater Radio Division press agent who used to be an emcee and comic, got himself a spot in the show on the Queen of Bermuda which sailed yesterday for Bermuda and Havana. It's Black's annual leave from the radio job.

CBS Signs Johnny Mercer

John Mercer has been placed under a management contract by Columbia Artists Inc., whereby the latter will handle all radio singing bookings for Mercer. Mercer is also under contract to Warner Bros. as a song writer.

Annuities have saved many a headliner from being a breadliner

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

PROGRAM REVIEWS

"THOSE WE LOVE"

Lamont Cortiss & Co. (Pond's)
WJZ—NBC-Blue network,
Tuesday, 8-8:30 p.m.
J. Walter Thompson Co.

SERIAL OF MODERN AMERICAN LIFE GETS AWAY SLOWLY BUT EXCELLENT CAST HOLDS PROMISE.

Replacing the "Husbands and Wives" program, Pond's cold cream uses the same spot to introduce a new serial by Agnes Ridgway. Show, coming from the Coast, has a story that revolves around the lives of the Marshall family, the central characters being girl and boy twins who have just reached their 21st birthday. Opening reveals their devotion as Kathy wakes Kit up at 5 a.m. in order to be first to congratulate him on his birthday. Other characters are the father Judge Marshall, Kathy's sweetie, an up and coming young attorney whom the judge expects to be the next district attorney, and Aunt Emily who keeps house for the Marshalls. Rest of the introductory stanza held a birthday party at which the attorney made a speech directed at Kathy mostly and a talk between the judge and Aunt Emily, whom Uncle Jerry didn't marry because the war interfered. Part of the script appears to be leaning toward peace propaganda. Emily at any rate has made tremendous sacrifice in devoting her life to the Marshalls rather than an immediate family of her own. Story of course is a clean-cut yarn intended to please the most discriminating dial twisters, seeking "youth and love."

Nan Grey, picture star, heads the cast and like her excellent support handled the lines easily and competently. Others in the cast who might well be played up more strongly in both spotlight advertising and publicity include Richard Cromwell, Virginia Sale, Alma Kruger and Pedro deCordoba.

"Hollywood Mardi Gras"

Walter O'Keefe joined Lanny Ross and Charlie Butterworth Tuesday night on Packard's "Hollywood Mardi Gras" over NBC-Red at 9:30 p.m., giving the show a strong trio of entertainers aside from Ruby Mercer, Jane Rhodes and the Raymond Paige orchestra. O'Keefe wasn't fully set in his new atmosphere and so didn't quite hit his stride in the opening broadcast, but the combination looks promising.

WSPA, Spartanburg, S. C.

Richard Pattison, news editor, plans a week's sojourn in the home town of Indianapolis starting this week-end. Just a vacation.

Robert Wallace, chief engineer, and Mrs. Wallace made a holiday visit to Moorehead City, N. C.

Kenneth Dent of announcing staff visited the family in Lawndale, N. C. George Andrews, engineer, is back from his native Pittsfield, Mass.

Nora Stirling's Personal Poll

Nora Stirling of NBC's "Sue Blake" and other programs takes her radio seriously and studiously. Besides being one of the air's better actresses, Miss Stirling also is a writer, producer—and analyst. When her "Funny Things," novelty musical show for kids, after five months on CBS as a sustainer last summer and fall, was dropped because of its heavy production and cast requirements, Miss Stirling had a desire to lead the nationwide reactions to the program, so she conducted her own poll among the network stations. The survey brought several surprises. First was the volume of response—number of station executives replying totaled 51, more than 85 per cent. Of this number, 50 gave favorable and even highly enthusiastic reports on the show's popularity in their respective localities, while one station had to pass up the program because of crowded schedule. Another unusual achievement for the sustainer was that, in newspaper listings, it made the boxed list in 119 towns. All that remains for Miss Stirling to figure out now is why a program of such popularity is off the air.

Power Boost, 12th Year Are Celebrated by WCOA

Pensacola, Fla.—A 24-hour schedule of salute programs was broadcast by WCOA to mark its increase in daytime power to 1,000 watts. The occasion, Jan. 1, also marked the 12th anniversary of WCOA, the CBS station covering northwestern Florida and southern Alabama. With exception of two CBS salute programs, the entire schedule was commercial. This is believed to be a record for a station to present 23 hours of commercial programs.

A special radio edition was published by the Pensacola News-Journal in observance of the power boost. WCOA is affiliated with the News-Journal.

In addition to its power increase WCOA is introducing numerous technical improvements, including new transmitter location and vertical tower, new equipment to the transmitter and studios.

Station manager is Henry G. Wells Jr. WCOA is represented nationally by John H. Perry Associates, with William K. Dorman as manager.

KOY, Phoenix, Ariz.

Burrige D. Butler of WLS, Chicago, and this station, returned recently from a trip into Old Mexico.

KOY and "big brother" WLS exchanged season's greetings via transcriptions.

Hal Lines, control room operator, is now going into great detail in keeping logs of daily programs.

"His Majesty, the Baby", daily program, saluted a pair of new twins at yuletide.

WHO, Des Moines

Lem and Martha, formerly heard on transcriptions, now originate their Oshkosh B'Gosh show from here.

Kenneth Gfeller, "the singing doorman", has returned as assistant continuity director.

RECORDINGS

Call BRINCKERHOFF

PLaza 3-3015

Radio Boom This Year Is Seen by Philco Exec

(Continued from Page 1)

acts the dismal outlook given before the American Marketing Association here the same week.

Thomas A. O'Loughlin, eastern sales manager, and F. E. Quinn, eastern advertising manager, arranged the session.

WOKO-WABY, Albany

Snedden Weir, studio manager, appeared as organ accompanist for Billy Rose over WOKO the other night.

Cluett & Sons' Sunday afternoon program is featuring Lester Taylor, 12-year-old pianist.

PROMOTION

Audience Builder

A new device for audience building which patterns after the motion picture theater trailer, planned by John Harvey of Blackett-Sumple-Hummert, was used on WTMJ, Milwaukee, and brought considerable comment.

A few days before the national premiere of "Those Happy Gilmans," new script show being tested on WTMJ for General Mills, the agency bought five minutes of time and a preview of the show was presented. After due build up by an announcer the "Happy Gilman" cast did about four minutes of script from the serial.

As a result of the success of this promotion idea on WTMJ, it is expected to become more or less of a vogue in broadcasting.

List Program Specialties

WBT, Charlotte, is now preparing a new selling feature in the form of a folder series to be sent to all leading advertising agencies and to Radio Sales, CBS agency, listing the station's "program specialty" each week. Job will contain picture of show and full description, including talent and costs. Program Director Charles Crutchfield says he will have 52 new shows available for sponsorship during the year, varying from script acts to dance bands.

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
- 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 Nessen
- Nick Long, Jr.
- Lina Basquette
- George Murphy
- June O'Dea
- Carl Randall
- Patricia Ellis
- Georgie Toops
- 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 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

Los Angeles

IN addition to two new musical programs bowing at KHJ this week under the baton of Carlton Kelsey, recently appointed Don Lee musical director, Frederick Stark will inaugurate still a third, called "Presenting the American Composer," on Monday at 9:30 p.m.

"Personal Problem Clinic," heard in the East as a live show, has been bought in transcription by 2GB Sydney.

May Robson and cast of "Lady of Millions" have resumed work on final episodes of the transcribed Associated Cinema program for Bauer and Black.

KEHE inaugurates a "Negro Hour" tonight at 9-10 in co-operation with the Central Avenue Board of Trade. Will be an audience show by and for the 65,000 colored residents of Los Angeles.

Captain Bob Baker tomorrow will take his "Hollywood in Person" microphone to the Hollywood Studio Club, where more than 100 girls live while awaiting the big break in pictures.

KHJ offers a new one in "I've Got Your Number," with Floyd Buick presenting a novel exposition of numerology from KFRC, San Francisco, each Thursday at 3:45.

Jerry King of Standard Radio reports revived interest in the Donald Novis recordings in the firm's library. The series was sold during the past week to the Evans Fur Co. in Chicago for WMAQ, and to the Musbeck Shoe Co., Detroit, for WJR in the auto city, and WLW and WOR. These transcriptions also have been taken for Honolulu and will shortly be heard on KEHE for Pierce Brothers.

KFWB has a new remote of Salvatore Santaella and his orchestra from Lucca's Restaurant at 7:15-7:30 p.m. and 12:30-12:45 a.m. every night except Monday, and KEHE picks up a new band, Max Cochrane, at the Cafe Paree from 10:45 to 11:30 each night except Sunday.

"Houses Not For Sale" is the intriguing title of a new half-hour program devoted to advice to home builders on KEHE Monday, Wednesday, Friday and Sunday at 11:30 a.m.

Captain Don Wilkie, ex-U. S. Secret Service operative, initials a new 15-minute series over KFI on Jan. 8. Sponsor is the Institute of Applied Science, and contract is for 13 weeks, with airings at 10-10:15 p.m. Saturdays.

Thomas Conrad Sawyer's series for Sweetheart Soap has been renewed for another 13 weeks on KFI, following renewal of his KNX program for a similar period for the same sponsor.

Bert Fiske, KFWB musical director, will present his "Piano Paintings" program at a new time, 11:15 a.m. each Wednesday.

RADIO PERSONALITIES

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

GLENN SNYDER

GLENN SNYDER can play the harmonica. He has also written a song. He has a great time every Saturday night at the "National Barn Dance" of WLS, Chicago. He's one of the gang. Glenn Snyder is also manager of the station—and president of Chicago Broadcasters Ass'n—and a regional officer of the NAB.



Plays the harmonica, and wrote a song....

He has quite a record in radio. But it isn't too clear just how it started. At 17, he was in St. Joseph, Mo. He cut shoes in his uncle's factory and got \$3.50 a week. He made good, too, and soon he was getting \$5.50 a day. Then, all of a sudden, he showed up in a bank, then back to the shoe factory, into advertising, department store and farm paper. Then came the war, and Snyder enlisted. When it ended, he was a second lieutenant, giving rifle instruction in New Orleans. Then back in the department store, and again on a farm paper. He became advertising manager of the Nebraska Farmer, then general manager of the Wisconsin Agriculturist. He came to Chicago as a member of the Prairie Farmer advertising department, and in 1931 he became manager of WLS, after a year as commercial manager. And there you are.

He also likes baseball, and the pride of his life are two lovely daughters.

NEW PROGRAMS—IDEAS

"Skiing on Air"

New offering of KVI, Seattle, Washington, presents Mike Donohoe, Ski Editor of the Seattle Post-Intelligencer in latest snow reports from four or five popular ski resorts adjacent to Seattle and Tacoma. Road conditions and skiing and waxing instructions by Northwest ski experts are added. It is estimated that 30,000 enthusiastic followers of the sport provide ready-made audience for this airing.

KLZ's "Three B's" Expands

Because popularity of KLZ's novel quiz program, "The Three B's," has grown by leaps and bounds, the Denver station is moving the show to a large auditorium to accommodate the audience. Program conducted by KLZ's "inquiring reporter," Wes Battersea, combines a spelling bee, pronunciation bee and word marathon bee. The show was first aired from one of KLZ's smaller studios; was shifted to the master studio, and now winds up in the auditorium of an adjoining hotel.

Shoe Talk From Salesroom

Just what a salesman says to a customer, and what a customer says to a salesman while being fitted with a pair of special-made health shoes, goes over the airwaves of WFBM, Indianapolis in a new weekly series from the salesroom of the Stroupe-Tucker Shoe Co. The conversation gives novel twist to the program.

Press Agents—Welcome!

At last -- it's happened. Press agents have a special speling time of their own, with no superlatives, no adjectives barred. WDAS, Philadelphia, has started this "Press Agent's Paradise," inviting all the noise boys of the city's legitimate theater to come before the microphone and give their candid (?) opinions of their respective offerings. It's swell—it's unbelievable — it's — but there's a catch: If, as, and when the boys finish, the announcer takes over and demands explanations of their statements. There follow some embarrassing moments — but the audience laughs its enjoyment.

"Catch the Announcer"

Idea here is to arraign all station spellers for mispronunciations and boners right before the microphone, with Program Director Gil Fawcett handling the proceedings. Show airs over KDAL. Anonymous heckler, signing "herself" "D.A.L.," enlivens the performance by regular mail contributions spotting some faults of announcers. Curiously, the heckler bears the same initials as one Dalton A. LeMasurier, owner of the station.

"Voice of Industry"

Special Xmas trick of WAIM, Anderson, S. C., brought recording equipment to various business houses of the city, recording the season's greetings from the lips of the different execs. Records were aired on Christmas Day.

Chicago

UNDER direction Julius Miller, WGES has launched a daily program for Jewish housewives, featuring "Mrs. Gold" the woman's helper.

Virginia Browne Faire, former radio actress, and William Bernstein have returned from a round-the-world honeymoon trip.

Dave (Dynamo) Edelson this week rounds out 15 years as announcer. He presides over "Dance Tunes" at WSBC.

Doris Keane, manager of WWAE and WHIP, back from a holiday sojourn with parents in Kalamazoo.

George Hollingbery, head of Craig & Hollingbery, is the father of a new boy.

Valentize Jarosz has been named special foreign language sales rep for WHIP.

Joe Kelly in his Jolly Joe programs on WLS and WGN, is carrying on the work of the late Uncle Bob Wilson and his Curb is the Limit Club for kids. Jolly Joe has an imaginary telescope with which he is supposed to watch kids to see they don't cross a street without looking both ways.

Doris Keane, manager of WHIP and WWAE, is herself conducting a one hour Sunday program titled the American Church, non-denominational.

Carnation Contented Hour added 17 stations in Canada, giving it a total of 75 outlets on NBC.

WIND has made application with FCC for permission to operate experimental facsimile station.

Jim Dudley, sports commentator, of WJJD and WIND, back from motor trip to Pittsburgh.

Vivian della Chiesa to appear before Kappa Kappa Gamma on Feb. 13.

Martin Jacobsen has taken over the Courthouse Reporter broadcasts on WJJD, replacing Jack Peyser who left the station to free lance.

Henry Klein, radio director of BBD&O, has waxed a new show titled Theater of Life, a sort of March of Time, expanding the one major news event of the week into a three-act drama of a half hour.

Ethel Owen now being used regularly on Fibber McGee show to help fill gap due to fact Molly (Marion Jordan) is in sanitarium.

WBT, Charlotte

Organist Marie Davenport missed her opening program for "Betty Moore" series because the stork called. Jane Bartlett was recently kept off the air for two months by the same old bird.

New Duke Power Co. program started this week with almost new talent line-up including Russel McIntyre, romantic tenor; Jack Phipps, pianist; Don White, guitarist, and Clair Shadwell, announcer.

SAN ANTONIO

George W. Johnson is the new manager at KTSA, succeeding H. C. Burke, who takes over a new eastern post for Hearst Radio.

Lloyd Snyder orchestra has returned to Olmos Night Club, remoting via KABC.

Barney Rapp's combo is now playing the Saint Anthony Hotel Rainbow Terrace. Has a WOAI wire.

Billy Bartz recently joined the production staff at KTSA.

New vocalist with the Joaquin Grill band at the Plaza Hotel Roof Garden is Dorothy Claire.

Charles Belfi is the new manager at KABC, succeeding Gene Cagle, who has returned to Fort Worth.

WFAS, White Plains, N. Y.

Selma Seitz, treasurer, is back at her desk following a two-week siege with blocked sinuses.

Station employees received year-end gift checks, based on seniority of service.

B. M. Middleton, sales manager, not only set the deal but played Santa Claus in the monster free Yuletide children's party staged in cooperation with Home Savings Bank at the Colony Theater.

Bruno Klohoker, director of German programs, will start the ensemble at Old Heidelberg Restaurant with a wire in mid-January.

Merchants and business institutions in Westchester sponsored Christmas and New Year Greetings Programs over WFAS at 4-5 on both holiday afternoons. Lang-Worth Library Transcriptions furnished music.

Millicent Tralle, WFAS director of women's programs, back after a tiff with a cold.

Gertrude Porter (continuity, New York office) out with an abscessed ear.

Virginia Trumpy, eight-year old favorite of the weekly Loft Radio Party programs, back after a Christmas trip.

Dick Dunn, WFAS nemo operator in Yonkers area, building a scale-model of the station's 190-foot Lehigh radiator.

A broadcast-from-the-store was aired on the opening of the new Yonkers unit of George W. Loft Food Markets. Millicent Tralle had charge of program, assisted by Announcer Jack Mercer.

Transcribed Greetings

WISN, Milwaukee, aired season's greetings of advertisers by means of transcriptions. Sponsors' records, made in advance, served in place of Christmas cards when played over the airwaves.



ORCHESTRAS - MUSIC

OZZIE NELSON and his orchestra have been renewed for three more months at Victor Hugo's in Beverly Hills. His "Truth or Consequence" broadcasts over KHJ and West Coast Mutual outlets will continue six nights a week.

Don Redman and ork, with Orlando Roberson and Louise Carroll, are at Lookout House, Covington, Ky, for four weeks, airing over WLW. Booked by Century Orchestra Corp.

Century Orchestra also has the Anthony Trini and the Bobby Hayes crews on a one-night ballroom tour, while Bob Sylvester is at Club Evergreen, Bloomfield, N. J., airing over WNEW.

Mike Riley and his ork have been booked by CRA for the Trianon Ballroom, Cleveland, with WTAM-NBC wires, starting Feb. 1.

Earl Hines plays the State-Lake Theater, Chicago, week of Feb. 3, then is routed east for a Philly theater date, through CRA.

Rudolph Ringwall will direct the Jan. 19 broadcast of the Cleveland Orchestra over NBC-Blue. Artur Rodzinski is regular conductor.

Tommy Dorsey will hold a swing contest for amateurs on his Kool-Raleigh broadcast of Jan. 21 over NBC-Blue.

Beginning this week plantists Al and Lee Reiser will be heard regularly on Felix Knight's Thursday 5:15 p.m. WEAJ programs. The Reisers are heard on four other NBC programs weekly.

Ernie Holst's opening date at the Book-Cadillac Hotel in Detroit has been advanced to Tuesday, January 11. This marks Holst's fifth return engagement at this spot. He will have a CBS wire.

Lyn Murray started the New Year with ten weekly CBS programs for his orchestra and choruses.

Pat Henry, former WIP songster, has finished five recordings for Decca with Gene Kardos orchestra.

Al Kavelin and band have taken on a vocalist, Kathryn Case, Miss Philadelphia of 1937, and go to Detroit for short engagement.

In the first program of a series to be known as "Milestones in American Music," Dr. Howard Hanson will conduct the Rochester Philharmonic Orchestra in the overture to Oedipus Tyrannus, by John Knowles Paine, and Edward MacDowell's Indian Suite, in a broadcast tomorrow at 9-9:30 p.m. over NBC-Blue Network.

Blue Barron, a favorite ork in the midwest, makes his New York debut tonight in the Hotel Edison Green Room. His first air program will be over NBC-Blue at 11 tonight.

Chick Webb's band returns to the Savoy Ballroom and NBC on Jan. 16.

Samuel Gardner will conduct tomorrow night's Bamberger Symphony program over WOR.

Morton Gould's "Second Swing Symphonette," aired by the composer-conductor on his WOR-Mutual program Monday night, elicited much praise. The composition blends classic and modern swing music with very pleasing effect.

Peter de Rose, who wrote such hits as, "Wagon Wheels" and "In the Mission by the Sea," and is heard over NBC with May Singhi Breen, says he has begun work on his greatest undertaking—an American folk opera about the great West.

Freddie Martin, who has just returned to New York after a two-year tour of the country and now is featured with his orchestra in the Crystal Garden at the Ritz Carlton Hotel, will be the guest of honor at a Gala Welcome Home Party that Leon & Eddie are tendering to him at their rendezvous on Sunday evening.

Terri La Franconi, now playing at the Roney Plaza in Miami, set for date at the Paramount Theater there.

Ward-Berman Orchestra, for ten years one of New Haven's featured musical groups, was selected to present WICC studio orchestra assignments in that city, in line with AFM deal.

Louis Katzman tonight starts a 13-week engagement over WOR.

Teddy Grace, Mal Hallett's vocalist, will appear in Martin Block's Swing Session at the Criterion Theater Sunday. She has just completed 12 sides for Decca.

"The Dial"

January issue of "The Dial", booklet house-organ of WOPI, Bristol, Tenn.-Va., is an easy-reading piece of 14 all-text pages with short, snappy items on wide variety of topics. Smartly written job takes in such features as the Mickey Mouse trouble in Yugoslavia, the drive to "donate-your-old-radios-to-the-poor", move to sell surplus eggs through radio, and other subjects not related to airwaves. Station plugs are on the covers. Book has much to recommend it to the reader, including size, convenience, good typography, and restraint of straight advertising matter.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

OKLAHOMA

Letters of appreciation for KVOO (Tulsa) News Bureau four times a day newcasts have been received from 16,296 regular listeners in 1,508 cities and towns in 33 states, Canada and Mexico. More than 6,000 broadcasts have been given in the five years it has been on the air.

Paul Bunning, KTOK (Oklahoma City) program director, from Salina, Kan.

O'Darrell Cunningham now announcing at WBBZ—(Ponca City). He was formerly with KTOK.

Weldon Stamps new newscaster with KTOK.

KHBG (Okmulgee) now airing weekly luncheons of local Chamber of Commerce.

"Air Adventures of Jimmy Allen" now on KVOO (Tulsa) sponsored by Rex Baking Co.

Jasper McDoary Hyde and his 11 children, known to radio as The Oklahoma Hill Babies are returning to Tulsa after appearing on stations in New Orleans, Columbus, and Birmingham.

Audrey Kerlee, secretary to WKY (Oklahoma City) manager Gayle Grubb, has resigned to go to New York to join Elliott Roosevelt's staff.

COMING EVENTS

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Feb. 7: Canadian Association of Broadcasters convention, Ottawa.

Feb. 13: Broadcast Sales Directors meeting, preceding NAB convention, Washington.

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

HELENA BLUE'S NOVELTY STRINGS
An all girl orchestra playing in a modern, distinctive style
NOW AVAILABLE FOR RADIO HOTELS THEATRES
Circle 7-4124 New York

PHILADELPHIA

Jerry Stone, WDAS publicity director and who also handled the station's "Sidewalk Interviews," has had to discontinue latter because of labor troubles at near-by shops.

A new series of concerts by the Civic Symphony Orchestra will begin over KYW under direction of Thaddeus Rich.

Stoney McLinn, WIP director of sports broadcasts, will be given a testimonial dinner by his friends.

Joan Wallace and the ensemble of WDAS are putting on a new series of condensed musical comedies and operettas, arranged by Jack Schwartz.

John Facenda, WIP Night Supervisor, celebrates his first year with the station.

Max Friedman former member of the team of Cookie and Chiffie, on WLIT and WFAN in the old days, is now song writing.

James Tyson Jr., drummer in the WIP house band, has become engaged to Anne Willis and will wed in the spring.

Bonnie Stuart, backed by the KYW orchestra under Jan Savitt, starts a new weekly show over NBC-Red network.

Harold Davis, production manager of WDAS, steps into a new role now that he is writing continuity for a special dinner music broadcast of Joe Frassetto and band.

J. Barry Sherry, who plays the character parts in the "Dramas of Science" heard over WCAU, is none other than the onetime stage and screen player.

WBAL, Baltimore

With the signing of Bob Lula and his nine-piece orchestra as permanent staff musicians, plans are about completed for a five-times-weekly "Hi-Jinks" schedule. Cast will be headed by Rex Reynolds and Garry Morfit.

Jerry Lee Pecht has replaced Garry Morfit on "Plaza 4900." Morfit is needed on many new local shows to start this month.

Edwin M. Spence, g.m., in a New Year message to his associates, says he looks for bigger and more vital advances in radio during 1938.

ONE MINUTE INTERVIEW

WALTER CASSEL

"If you want to gain fame as a singer, try to start in radio and not on the stage. It's too easy for a stage singer to get in the rut because a stage singer isn't able to get enough variety in his work. He's apt to stick to one or two songs for months—the songs that get the greatest response from the public. However, you can't do that on radio. Radio offers the great proving ground in the world for a voice, because when you're on the air you're completely on your own. You must put over your numbers without the benefit of gestures, costume or good looks."

★ Coast-to-Coast ★

THE "Airfinds" program with Jay C. Flippen and Irving Aaronson's orchestra will switch to a new day and time starting Monday when the broadcast is heard at 8-8:30 p.m. The show features the weekly winners of the WHN Amateur Hour, which has shifted to Fridays at 8-9 p.m. from the stage of Loew's Ziegfeld Theater.

In its first direct air affiliation on a regular basis, the Baltimore Museum of Art will present a weekly radio program over WBAL entitled "The Children's Hour."

John W. Quarles, president of Rome Broadcasting Corp. (WRGA) and one of the original directors of the National City Bank of Rome, Ga. (he has missed only one directors' meeting in 25 years), was a speaker on the one-hour Silver Anniversary program aired over WRGA.

A total of 26 accounts are listed in the New Business compilation of KCKN, Kansas City, Kan., from Dec. 15 to the first of the year.

Lawson Zerbe, who appears in many of radio's leading dramatic programs, is now heard in featured roles on "Grand Central," over WJZ on Friday at 8 p.m.

The "Manhattan Merry-Go-Round" film, produced by Republic Pictures, was given quite a publicity and exploitation buildup in advance of its

WCAE, Pittsburgh

Betty Willis, chief of traffic department, says the wedding date will be in early spring.

Two advertisements on "Morning Express" last week sold 4,000 dozen of eggs.

Sports announcer Jim Murray waxed a 15-minute show late last week for a sponsor who wants an early morning program.

Bill Schroeder of the sales staff spent the New Year's holiday at his St. Louis home.

Two new educational features start this week, one under the auspices of the Allegheny Bar Association and the other titled "Adult Education."

WOPI, Bristol, Tenn.

A new feature of the "Homemakers Hour," broadcast direct from the Kingsport Studios is a "recipe" contest to be held for all housewives of Bristol and Kingsport.

Station has just initiated "The Sunshine Girl," featuring 15 minutes of songs by one of the staff artists.

"Community Service Program," broadcast weekly, will feature Fred. F. Fletcher, County Agent of Dickenson County, who will discuss various community projects taking place in Dickenson.

opening at the Criterion on Broadway. Phil Regan, Cab Calloway and Ted Lewis figured prominently in the promotion, and the radio program of the same title gave the film a plug.

Mutual will air a preview of film, "In Old Chicago," from Hollywood on Jan. 14 at 11:30-12 midnight. A description of a race to the Four Star Theater between Andy Devine, riding in a blimp, and the Ritz Bros., in a horse drawn firewagon, will be the feature of the airing.

Students at Springfield (Mass.) College will evaluate modern movies and radio programs in an appreciation course offered for the first time at the school by Prof. Kent Pease during the winter term.

Edney Ridge's WBIG down in Greensboro, N. C., has gone peaceful and Democratic for 1938. A publicity break accorded the station in the current issue of The Democratic Digest, published monthly by Women's Division of the Democratic National Committee, Washington, shows Harriett W. Elliott, dean of women, University of N. C. and state director of the Speakers' Bureau, at a WBIG mike doing her stuff.

KARM, Fresno, is latest subscriber to Standard Radio program service. KBTM, Jonesboro, Ark.; WICA, Ash-Tabula and WIZ, Tuscola, Ill., are taking the Popular Supplement.

WRBL, Columbus, Ga.

A new method of "Vox Popping" is the "Columbus Chats with Bill & Bob" in which the public interviews the two Announcers Bill Dougherty and Bob Mimms as well as vice versa. The result is a humorous 15 minutes of snappy ad libbing on the part of the announcers as well as "the man on the street."

Elaborate preparations are being made by Jim Woodruff Jr., manager, for this year's Community Service Broadcasts.

"Request Club" Fans Pick Hits

Frank A. Seitz, who conducts the "All-Request Club" over WFAS, White Plains, N. Y., on Monday, Wednesday, Thursday and Saturday afternoons at 3, offered listeners an opportunity of setting up their own "Parade of Hits" for 1937. From the cards and letters received, the following selections, in the order named, polled greatest number of votes: "Once in a While," "Where or When," "Bob White," "Whispers in the Dark," "Goodnight My Love," "Sailboat in the Moonlight," "September in the Rain" and "Have You Any Castles, Baby?". Hit songs were played in session of All-Request Club broadcast.

SAN FRANCISCO

KFRC acquires the Eddy Duchin show, "Court of Human Relations," "Epic of America," "Musical Cartoons," "Musical Camera," and "Music for Today," as the first new programs of the year.

The East-West game New Year's Day was b'cast exclusively for the nation over MBS by Ernie Smith and Mel Venter.

Visiting here is Lewis Allen Weiss, g.m. of the Don Lee net, making a tour of the coast on a visit to most of the 26 Don Lee-Mutual outlets.

NBC acquiring 22 new shows to start off 1938.

Jack Meakin, NBC maestro, has started "Meakin Miniatures," Mondays on KPO, 10:30-11 p.m., playing pop tunes.

John Wolohan's ork has begun a series of 11:45 to midnight spots from his ballroom on KFRC on Mondays, Fridays and Saturdays. Other band changes in the local Mutual lineup include Roger Burke, replacing Harry Owens at Sir Francis Drake, and Joe Reichman, who took over the Mark Hopkins where Griff Williams held forth.

S. H. Patterson, KGGC mgr., is new president of Northern California Broadcasting Ass'n, succeeding Art Westlund, KRE mgr. Assoc. has 17 members.

After an absence of several months, "California Concert," directed by Ernest Gill, has resumed a Sunday t. c. spot.

Dee Waller, NBC program traffic, recovering from poison ivy trouble.

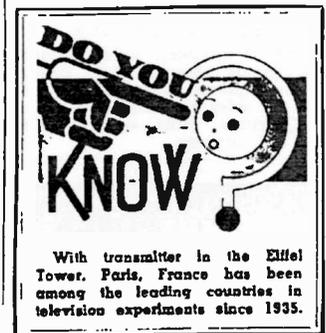
Regal Amber Brewing will sponsor nightly weather reports on KGO, through M. E. Harlan agency.

NBC shifts S. E. man Jim Lyons to production; Keith Wadsworth, from office boy staff to s. e., and Helen Bartlett, from press to production department secretary.

KIDO, Boise, Ida.

New announcing talent within the station ranks was uncovered recently when Chief Engineer Harold Toedte-meier, an ardent bowler, was enlisted to give play-by-play of City Bowling League matches.

C. G. Phillips, manager of this NBC outlet, wasn't satisfied with handing out the usual year-end bonus to staff. In addition, he gave each member of the family a handsome wrist watch. He also included a watch for himself, the Missus—and a big one for the station.





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 5

NEW YORK, N. Y., FRIDAY, JANUARY 7, 1938

FIVE CENTS

Congress Quizzes FCC

2 CALIFORNIA STATIONS JOINING CBS ON JAN. 15

Two California stations, KARM, Fresno, and KROY, Sacramento, will join the CBS network on Jan. 15. The new Pittsfield, Mass., station, WBRK joins on Feb. 1.

All three stations are new licensees. KARM is owned by George Harm and operates on 100 watts full-time. KROY is owned by Royal Miller and is a daytime 100 watt. The combination rate as optional member of

(Continued on Page 3)

KGKO Shift to Ft. Worth Getting Under Way Soon

Ft. Worth—Moving of KGKO, Wichita Falls to Ft. Worth as recently authorized by FCC will be completed by May 1, according to Harold V. Hough, g.m. of both KGKO and WBAP here. The stations are

(Continued on Page 2)

P. & G. Adds Stations On Morning Disk Series

Procter & Gamble (Ivory soap) on Jan. 17 will start "Across the Breakfast Table" on WGR, Buffalo, and KYW, Philadelphia. Program is a quarter-hour disk which will be aired five times weekly and is now

(Continued on Page 2)

KGGM Had Record Year

Albuquerque—"Our business for 1937 was the biggest and best in the entire history of our station", states Mike Hollander, g.m. of KGGM. "We are very optimistic for the coming year. We hope to make 1938 even better."

Manager's "Chat"

Yuma, Ariz. — Taking after the editorial pages and columns of newspapers and magazines, KUMA here has inaugurated a 15-minute "chat" prepared and presented by Manager E. N. Sturdivant. The innovation aroused more comment on its first day than any other program which has been broadcast over the station.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Eleventh Installment of a Series)

MYRON P. KIRK



Genial and equally astute Myron P. Kirk, former vice-president and director of radio for Ruthrauff & Ryan Inc., caused a hubbub in radio circles when he resigned that position to become vice-president in charge of radio for Famous Artists, Hollywood. There, Kirk has assumed duties in both pictures and radio that helped make Ruthrauff & Ryan one of the top ranking firms in the agency field. Kirk's record is based on such celebrated programs as those of Major Bowes, Al Jolson, Edward G. Robinson, Joe Penner and others. His salesmanship and talent handling showed many a sponsor how to sell the product.

J. HAROLD RYAN



This is the current president of the Ohio Association of Broadcasters. He was elected last November to succeed the retiring John F. Patt of W G A R, Cleveland. Ryan also has other responsibilities. He's president and g.m. of Fort Industry Co., owners and operators of WSPD, Toledo; president of West Virginia Broadcasting Corp., operating WWVA, Wheeling, and treasurer of Monongahela Valley Broadcasting Co., operating WMMN, Fairmont, W. Va.

CLAY MORGAN



Shortly after Clay T. Morgan took up the post of director of promotion at NBC early in 1937, things began to literally fly in the promotion division. White space copy and direct mail promotion hit the all-time high in the spring and early summer. By the way, if you see any similarity in the accompanying picture and Warner Oland's, don't tell Morgan. He's heard it before.

GEORGE BOLLING



From the Detroit office of John Blair & Co., Vice-President George Bolling moved east and up last summer to head the New York office on resignation of Murray Grabhorn. Management of the Detroit office thereupon fell to his brother, R. H. Bolling.

Atlas and Stuart Doyle Close Australian Deal

Atlas Radio Corp. has made a deal with Stuart Doyle, Australian amusement biz tycoon who also heads a chain of 16 stations, whereby an Atlas distributing branch will be operated jointly in Australia and New Zealand. Main branch will be in

(Continued on Page 2)

NAB to Assess Dues By Income Groups

Washington Bureau, RADIO DAILY
Washington — Present "inequalities of card rate system of collecting NAB dues" will be abolished in favor of assessing dues by income groups in radio's trade association, Phillip G. Loucks, reorganization committee chairman, revealed to-

(Continued on Page 8)

Commissioner Craven is Questioned by House Committee

By GEORGE W. MEHRTEHS
Washington Bureau, RADIO DAILY

Washington—That the FCC is moving in cooperation with Congress toward solution of various radio problems, including newspaper ownership of stations, was revealed yesterday when the House Appropriations Committee made public its report of executive hearings on independent of-fices appropriation bill of 1939. At the same time, another section of the heretofore unpublished report of the FCC to interested Congressmen became available to RADIO DAILY.

The two reports, one of which is being held in strict confidence and the other being released on a restricted basis, constitute what is generally

(Continued on Page 3)

WOULD DISQUALIFY CRAVEN AS COMMISSIONER IN FCC

By PRESCOTT DENNETT
Washington Bureau, RADIO DAILY

Washington—Timing a demand in the House for a thorough radio probe with official issuance yesterday of the Appropriation Committee executive hearings report containing his close examination of Commissioner Craven, Congressman Wigglesworth, threw a

(Continued on Page 3)

General Foods Adding 4 Stations for Sanka

General Foods on Jan. 13 will add WRVA, WREC, WADC and WKBN to the CBS Sanka coffee program. Young & Rubicam is the agency.

Acclimated

Philadelphia — After many experiments to aid the announcer in airing the new "Breakfast Express" early morning program—even to installing a col in the station, which necessitated hiring somebody to wake the announcer—WDAS solved the problem by getting a new announcer. His name is Tom Hatley, and he used to be a milkman.



Vol. 3, No. 5 Fri., Jan. 7, 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

(Thursday, Jan. 6)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Chg. |
|----------------|---------|---------|---------|---------|
| Am. Tel & Tel. | 149 1/2 | 147 3/4 | 149 1/2 | + 3/4 |
| CBS A | 20 1/2 | 20 | 20 1/2 | + 1/2 |
| Crosby Radio | 9 | 8 3/4 | 8 3/4 | + 1/2 |
| Gen. Electric | 43 1/2 | 42 1/4 | 43 1/2 | + 1 1/2 |
| RCA Common | 6 1/2 | 6 1/2 | 6 1/2 | + 1/2 |
| RCA First Aid. | 48 1/2 | 46 1/2 | 48 1/2 | + 1 1/2 |
| Stewart Warner | 9 1/2 | 9 1/2 | 9 1/2 | + 1/2 |
| Westinghouse | 105 | 102 | 104 3/4 | + 4 3/4 |
| Zenith Radio | 15 1/2 | 14 1/2 | 15 1/2 | + 1 1/2 |

OVER THE COUNTER

| | Bid | Asked |
|------------------|-------|-------|
| Stromberg Carbon | 6 1/4 | 7 1/4 |

GUEST-ING

JAN PEERCE, on "Radio City Music Hall of the Air," Jan. 16 (NBC-Blue, 12:30 p.m.).

FRED E. BAER, ghost writer, on Edgar A. Guest's "It Can Be Done," Jan. 11 (NBC-Blue, 8:30 p.m.).

LYN MURRAY'S CHORUS, repeat on Al Pearce program, Jan. 11 (CBS, 9 p.m.).

HERB KOPF, interviewed by Dick Fishell, today (WMCA, 8:30 p.m.).

WILLIE and EUGENE HOWARD, on "Amateur Hour" tonight (WHN, 8 p.m.).

ROBERT CASADESUS, pianist, on Ford Sunday Evening Hour, Jan. 16 (CBS, 9 p.m.).

Nan Wynn in Own Spot

Nan Wynn, CBS songstress, will have her own program over CBS at 10:45-11 p.m. starting tomorrow. An orchestra directed by Ray Block will support her.

Dr. Courboin to Resume

Dr. Charles H. Courboin, organist, returns to WOR next Sunday at 12:30-12:45 p.m.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

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

Newspapers Dropping Off

Continuing a tendency that has corresponded with the growing use of radio as an advertising medium, 221 newspapers discontinued publication in 1937, according to the N. W. Ayer & Son's Directory, out today. In the periodical field, 91 new magazines made their debut last year. Many were picture magazines.

KGKO Shift to Ft. Worth Getting Under Way Soon

(Continued from Page 1)

owned by Amon G. Carter, publisher. Glenn D. Gillette, consulting radio engineer, has charge of locating the two 330-ft. towers on the new 40-acre site. KGKO power will be boosted to 1,000 watts night and 5,000 watts day on 570 kcs.

The air-conditioned KGKO studios will be atop the Medical Arts Bldg. D. A. Kahn, Wichita Falls, will be business manager. C. B. Locke will be chief plant engineer. Most of the present staff will move here, but a remote studio will be maintained in Wichita Falls. Station will be on NBC-Blue as well as Texas Quality Network. WBAP is an NBC-Red member.

Atlas and Stuart Doyle Close Australian Deal

(Continued from Page 1)

cated in Sydney with Doyle as managing director. Herbert R. Ebenstein, Atlas prez, who closed the deal with Doyle, stated that this is the first of several such transactions planned to place the Atlas disks in every part of the English speaking world.

McNinch is Mentioned As Bench Possibility

Washington Bureau, RADIO DAILY

Washington—Frank R. McNinch, FCC chairman, yesterday was mentioned in capital circles as among possibilities for appointment to the Supreme Court bench.

P & G Adds Stations On Morning Disk Series

(Continued from Page 1)

being heard on KMBC. Neal Keehn and Margaret Heckle write, produce and play the principal character roles in the script. Compton Advertising placed the account.

WIS Staff Additions

Columbia, S. C.—Recent staff additions at WIS are announcers Bill Mayhew and Frank Burger and control operator Douglas Bradham.

Mayhew formerly worked as announcer at WCSC, Charleston. Bradham was chief operator at WCSC, and comes back to the station he served five years ago as announcer-operator. He is now on the controls at WIS.

Burger returns to familiar scenes after several months announcing in the nation's capital. He was with WIS for nine months before joining WOL in Washington last October.

Sale of WLAK, Lakeland Awaiting FCC Approval

Lakeland, Fla.—All other negotiations have been completed and only approval of the FCC is needed now in the sale of controlling interest in WLAK to David E. Smiley and Ralph Nicholson of Tampa, according to J. P. Marchant, president of Lake Region Broadcasting Co., which owns the station. Smiley and Richardson are publishers of The Tampa Daily Times and operators of WDAE in that city. Neither of these concerns are involved in the deal, and Marchant will continue to hold an interest in the company.

Expose of Gossipers Started by Sam Taylor

Sam Taylor, movie commentator heard Tuesday and Thursday evenings over WHN, last night started a new feature called "Comments on the Commentators", in which he plans to show up the misinformation dished out by other radio gossipers. His first expose was aimed at Jimmy Fidler, charged with airing erroneous information the other night about the eastern trip of Franchot Tone and Joan Crawford.

Danzig Succeeds Bates

Jerry Danzig will succeed John Bates as WOR Commercial Program Manager effective Jan. 15. Bates has resigned to open a production agency and among other shows will produce "Famous Fortunes" for the Richland Shoe Co. Danzig will be succeeded in the special events department by Alvin Josephy, formerly of the N. Y. Herald Tribune.

Neil Norman Taking Rest

St. Louis—Neil Norman, program director and sports announcer of WIL, is at Hot Springs resting up and recuperating from the effects of injuries and shock received in an automobile accident. The accident occurred at Palmyra, Mo., while Norman was enroute to Iowa to visit his father. Latest reports indicate that Neil will be back on the mike in another week.

Spent yours
Where the Money is!
COVERS THE
CAPITAL DISTRICT
WABY
ALBANY, N.Y.

COMING and GOING

THOMAS G. ROCKWELL and HARRY LEEDY are in the east from the coast.

CLARENCE OLMSTEAD, supervisor of radio for Young & Rubicam agency, to New York from Hollywood for a month's stay.

BESS FLYNN, who is in New York from Chicago for a visit with a fellow author, Bess Johnson, is expected to return to Chi over the week-end.

CHARLES O'CONNELL, associate conductor of Philadelphia Symphony Orchestra and connected with RCA, is in Montreal to conduct a concert tonight.

S. C. VISIONHALER, general manager of KLRA, Little Rock, Ark., is in New York.

A. L. CHILTON of WCST, Atlanta, is in town.

BRUCE OLIVER, WHN commentator, sails today for a West Indies vacation, during which time his radio period will be filled by guest commentators, starting with Arthur Lockwood, press agent.

BUDDY MANNERS, vocalist on the WHN staff, is back from a Havana honeymoon.

GEORGE D. LOTTMAN is leaving for Miami, Fla., on Jan. 14 for a week's vacation.

JACK FULTON has left Chicago for New York on private business for himself.

LEONARD L. BASS, contact chief for "We, the People", returns from Washington this week.

JOHN C. KELLY, president of Kelly, Nason & Winsten advertising agency, sails today for a southern cruise with MRS. KELLY.

MAURY GAFFNEY, CBS trade news director, and MRS. GAFFNEY sail on the Columbus tomorrow for a 12-day West Indies cruise.

JOHN BLAIR, president of John Blair & Co., is in New York.

TOM BELVISO, NBC music chief, to Boston today to look over the WBZ music set-up.

EUGENE C. PULLIAM, president of WIRE, Indianapolis, is a New York visitor.

ARTISTS MANAGEMENT
Presents
PAUL WHITEMAN
Tonight on
Chesterfield
CBS—8:30 P. M., E.S.T.
and ten year old
Jeanne Ellis
with
Grace Moore
Lux Radio Theatre Monday Night
17 E. 45th ST.
N.Y.C.
MU 2-1888

HOUSE GROUP QUIZZES COMMISSIONER CRAVEN

(Continued from Page 1)

conceded by Congressmen as "preliminary data" to a sweeping investigation of the FCC and the entire radio industry.

In a confidential letter from the FCC, commenting upon the Scott Bill, providing that the licensing authority shall not be given the power of censorship over the radio communications or signals transmitted by any radio station and no regulation or condition shall be promulgated or fixed by the licensing authority which shall interfere with the right of free speech by means of radio communication, the FCC declares it is in complete sympathy with the purpose of the bill.

"In our opinion," FCC points out, "the broadcaster who simply makes his facilities available for the discussion of those issues by responsible people and who exercises no control over the content of the broadcast should not be held liable for statements made in the course of the broadcast."

On the other hand, it is pointed out, that while the proposed measure grants relief to the broadcaster it leaves the door wide open for scurrilous, defamatory attacks by judgment proof, irresponsible individuals.

The major portion of the executive session appropriations committee frowns report was due to the presence on committee of radio-minded Congressman Wigglesworth, who peppered Commissioner T. A. M. Craven with question after question pertaining to his background, previous connection with the radio industry as well as general FCC policy. Regarding the newspaper-radio question, Craven during the executive hearings stated he believed this phase to be a constitutional question, and added he thought that Congress would be the ultimate factor in its determination. Craven said the FCC was not yet in a position to make any recommendations along this line but added that the commission "is going to give it much more consideration before a year is out."

Asked by Wigglesworth if he felt that such a sweeping investigation as has been suggested in both Houses

NEW PROGRAMS—IDEAS

"Makers of America" on WINS
"Makers of America," a new series of dramatic broadcasts dealing with the men and women behind the scenes of American progress and growth, will be presented by the New York WPA Division over WINS every Sunday at 11-11:30 a.m.

The first broadcast will tell in dramatized form the story of Haym Salomon and the important part he played in the winning of the American Revolution. It has been rumored that the story of Haym Salomon may be the next motion picture vehicle for Paul Muni.

Among those who, having in some way contributed to the lustre of the American scene, will be portrayed in this series, are Adolph Sutro, who introduced placer mining in the West; Charles Steinmetz, the electric

cal genius; Mordecai Noah, Daniel Touro, and Capt. Robert Gray, who discovered the Northwest Passage that opened up Washington and Oregon.

Women's Club

Holding top spot among novel southwestern programs is KGGM's (Albuquerque) "Women's Club of the Air," original idea of g.m. Mike Hollander. Program, three hours long each morning, has over 3,370 loyal listeners, each holding membership and receiving prizes by names being called over air and response to call within one minute. Averaging 100 new members weekly. Station holds theater parties for club members every three months with membership cards serving as admish tickets.

Conducting Speech School For Announcers at WBIG

Greensboro, N. C.—A twice-weekly school of correct speech is being conducted for the announcing staff of WBIG by Dr. Elbert R. Moses Jr., instructor of English and director of the Speech Improvement Department at the University of North Carolina, Woman's College. Dr. Moses is a nationally known authority on correct speech and will give a three-month course to the WBIG announcers. He uses the very latest and most modern equipment and various recordings are being made of the announcers' work. Any inaccuracy in speech is promptly corrected.

Within a few weeks the speech clinic will be aired for 15 minutes twice weekly over WBIG.

of Congress into the broadcasting field would be a desirable thing, Craven replied: "Frankly, I do not. I think that the commission should be given an opportunity to do a job, and then report to Congress."

Asked by Congressman Fitzpatrick if the Commission could censor anything that they believed is not proper Craven replied: "The question of censorship is a very basic one and perhaps requires study on the part of Congress. It is a major question." Regarding the question of applications Craven told the Committee he thought that the commission would have to decide on a more definite policy with respect to determining who should be granted applications.

On the question of charging for licenses, Craven said this also was a question to be decided by Congress. Wigglesworth, then asked what was the total income of the industry last year.

"If by the industry," Craven replied, "you mean broadcasting transmission systems of the country, that is one thing. If you mean all of the allied forces, including manufacturers of receivers and tubes, the service men, and things of that sort, I think the general turnover is about \$1,000,000,000 a year."

Col. Major Relinquishes CBS Sustaining Program

Having signed a contract with Wilson, Powell & Hayward, artists representatives and radio show builders, Colonel Jack Major, who has been one of Columbia's outstanding afternoon variety show headliners, will terminate his sustaining half-hour show next week. Usually heard on Tuesdays, the Colonel's last sustaining CBS broadcast will be aired on Wednesday at the same time, 3-3:30 in the afternoon.

A joint agreement has been reached between Wilson, Powell & Hayward and Columbia Artists Inc. in the management of the Colonel.

Following his Wednesday broadcast, Colonel Major leaves for Boston to begin a limited series of personal appearances, starting at the Metropolitan Theater. Following his theater dates, he will return to New York to ready his new air show, which is expected to get under way some time in March.

Would Disqualify Craven As Commissioner in FCC

(Continued from Page 1)

virtual bombshell by charging that Craven is disqualified to sit as an FCC commissioner due to stock ownership in radio stations when he entered employ of FCC. Wigglesworth alleged on floor of House that Craven received payments from radio interests "less than one month" before he was named Commissioner.

2 California Stations Joining CBS on Jan. 15

(Continued from Page 1)

the CBS Pacific coast group will be \$150. If KROY is unavailable the rate for KARM will be \$100. WBRK is a 250 watter daytime, 100 at night. Its rate will be \$125. Harold Thomas is the owner.

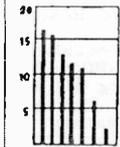
This Week at WMCA



Contrary to the theatre's well-known antipathy toward radio advertising, two famous Broadway playhouses are buying "spot" on WMCA to plug their offerings! Such a spiking of tradition we think is worthy of a free notice here for "The 3 Waltzes", now playing at the Majestic, and "Between The Devil", featured at the Imperial Theater.

With the return of HARRY HERSHFIELD to his old post as theatre critic, WMCA boasts a quartet of Broadway-Hollywood commentators that would be hard for any station to equal. This All-Broadway backfield lines up with Hershfield on Theatre Reviews, Martin Starr on Cinemas, Powell Clark on Hollywood personalities, and Broadway Jack Egan of "You Heard It Here" fame.

Our idea of the perfect tie-up between sponsor and program; the sponsor, Danograph Dance Art, Inc.—the program, MAE MURRAY, glamorous Ziegfeld dancing star, supported by the sole-tickling music of Pedro and his Cubans.



Orchids to the J. STIRLING GETCHELL AGENCY and ROSS FEDERAL RESEARCH CORP. for their keen audience survey of Dick Fishell's Sports Resume (6:30 P.M.). 2,310 completed telephone interviews showed an audience for this daily WMCA feature within 25% of New York's top ranking network station! Sponsor identification was actually 100% greater! We'll be glad to make a summary of this illuminating survey available to any interested executives.

Significant that . . . WMCA is the EXCLUSIVE New York outlet for the new FATHER COUGHLIN series.

WMCA New York's Own Station

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

- Jan. 7
Al Bowling Shirley Ross
- Jan. 8
Ralph Wonders Leon Goldstein
G. W. Johnstone C. P. MacGregor
- Jan. 9
Marion Carley Crane Colder
Nelson Yates



DOROTHY LAMOUR, who flew to Chicago to spend a few days with hubby, Herbie Kay, will not appear on the Chase and Sanborn show Sunday. Loretta Lee will fill the vocal spot.

Art Rush, headman of Columbia Management Corp., is back in town after spending four weeks in New York and the East.

Bill Stuart, publicity head in the Young & Rubicam office, went to San Francisco to pave the way for the Jack Benny appearance there next Sunday.

Olson Rug, Boston Food Products, Skinner and Eddy and H-O Oats are new sponsors participating in the presentation of the KNX "Housewives' Protective League" and "Sunrise Salute" programs.

"Judy and Her Jesters" now have a 15-minute Monday through Friday spot on KNX at 8:15 a.m.

Ben Sweetland's new KHJ program, "What's New Under the Sun," moves from its current Thursday spot to Fridays at 8:30-9 p.m. Sweetland is the station's "Friendly Counsellor," whose advice is heard regularly each week day morning.

Mark Kelly's sports comment on KNX and CBS Pacific Coast for Roi Tan cigars switches from Wednesday to Thursday nights at 7-7:15.

The new Pond's "Those We Love" dramatic series will be heard locally on KFI, though riding NBC-Blue elsewhere.

Glan Heisch has been signed for script contributions to the new Pep-sodent-Mickey Mouse show. Set by Don Clarke of the H. N. Swanson agency, former associate of Heisch at KFI-KECA.

Rush Hughes, who relinquished "Legendorf Pictorial" on NBC with intention of taking nothing but a coast-to-coaster, and who recently was signed for the new Borden show, will originate his program from New York for a few weeks, starting Jan. 31, after which he returns here to air from this point. Deal was handled by NBC Artists Service, with Young & Rubicam handling the Borden account.

Major Ridge's Titles

Major Edney Ridge, director of WBI-G, in Greensboro, N. C., feels that he is slipping in the way of titles, although he has just had the title of "executive vice-president" added to his list. The list now reads: "Major Edney Ridge, executive vice-president, secretary and general manager of the North Carolina Broadcasting Co. Inc." At one time, several years ago, the Major held the title "assistant to the executive heads of departments of the Atlanta Joint Terminals of the Atlanta & West Point, Louisville & Nashville, and Georgia Railroads."



● ● ● Gabriel Heatter's 19-year-old son, Buddy, has been hired by Young & Rubicam as a writer on "We, the People"... Al Evans will conduct the band on the Ben Bernie show—which will be aired from N. Y. for six weeks only... Herb (CBS) Rosenthal is confined to his bed by sinus trouble and gripe. He's expected back at his desk Monday, however... Irving Kahal left the coast three hours before "Right this Way" opened... Guy Robertson has been the secret groom of Audrey Christie of "The Woman" for over a week... Shifting in personnel at N. W. Aye: is expected momentarily... Tom Hanlon, chief CBSinger on the west coast, will handle the Phil Baker commercials... Howard Barlow begins a new CBS show on Jan. 21, designed for kids, called "Concerts for Children," which is a symphony... Henry Youngman in describing a not-so-good singer said: "She's so flat that you have to put an arch-supporter in her throat"... CBSwing Session next Saturday ails will come from Hollywood and be an HOUR show with Paul Whiteman, Raymond Scott's Quintet, Joe Venuti and possibly Bing Crosby!... Richard Himber takes on the Lucky Strike-MBShow this Tuesday to go on the CBS "Hit Parade". Harry Salter gets the MBSpoll

● ● ● A double wedding in which two members of the ministry were married to two members of their forces was aired via WMBH, Joplin, Mo., last week... Flowers and other gifts sent up by friends enabled the station staff to set up a wedding scene that was entirely in character with the occasion... Pat Stanton of WDAS, Philly, is presenting the first Philadelphia showing of "Dawn Over Ireland"—a flicker depicting the Irish War for independence... Nancy Grey, who is a commentator of the "Sun Country News" show on WTMJ, Milwaukee, has been made "admiral of the flagship fleet" by American Airlines as a result of her success in promoting flying business out of Milwaukee and Wisconsin.

● ● ● Eddie Cantor and troupe will open a vaudeville engagement in Pittsburgh on Feb. 16—their first stop-over eastward... Eddie Garr's show for Bromo-Seltzer will be called "The Morning After" and will be aired each week from the floor of a different N. Y. nite club. First show will come from the International Casino... Madeline Gray's "Dear Teacher" now heard Tues. and Thurs. will switch to Mon. and Wed., starting Jan. 17. The Tues. and Thurs. spots go to Nila Mack's "Let's Pretend"... Joe Penner's next flicker is "Rolling Stones", to be written by Paul Yawitz... Martha Raye does "Give Me A Sailor" in March... Lou Holtz does a turn on Ford show this month... Phil Romano will remain at the Hollywood. Arthur "Street Singer" Tracy, singing better than ever, leaves there tonite... Lyn Murray's wife is Carol Irwin of Young & Rubicam... Tommy Dorsey hasn't taken up Dave Tough's option... Peggy Newton goes into the Hickory House tomorrow nite... Henry (Chappell) Spitzer was talking to Harold "Pins and Needles" Rome the other day... In describing a bore, Willie (Chl. mob) Horowitz cracked: "If he has any talent—it must be in his mother's name".

● ● ● The unusual case of a show changing its name to keep pace with each successive year is illustrated north of the border where "Canada 1937", Canuck program directed by N.Y.'s Ken Sisson, now is "Canada 1938"... But that's nothing. Here in the U. S., Harry Conn changed his "Earaches of 1938" to "1939"... Harvey "Longfellow" Olson, the conductor of WDRC's Shoppers' Special program in Hartford, Conn., can't get his brother, Henry, away from the mike during the daily run of his radio train at 8:15-9 a.m. Henry persists in breaking in at every inopportune moment, usually with somewhat disastrous results... Henry has the bad habit of disagreeing with Longfellow about everything, much to the delight of listeners.



E. R. DANIELSON, NBC program department, is laid up at home with influenza. Ditto Myrtle Stahl, educational director of WGN, and Ade Hult, Mutual salesman.

Bess Flynn, author, is in New York visiting author Bess Johnson.

Henry Weber, Mutual musical director, and Mrs. Weber (Marion Claire) sail on a Caribbean cruise Jan. 22.

Kenneth Krants has resigned from Chicago NBC staff to become Frankle Masters' personal rep. William N. Waever Jr. gets his job at NBC.

Everett Mitchell, senior NBC announcer and conductor of Farm and Home Hour, heads for a five-day flying trip to Florida over weekend.

Fayette Krum, author of NBC's "Girl Alone," closing her Lake Forest residence and departing Feb. 1 for six weeks on the Lazy R-C Ranch near Phoenix, Ariz.

Gordon and Bud Vandover of the Tom, Dick and Harry Trio, and arranger Carl Hoeft are back from Hollywood. Marlin Hurt stayed.

Judith Lowry heads cast of "Last of the Lockwoods," new NBC serial starting Sunday. Others in show will be Betty Lou Gerson, Jane Webb, Pat Murphy, MacDonald Carey and Art Kohl. William Meredith is author, Ralph Maddox, director, and Allan Grant, accompanist.

Phelps Preparing Bill Clarifying Radio Libel

Albany—Intended to relieve radio stations from litigation caused by allegedly libelous remarks made over the air, Assemblyman Phelps Phelps of New York, himself a radio commentator, is drafting a bill for introduction next Monday night, he told RADIO DAILY yesterday. One aim of bill is protection in quiz and interview programs.

The libel law in New York State is rather vague on the subject, Phelps says, though it is obvious that an interviewer cannot anticipate what his subject may say, maliciously or otherwise.

Phelps also said he would place copies of his proposed measure in the hands of network and local radio officials early next week, so that if any amendment is deemed necessary it can be effected before the bill is reported out of committee.

Harry Reed in Sales Post

Seattle—Harry Reed, well-known program director and organist of the northwest, is now with Seattle Recording Studios as sales manager. Besides his former theater and other affiliations, Reed for the past seven years held positions as musical director and assistant program director for NBC's Seattle outlet, KJR-KOMO.

PROGRAM REVIEWS

"SONGS OF ISRAEL"

Horowitz-Margareten (Matzohs)
WMCA, Wednesdays, 7:30-8 p.m.
American Broadcasters

JEWISH COMMUNITY SING OFF TO GOOD START DESPITE WEAK MUSICAL BACKGROUND.

Another community sing program, with all the songs consisting of Jewish tunes both old and new, made its debut over WMCA last Wednesday night, and, despite the feeble efforts of one pianist, proved to be very entertaining. Audience participating in the songfest completely ignored the lack of accompaniment and seemed to have an excellent time.

Martin Starr emceed the show and gave a creditable performance. Maurice Schwartz, actor-producer of an outstanding Jewish play on the Broadway stage, made a brief appearance as guest star and sang the title song from his play.

Program goes overboard on commercial copy, and audience seemed restless during the many plugs given the sponsor's products.

"Town Hall Tonight"

Back from balmy California with renewed pep, tunefulness and impishness, Fred Allen's Ipana-Sal Hepatica "Town Hall Tonight" provided one of its best performances last Wednesday night over NBC-Red at 9-10. Allen was in great form, while his regular and guest aides, including Harry von Zell, Portland Hoifa, Lucille and Lanny, Roy Campbell's Royalists, a subway gas-sniffer employed by Consolidated Edison Co., Peter Van Steeden's orchestra and the versatile Mighty Allen Art Players all contributed well in their respective departments.

The proceedings moved along at a good clip, laughs were plentiful and Van Steeden put plenty of zip into the musical end.

Young & Rubicam handles the show.

"March of Time"

One of the most interesting and colorful of the "March of Time" programs, heard over NBC-Blue at 8:30-9 p.m. each Thursday, was last night's show which included dramatization of the Ten Best Films of 1937 as selected by the nation's movie critics in the annual Film Daily poll. First half of the program was devoted to re-enactment of scenes from these films, including "Life of Emile Zola", "Good Earth", "Captains Courageous", "Lost Horizon", "A Star is Born", "Romeo and Juliet", "Stage Door", "Dead End", "Winterset" and "The Awful Truth".

The talented "Time" acting personnel did a swell job in the impersonations, with Bill Johnstone and Ted de Corsia as the High Lama and in the Ronald Colman role, respectively, appearing in the "Lost

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Jan. 21: Port Huron Broadcasting Co., Port Huron, Mich. CP for new station, 1370 kc., 250 watts, daytime.
Wm. M. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.
Jan. 28: Frontier Broadcasting Co., Denver, Colo. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.
WMEX, Boston, Mass. CP to change frequency and increase power to 1470 kc., 5 KW., unlimited.
Feb. 2: WELY, Lima, O. Vol. assignment of license to Fort Industry Co. 1210 kc., 100 watts, daytime.
KHUB, Watsonville, Cal. Vol. assignment of license to John P. Scripps. 1310 kc., 250 watts, daytime.
Feb. 4: Lillian E. Kiefer, Brooklyn. CP for new station. 1500 kc., 100 watts, specified.
Paul J. Golthofer, Brooklyn. CP for new station. 1500 kc., 100 watts, specified.
Feb. 9: Harry M. Ayers, Anniston, 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., Livingstone, Mont. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.
Ben S. McGlashan, Los Angeles. CP for new mobile unit. 1622, 2058, 2150, 2790 kc., 10 watts, unlimited.
Ben S. McGlashan, Los Angeles. CP for new mobile unit. 1622, 2058, 2150, 2790 kc., 75 watts, unlimited.

Feb. 10: N. B. Egelund, Fort Dodge, Ia. CP for new station. 1500 kc., 100 watts, daytime.
Feb. 11: WAPI, Birmingham. Vol. assignment of license to Voice of Alabama, Inc. 1140 kc., 50 KW., shares time.
Feb. 15: National Life & Accident Insurance Co. Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.
Burlington Broadcasting Co., Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.
Kathryn B. Goselin, Aurora, Ill. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.
Clinton Broadcasting Corp., Clinton, Ia. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.
Feb. 21: Western Radio Telegraph Co., Corpus Christi, Tex. CP for special station. 4605, 4530, 2752 kc., 300 watts, unlimited.
Frank Ray, Dickinson, N. D. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.
Jonas Weiland, New Bern, N. C. CP for new station. 1370 kc., 100 watts, unlimited.
Mar. 1: Union-Tribune Broadcasting Co., San Diego. CP for new station. 1480 kc., 5 KW., unlimited.
Mar. 3: WMBO, Auburn, N. Y. Auth. to transfer control of corp. from Roy Albertson to Auburn Publ. Co. 1310 kc., 100 watts, unlimited.
Mar. 4: Mollin Investment Co., Huntington Park, Cal. CP for new station. 1160 kc., 100 watts, daytime.

Elliott Roosevelt Guest On "Famous Sons" Series

Elliott Roosevelt, son of the President and himself president of Hearst Radio, will head the list of guest artists on the opening program of the "Famous Men's Sons" series to be inaugurated Monday at 10:30-10:45 p.m. over NBC-Red network. On the same program will be Keenan Wynn, son of Ed Wynn; Lowell Thomas Jr., Rudolph Friml Jr. and other sons of famous fathers.

Horizon" bit. Dwight Weist as Fredric March and Cyrella Dorne as Janet Gaynor in "A Star is Born", Jeanette Nolan and Alfred Shirley in the Norma Shearer and Leslie Howard roles in "Romeo and Juliet", Nancy Kelly impersonating Freddie Bartholomew in "Captains Courageous", and others of the "Time" staff in the various other episodes. Elsie May Gordon was particularly good as Katharine Hepburn in "Stage Door" and in several other interpretations.

Good judgment in selection of highlights from the pictures, and the usual crisp style of handling that is characteristic of "March of Time" broadcasts, made the cinema kaleidoscope an engrossing affair.

Second installment of the half-hour program was given over to the customary "Time" news dramatizations.

Briefly

Bob Hope made a much better showing in his second guest appearance on "Your Hollywood Parade" last Wednesday night over NBC-Red. Another guest was Lanny Ross in a very enjoyable selection from "Show Boat."

George Griffin, baritone, assisted by Jerry Scars' orchestra, did some first-rate vocalizing in yesterday's 12:15 p.m. spot on NBC-Blue. Griffin, also

WIS Accident Broadcast "Catches" Hit-run Driver

Columbia, S. C.—Conscience and a WIS news broadcast caused the surrender of an "unidentified" hit-and-run driver to South Carolina law enforcement officers recently.

Highway No. 1 near Columbia was the scene of a fatal accident. Officers searched fruitfully for the car and driver until the 11 o'clock news over WIS carried the only story of the accident to break that day. A short time after the broadcast the county coroner called WIS to say that after hearing the broadcast, the driver of the death car had voluntarily surrendered to officers.

Trexler Joins WCPO

Lawrence Trexler, has joined the staff of WCPO, Cincinnati, as news commentator. Trexler, until recently at WNOX, 5,000-watt CBS unit of the Scripps-Howard Radio Chain at Knoxville, has been an announcer for 14 years, four of them as a newscaster.

heard Sundays at 9 a.m. on NBC-Red with Alice Remsen, has a clear and melodious voice that is always a joy to the ear.

Betty Worth, one of radio's busiest and most talented actresses, has been doing a swell job with Bert Lytell in the "Alias Jimmy Valentine" series, also in "Road of Life" and other programs.

KEN SISSON
AMERICAN MUSICAL AWARDSPADOR TO CANADA



ORCHESTRAS MUSIC

EMERY DEUTSCH, opening at the Netherland - Plaza in Cincinnati next week, will have NBC-Red and WLW Line wires, with WIIN as the New York outlet for the WLW hook-up. His first airing from Cincy will be at 6:30 p.m. on Saturday of next week.

Lee Scott's orchestra, from Tucson, Ariz., has opened an engagement at the Blackstone Hotel's Venetian Ballroom, in Fort Worth, airing several times weekly over WBAP. Scott succeeds Herman Waldman.

Victor Arden, director of the Chevrolet transcriptions, has taken an office at 444 Madison Ave. to facilitate handling arrangements and other details of the program.

Emil Coleman, who was responsible for starting a vogue for the Viennese waltz at the Iridium Room of the St. Regis Hotel, is now reviving the polka and gavotte.

Mark Warnow has appointed Bob Brioty as his personal representative with offices in the CBS Building at 485 Madison Ave. Brioty will be Warnow's liaison with song publishers particularly, but will also contact agency men and clients.

Latest additions to the Sesac catalog include five compositions published by Leopoldo Orduna, Barcelona, Spain. They are titled "Chimbi-bi-Chimbi," "Te He Bebido en un Beso," "Dime Pisco" and "Suspiros."

Al Donahue and his orchestra, together with Durrelle Alexander, the String Choir and Male Glee Club, close their fourth successful engagement in the Rainbow Room on the night of Jan. 11 and leave for Florida where they will open at the swank Colony Club in Palm Beach on Jan. 26. Donahue and his organization are already set to make a fifth appearance in the Rainbow Room in May, thus getting a long lead on the number of engagements played there over any other orchestra which has ever appeared in the lofty nightery.

THE SONGBIRD OF THE SOUTH

KATE SMITH

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EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

United Broadcasting Gets Complete Rolling Station

Cleveland—Completion of a mobile unit and trailer studio equipment, which will be used to serve the four UBC stations in Ohio, has been announced by E. L. Gove, technical supervisor of the United Broadcasting Co. Last step in installation of equipment was readying of 100-watt transmitter, just completed.

The rolling station and studio are now equipped for presentation of any type program. Regulation studio microphones are used and audio signals are controlled by a speech amplifier, exactly the same in operation as in the permanent broadcasting studio. A small spinnet type piano is also included.

KINY Transmitter Site On Alaskan Gold Dump

Juneau, Alaska—New site selected by Edwin A. Kraft of Seattle, owner of KINY, for the station's 255-foot vertical radiator is the rock dump of the Alaska Juneau Gold Mine.

The dump, which extends out into salt water, is said by engineers to be one of the finest transmitter locations in the country. "Not only is this a splendid spot for a transmitter from an engineering standpoint," said Kraft, who has returned to Seattle, "but I am told the dump still contains probably a million dollars in undeveloped gold. We are buying hammers for all the operators and will let them knock out nuggets during their spare time."

Philco Sets in Turkey

Philadelphia—Part of Dictator Kemal Ataturk's plans for the modernization of Turkey will include installation of Philco radio sets in every Turkish community, according to an announcement made here by Philco. The dictator has built public community centers throughout the country for education, recreation, and relaxation, and the sets will be placed in these centers. Choice of a Philco Model 2670 was said to have been made by Kemal Ataturk himself, with a group of engineers from the Post and Telegraph Administration of the Turkish Government.

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NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

- 2,103,267—Alloy for Vacuum Tube Elements. George A. Matthews, Detroit, Mich., assignor to The Detroit Edison Co.
- 2,103,303—Device for Producing Electron Rays of High Energy. Max Steenbeck, Berlin-Siemensstadt, Germany, assignor to Siemens-Schuckert-Werke Aktiengesellschaft.
- 2,103,312—Cathode Ray Device. Maggio C. Banca, Magnolia, N. J., assignor to RCA.
- 2,103,334—Means for Dimming Radio Lights. John L. McWeeny, Chicago, Ill.
- 2,103,338—Ultrahigh Frequency Oscillator. Klaas Posthumus and Pierre J. H. A. Nordlohne, Eindhoven, Netherlands, assignors to N. V. Philips Gloeilampenfabrieken.
- 2,103,341—Modulation Metering Device. Harold J. Schrader, Haddon Heights, N. J., assignor to RCA.
- 2,103,357—Ultra-Short Wave System. Ernst Gerhard, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,103,358—Method of Eliminating Reradiation. Albrecht Gothe, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,103,362—Ultrahigh Frequency Magnetron Oscillator. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.
- 2,103,439—Gas-Filled Tube. Leland K. Swart, Mountain Lakes, N. J., assignor to American Telephone & Telegraph Co.
- 2,103,450—Tube Testing Device. Walton de Verter, Chicago, assignor of one-third to Samuel L. Brenner.
- 2,103,457—Frequency Control Line and Circuit. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.
- 2,103,468—Wave Translating System. John G. Kree, Jr., Bloomfield, N. J., assignor to Bell Telephone Laboratories.
- 2,103,481—Signaling System and Method. Robert C. Mathes, Wyoming, N. J., assignor to Bell Telephone Laboratories.
- 2,103,489—Amplifier Circuit. Eugene Peterson, New York, assignor to Bell Telephone Laboratories.
- 2,103,490—Wave Translating Circuits. Eugene Peterson, New York, assignor to Bell Telephone Laboratories.
- 2,103,499—Photocell. Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,103,506—Wave Translating System. Clyde S. Veutter, Leonia, N. J., assignor to Bell Telephone Laboratories.
- 2,103,619—Constant Voltage Generator. Clyde E. Hallmark, Camden, N. J., assignor to RCA.
- 2,103,621—Device Employing Electronic Tubes. Paul Kapteyn, Berlin, Germany, assignor to Radioaktiengesellschaft D. S. Loewe.
- 2,103,637—Automatic Volume Control Circuit. Waldemar J. Poch, Collingswood, N. J., assignor to RCA.
- 2,103,638—Oscillation Generator. Klaas Posthumus, Eindhoven, Netherlands, assignor to RCA.
- 2,103,645—Braun Tube. Kurt Schlesinger, Berlin, Germany.
- 2,103,646—Receiving Aerial for Ultrashort Waves. Kurt Schlesinger, Berlin, Germany.
- 2,103,652—Intensity Control System for Cathode Ray Beams. Manfred von Ardenne, Berlin, Germany.
- 2,103,655—Oscillation Generator. James N. Whitaker, Tuckahoe, N. Y., assignor to RCA.
- 2,103,745—Transmission and Reception of Intelligence. Samuel G. Frantz and Brunson S. McCutcheon, Princeton, N. J., assignors to RCA.
- 2,103,768—Synchronized Sound and Picture Control. Thaddeus Cahill, New York, and Arthur T. Cahill, and George F. Cahill and Eleanore Cahill, executors of the estate of Thaddeus Cahill, deceased.
- 2,103,853—Multi-Range Tunable Oscillator. Loren H. Kirkwood, Collingswood, N. J., assignor to RCA.
- 2,103,865—Superheterodyne Automatic Gain Control System. Jacobus C. Nonnekens, Eindhoven, Netherlands, assignor to RCA.
- 2,103,869—Signaling Circuit. Harold O. Peterson and Martin Katzin, Riverhead, N. Y., assignors to RCA.
- 2,103,878—Selective Radio Receive System. Leland E. Thompson, Merchantsville, N. J., assignor to RCA.

WBIG Studio Decorations Attracting Much Attention

Greensboro, N. C.—WBIG has just finished redecorating its studios and the lobby of the station is attracting a great deal of attention, due to the effect produced by a score or more photo-murals representing the activities of WBIG and showing various industries in its area.

Very large photographs, shot in this territory, depict agriculture, education, transportation, industry, finance and commerce, sports, aviation and dramatics. Education is represented by three little girls entering a primary school, adjoining which is a picture of three young ladies emerging from college with their diplomas. A tobacco field, dairy farm, Duke-Carolina football game, southern championship tennis game, street scene, handling cotton, U. S. Mail and an Eastern Airline transport plane are just some of the subjects treated.

At WBIG are welcome old and young, white and black, rich and poor, and an invitation is extended to all WBIG listeners to visit the station.

Universal Recorders Sold

Hollywood—Universal Microphone has sold one of its new portable recording machines to Radio Industrial de Mexico, Mexico City, and another to the Inter-Mountain Clinic in Salt Lake City. The Ingewood mike manufacturers are offering purchasers of equipment short factory courses in the operation of recorders to insure best results from the machines.

Ship-to-Shore Phones

Ship to shore radio telephone service linking the crack ships of the U. S. Lines with any points in the Bell System has been inaugurated on the Washington and is now being made ready on the Manhattan by the Mackay Radio & Telegraph Co. These installations consist of Western Electric equipment designed especially for marine radio telephone service and operate independently of the ships' radio telegraph apparatus.

New WGN Transmitter

Chicago—A new transmitter will be built by WGN 23 miles northwest of Chicago's loop near Itasca, 10 miles closer than present plant near Elgin. A new 650 radiator is expected to increase station's signal strength by 40 per cent.

WGL Prepares for Power Boost

Fort Wayne, Ind.—Work on adjusting various equipment of WGL for the power increase to 250 watts night will start within 10 days. J. E. Gilhooly, field engineer for the Westinghouse stations, will begin work of adjustment upon his return from North Dakota, where he went for the holiday season.

Scott Plant to Expand

Chicago—Plans for the expansion of the radio manufacturing firm bearing his name have been announced by E. H. Scott. He reported record business for the firm in December.

Saul Shapiro on Tour

West Coast Bureau, RADIO DAILY
Los Angeles—Saul Shapiro, factory representative for Universal Microphone, is off on a three months' trip covering the 11 western states.

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RADIO ARTIST
ORCHESTRA
COMMENTATOR
SPORTSCASTER

of 1937



OKLAHOMA

William C. Gillespie, manager KTUL (Tulsa) has been named as one of the eight presidential directors of the Tulsa Chamber of Commerce.

Gayle Grubb, WKY manager away on business trip.

Earl Hull, WKY chief engineer, finger-printed and everything for using new mobile unit.

E. C. Sutton, WKY continuity chief, is ill.

Gale Grubb, WKY manager, and Earl Hull, chief engineer, handled Cotton Bowl broadcasts at Dallas for sister-station KLZ with Grubb announcing.

WHBC, Canton, O.

Ced White, spent an entire afternoon recently in the local jail to better acquaint himself with methods of local law enforcement, for his "Adventure Reporter Program."

Wade Barnes is having great success with Little Theater dramas.

Truesdale Mayers, program director, and Frank Grosjean collaborated on new song, "Making My Dreams Come True," which George Young introduced on "Evening Melodies."

WVO News Dramatizations

WVO will broadcast the first of a new series on dramatizations of current news topics in foreign language (Italian) on Sunday at 5:30-6 p.m. Show will be styled a la "March of Time" and will have special musical score. Local sponsor has the program.

Mrs. A. J. Kendrick Dies

Chicago—Mrs. A. J. Kendrick, wife of the WBS v.p. and herself a radio producer, writer and actress under name of Betty McLean, died yesterday in the wake of a gallstone operation.

Book Firm on WABC

Modern Age Books on Jan. 15 at 9:30-9:45 p.m., will start "By Popular Demand" on WABC locally. H. V. Kallenborn will be the first guest speaker. Bacheimer-Dundes & Frank Inc. is the agency.

ONE MINUTE INTERVIEW

HERBERT H. HYMAN

"There is at least one similarity between movies and radio. They are both looked upon by performers as a means of 'easy money'. That's on the way out, as far as radio is concerned, for the time is not too far distant when a radio play will rehearse at least a week before it's produced. There'll be no more demand for 'sight readers'. The day of well produced radio plays is not as far away as many of us believe, and, although it means a replacing of intuitive readers with actors, I, for one, welcome the day. It's one of the reasons why I left the motion picture industry for radio."

★ Coast-to-Coast ★

HENRY DUPRE, broadcasting over WWL, New Orleans, from the show-up room at police headquarters for the first time, gave listeners an earful of both comedy and drama.

Dick Walsh's "News and Sports of New Haven," over WBYR, completed a successful trial period and is now a regular six-weekly evening commercial, sponsored by Seaboard Oil Corp.

L. A. Benson, president and general manager of WIL, St. Louis, has signed for the Father Coughlin broadcasts starting next Sunday.

Paula (Prissy) Fraser, member of the cast of "Helen's Home," Lehn & Fink serial on WBAP, Fort Worth, and singer on the Cosden Oil Show, also on WBAP, and who was married to Larry Rowell, formerly emcee for the Light Crust Doughboy programs on WBAP and TQN, has given up her local radio work and has moved

to Chicago, where Rowell is connected with a publishing concern.

"The Adventures of Ace Williams" has been renewed for an additional 13 weeks over 2KY, Sydney, Australia, according to Michelson & Sternberg, New York agents. The program has also been added to WCHS at Charleston, West Va., and to WHIS at Bluefield, W. Va.

The broadcast of General Smedley Butler, given at the Massachusetts State Federation of Women's Clubs' Radio conference in the Hotel Staller on Monday is to be broadcast exclusively over WORL. After General Butler's address, Elizabeth Hart will carry a traveling mike among the crowd, picking up comments from the various listeners on "Just what did you honestly think of General Butler's talk on 'War is a Racket'?"

Bernice Allen, singing pianist, will be heard on Fridays from 4-4:30 p.m. with a variety show over WMCA and associated stations.

Chicago Musicians' Union Puts Through New Deals

Chicago—Having put through contracts with WBBM and WGN providing five days' work for six days' pay, \$140 for commercial program men, and six-day week with seven days' pay for night club musicians, James C. Petrillo this week turned attention to movie orchestras, putting through a system whereby men will work six weeks, then lay off one week with full pay. They have been laying off seventh week heretofore but paying for relief orchestra themselves.

NBC has not yet signed new contract with Petrillo, old one expiring Jan. 15.

Alaska Network Show

Seattle—Inaugurating the first chain program originating in Alaska, KINY, Juneau, fed the coast-to-coast NBC-Red network on New Year's Day at 9:30-9:45 a.m. Juneau time (1:30-1:45 p.m. EST), according to Edwin A. Kraft, owner of the station, on his return here. The program, titled "Alaska Greets 1938," originated in the main studios of KINY and was short-waved via U.S. Signal Corps facilities to Seattle, where it was picked up and distributed to the nation through regular line channels. Fred Ordway, emcee and Bob Barringer, station program director, presented through rapid interviews a kaleidoscopic glimpse of the lives of typical Alaskans.

Rosalie Krause Weds Today

Rosalie Krause of WHN will be married today. A two-week trip to Florida will follow.

NAB to Assess Dues By Income Groups

(Continued from Page 1)
night as sessions of his committee continued here.

Under the new "income group" system, minimum dues will be \$5 per month which will be upped gradually to the station doing two million dollars' worth of business annually which will be assessed approximately \$400 monthly, declared Loucks. A report is expected sometime Saturday.

WORL Interviews at 7:30 A.M.

Boston—The Oxford Group movement, who have just published the magazine Rising Tide, are having a series of interviews over WORL daily at 7:30 in the morning. There have been only three broadcasts thus far, yet beginning next Monday a regular "group" of all those interested will meet in the studios to take part in the program. The demand has been so great for people generally to participate in this 15-minute program at 7:30 a.m. that the facilities of the largest studio available are being turned over to the group.

"Tish" Series Extended

The "Tish" series, heard over CBS the past three months, has been extended and will be aired at a new time, 10-10:30 p.m. on Thursdays. Mary Roberts Rinehart, author of the "Tish" stories, has donated rights to 10 more yarns. WPA Federal Theater Radio Division produces the shows, with William N. Robson as director, and Leith Stevens and Paul Starrett write the musical background, with Stevens conducting the orchestra.

DALLAS

Jimmy Sinz, WFAA first trumpeter, is to join Roger Pryor's orchestra at St. Francis Hotel, San Francisco, Jan. 18.

Evelyn Honeycutt, sweet singer at WFAA, joins Eddie Fitzpatrick's orchestra at Hotel Peabody, Memphis, Jan. 31, following her graduation from high school.

WFAA Early Birds orchestra recently celebrated its seventh birthday on the air. Emcee Eddie Dunn, announcer Cecil Hale, director Wilbur Ard and Rufie and Goofie, new comedy team, are in the aggregation.

Vadsco Adds 2 Stations

Vadsco Sales Corp. will add two more stations to its Mutual network show, "Court of Human Relations," starting Sunday. They are WAAB, Boston, and WBAL, Baltimore.

WISN Wrestling Series

Milwaukee—WISN has set a new series of wrestling broadcasts starting Monday. Alan Hale, WISN sports announcer, will be at the microphone to give a report of the grunt and groan bouts. There will be two broadcasts a week, Mondays from the Riverview Rink and Thursdays from the South Side Armory. Both broadcasts will start at 10 p.m.

Auto Radio Unit Moves

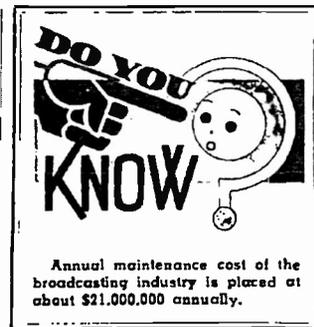
Philadelphia—Philco Radio and Television Corp. has announced the removal of its automobile radio engineering labs from Philadelphia to Detroit. Move was to place trained staff close to auto plants for which Philco manufactures the car sets.

"Gangbusters" Third Year

"Gangbusters" begins third year on CBS Jan. 12, when a new 52-week contract goes into effect. Program is heard over CBS network at 10-10:30 p.m.

Leon Goldman in Series

Leon Goldman, CBS staff conductor, will direct the new "Aubade for Strings" series over CBS starting Sunday at 9-9:30 a.m. Goldman will have a 14-piece string orchestra.





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 6

NEW YORK, N. Y., MONDAY, JANUARY 10, 1938

FIVE CENTS

CBS Forms Adult Education Board

WBRE IN WILKES-BARRE JOINS NBC ON JAN. 30

WBRE, Wilkes-Barre, on Jan. 30 joins the NBC networks as an optional Red or Blue outlet. Station is owned and operated by Louis G. Baltimore and operates on 1310 kcs. with 100 watts. Network rate will be \$120.

Four More Stations Join Wisconsin Web

Green Bay—Four more Wisconsin stations have signed contracts for affiliation with the Wisconsin Radio Network, according to Rev. James A. Wagner, O. Praem, president. The new stations are WEMP, Milwaukee; WHBL, Sheboygan; WCLO, Janesville, and WQMT, Manitowoc.

The basic stations of the network, WHBY, Green Bay; KFIZ, Fond du Lac.

(Continued on Page 2)

WDZ, One-Station Chain, Opens Its Fifth Studio

Tuscola, Ill.—WDZ, third oldest station in the country, has added a fifth studio to its "one-station chain." Latest outlet is in the Hotel France, Paris, Ill., where regular daily programs are originating. Other studios are in Effingham, Mattoon, Danville and the main studio here. Clair B. Hull is the enterprising manager of the station.

2 Join Blair Sales Staff

Bill Weldon of the WOR sales staff and Dick Buckley of William Rambeau Co. will join John Blair & Co. on Jan. 15. Weldon at one time was with John Blair. Buckley for the past year has been manager of the Rambeau New York office.

Remote Record

Fort Worth—WBAP established a record among southwestern stations last year for number of remote broadcasts. Station averaged more than 55 weekly remotes, for a total of 55,000 miles. Longest hookup was for a football game in Columbus, O. Technical Supervisor R. C. Sisson directed the 3,000 or more remotes in 1937.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Twelfth Installment of a Series)

MARK ETHRIDGE



In two of the past year's highly important radio developments—the AFM situation and the NAB reorganization—Mark Ethridge played a prominent and helpful role.

Interested in the issues because he's general manager of Louisville Courier-Journal, owners of WHAS, Ethridge gave valuable aid in the musician negotiations as well as in the NAB revamping plan.

JOSEPH J. WEED



The head of Weed & Co., station rep firm, is a specialist in Canadian situations, and during the past year was instrumental in arranging mergers of groups of Dominion outlets under

exclusive representation as an aid toward doing away with hit or miss representation under the non-exclusive sales methods.

EVAN ROBERTS



Appointed by Washington as a \$1 a year man to carry out his own plan to organize a WPA Federal Theater Radio Division, Evan Roberts made this project one of the most prolific

producers of shows in radio, with particular emphasis on shows of artistic as well as entertainment merit. His cultural-educational qualifications resulted in his being made consultant for 20th Century Fund, radio forum created by the late Edward A. Filene.

IRVING REIS



In the activity of furthering better drama on the air, Irving Reis and his Columbia Workshop productions the past year were well in the lead. Unfortunately for radio, the movies finally

enticed playwright-producer-director Reis to Hollywood—which ought to be another lesson to radio to take better care of its talent.

Further Radio Expansion By N. W. Ayer & Son Inc.

Further expansion of N. W. Ayer & Son Inc. radio activities has resulted in new appointments in the agency's New York unit. H. A. Batten, president, announces that H. L. McClinton has been made director of radio program creation and production, while C. Halstead Cottingham becomes director of radio plans, merchandising and station contacts.

Fred P. Fielding, who has been

(Continued on Page 2)

Releasing "Lone Ranger" As Transcription Series

Detroit—Coincident with Republic Pictures' releasing of "The Lone Ranger" movie serial in February, King-Trendle Broadcasting Corp. will market transcriptions of the radio play for Feb. 1 assignments.

Four years ago, when "The Lone Ranger" half-hour dramas were created by King-Trendle's WXYZ, the spectacular growth in popularity of the series indicated possibilities of

(Continued on Page 2)

Noted Educators and Publicists to Guide Activities

Formation by CBS of an Adult Education Board to furnish guidance for a series of educational programs in evening hours definitely reserved for that purpose is announced by William S. Paley, CBS president. Composed of educators and publicists who represent the nation as a whole, the board will meet here Jan. 17-18, at which time a practical decision as to the scope and purpose of adult education over the air "best fitted to meet the needs of a democracy" will be made. The Board and Columbia's own staff will then co-

(Continued on Page 3)

LUCKY STRIKE STARTING FOURTH NETWORK SHOW

Lucky Strike today will start its fourth national network show over 66 NBC-Blue network stations, 8:30 p.m. Program will be the "Melody Puzzles" show which has been tested on a two-station MBS network for the past three months. Harry Salter's orchestra has been selected for the new show. Under-

(Continued on Page 3)

Joscelyn is Appointed Eastern Sales Manager

A. E. Joscelyn today assumes the post of eastern sales manager of Radio Sales Division of CBS, succeeding Arthur Hayes, who will devote full time to developing local business on WABC. Joscelyn was recently with the Chicago office of Radio Sales, and before that was western sales manager of Free & Peters.

Ironing Board Survey

Tuscola, Ill.—A survey to determine housewives' listening habits while doing the weekly ironing is being conducted by WDZ. Women are asked to write in, stating when they iron, if they listen to the radio then and what programs they prefer. New ironing boards are given weekly for best letters; later an Ironing Board Club will be formed.



★ THE WEEK IN RADIO ★

License Fee Possibility

By M. H. SHAPIRO

Vol. 3, No. 6 Mon., Jan. 10, 1938 Price 5 Cts.

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

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FINANCIAL

(Saturday, Jan. 8)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., High, Low, Close, Net Chg. Rows include CBS A, CBS B, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd, Stewart Warner, Westinghouse, Zenith Radio.

KWNO Opening Date

Winona, Minn. - Opening date of the new KWNO here is definitely set as Jan. 16. Regular schedule begins next Monday.

NEW BUSINESS

WMCA, New York: Procter & Gamble, sports; through Blackett-Sample-Hummert; Dancograph Dance Art. Inc., "Mae Murray and Pedro and His Cubans"; Christian Herald Association, "Dr. Poling's Radio Hour"; through Blackett-Sample-Hummert; Barney's Clothes, "You Don't Say"; Hotel St. George, "Dr. Shirley W. Wynne"; through George Bijur, Inc.; Rescue Society Co., "Cathedral of the Underworld."

WGTM, Wilson, N. C.: Coca-Cola, "Refreshment Time"; ETs: Cities Service; Carolina Sales Corp., "Sons of the Pioneers," ETs.

WHN, New York: Scott Paper Co. (towels), "Ida Bailey Allen Homemakers of the Air program," participation, through J. Walter Thompson Co.; Fox Square Laundry, programs, through Frank Kiernan Advertising Agency.

KSFO, San Francisco: Scott Towels, "Friendly Homemakers," through J. Walter Thompson; M. J. Breitenbach, (Gude's Pep-to-Mangan), ETs, through Morse International; American Power Co. announcements, through Coolidge Advertising.

WOPI "The Voice of the Appalachians" BRISTOL - TENNESSEE VIRGINIA

SECRET report to Congress by the FCC carrying with it a proposal for a station license fee is not so bad a proposition as it may seem... NAB has already gone on record as being amenable to a reasonable fee... it would once and for all take away the stigma of station owners appropriating the "free air"...

Labor front was rather active, with the ARTA reported in a new drive to sign station employes... at the same time the American Newspaper Guild, following its recent decision to look the radio field over, called a conference with ARTA officials because of the increasing tieup between radio and newspaper news services and the fact that at least two ANG chapters have signed station employes, all but the technicians... AFRA began negotiations by way of a series of conferences on behalf of the actors, meeting with both network and ad agency executives...

With the new regime in Hearst Radio, things began to hum, particularly as to new lineup of personnel for the sales subsidiary... Neil Barrett, manager of the Hearst outlet KOMA, was made head of the Southwest group, succeeding Elliott Roosevelt now in New York holding

the reins. Murray Grabhorn heads the sales org... More stations join CBS, two in California, the end of this week, and one in Pittsfield, Mass., on Feb. 1... NAB will assess dues by income groups instead of the present card rate system, according to Phil Loucks, reorganization committee chairman... Code for the popular music publishing industry is now in the hands of the FTC legal department, no special arguments being heard against it at the hearing held early in the week before the FTC... \$75,000 libel suit against KFJL was dismissed... suit came as a result of courtroom murder trial being aired...

AFM expects to declare the IRNA Plan of Settlement operative very soon, unless something unforeseen develops... meantime Pres. Weber was confined to his home with a severe cold and this may hold up a decision for a few days more... Network billings for 1937 averaged 16 per cent ahead of 1936, with the combined totals of NBC, CBS and Mutual reaching the record-breaking sum of approximately \$69,200,000...

FTC annual report revealed comparatively few station complaints, there being but 52 investigations against outlets in question... majority of the complaints resulted in informal adjustments...

COMING and GOING

THEODORE STREIBERT, executive vice-president of WOR, and MRS. STREIBERT sailed aboard the Columbus Saturday for a vacation in Jamaica, West Indies.

SYLVIA CLARK, in New York from Chicago to make some recordings for Alka-Seltzer, goes from here to the Metropolitan Theater, Boston.

NILES TRAMMELL has returned to Chicago after a New York trip on AFM business.

ARTHUR BORAN sailed Saturday on the Munargo for Miami to open Jan. 14 at the Cinema Casino Theater.

GERARD SWOPE, president of General Electric, sailed Saturday for California with MRS. SWOPE.

LILLIAN GORDON has returned to Chicago from New York, where she spent the holidays with her three sons.

Frank Black Succeeds Bourdon

Frank Black takes over the baton of the NBC "Cities Service Concert" on Feb. 4. Program will also add an 11-voice mixed choir chorus and a quartet. Rosario Bourdon, the present conductor, has been with the show for 10 years.

Baldwin Warns of Forger

Washington Bureau, RADIO DAILY Washington - James W. Baldwin, NAB managing director, has issued a warning to the membership against an alleged Canadian forger, using the name of Strickland, who is victimizing American stations. He is about 32, wears glasses and has a limp.

Releasing "Lone Ranger" As Transcription Series

(Continued from Page 1) a nation-wide offering. Dramas became instantly popular, broke all records for mail response, and shortly thereafter the original sponsor added other stations to the Michigan Network.

Pending release of the transcriptions, the show at present is broadcast three times each Monday, Wednesday and Friday evening to a total of 27 stations, live talent from WXYZ.

Further Radio Expansion By N. W. Ayer & Son Inc.

(Continued from Page 1) acting manager of the agency's radio activities returns to general advertising service in an executive capacity and will be associated with Edward R. Dunning, manager of the New York office. Prentice Winchell, who has been program director, moves to Philadelphia to work with Gerold M. Lauck, executive v.p. in radio promotion.

Four More Stations Join Wisconsin Web

(Continued from Page 1) Lac, and WIBU, Poynette, have been operating under the network setup since Sept. 1. The new additions will start operating as part of the network shortly.



ADULT EDUCATION BOARD ORGANIZED BY COLUMBIA

(Continued from Page 1)

operate, devoting the first experimental year to perfecting techniques designed to attract the largest possible audiences and to give them what they best can use.

Heading the board as chairman is Lyman Bryson, professor of education at Teachers College, Columbia University, and also a member of the executive committee of the American Ass'n for Adult Education. Other members are: Stringfellow Barr, President of St. John's College; William Benton, vice-president, University of Chicago; Harry Woodburn Chase, chancellor, New York University; Robert I. Gannon, president, Fordham University; Alvin S. Johnson, director of the New School for Social Research; Henry R. Luce, president, Time Inc.; Ruth Bryan Rohde, former U. S. Minister to Denmark; Thomas V. Smith, professor of philosophy, University of Chicago; George Edgar Vincent, former president of the Rockefeller Foundation; William Allen White, editor, Emporia Gazette; Ray Lyman Wilbur, president, Leland Stanford University; Joseph H. Willits, dean of the Wharton School of Finance, University of Pennsylvania.

AGENCIES

S. K. WILSON, creative director, Erwin, Wasey & Co. Ltd., London, for the last two years, has joined the creative staff of Erwin, Wasey in New York. He was formerly copy director of Erickson Co., member of the creative staff of Newell-Emmett and vice-president in charge of copy of Charles Dallas Reach Co.

J. WALTER THOMPSON CO. is handling the account of the Alkalithia Co. (effervescent alkalizer). Test campaigns are being prepared.

JOHN FALKNER ARNDT & CO. INC., Philadelphia, has been elected to membership in the American Association of Advertising Agencies.

Bromo-Seltzer Show Titled

The new Bromo-Seltzer show will be entitled "Manhattan After Dark" and the first program will come from the International Casino. Eddie Garr will lead the series. Program takes the place of Sid Skolsky show and is heard on the NBC-Blue web, Wednesdays, 8:30-9 p.m.

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| BIRTHDAYS | | | | | | | | | | | |
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| 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | | | | | |

Greetings from Radio Daily

January 10

John Heid Jr. Don Lowe
Harold Stokes

NEW PROGRAMS—IDEAS

Listen in on Phone Talk

Bill Dye's Information Bureau is a new program on WCKY, Cincinnati. Listeners are invited to write in or telephone questions on any subject and Dye and his two assistants will endeavor to answer them forthwith.

Telephones have been installed in the studio and listeners will be able to hear the studio end of conversations with inquiring persons.

Dye will be assisted by Virginia Golden and John Reynolds, WCKY staff members, in looking up answers where necessary among a mass of information material ranged about the microphone.

Dye has been in radio for six years, conducting programs on a number of stations. He was with WGAR, Cleveland, for three years, and recently had a program on WADC, Akron.

AFRA Adopts Increase In Its Initiation Fees

Following a meeting of the National Board of the American Federation of Radio Artists, a resolution was adopted Friday to increase the initiation fees from \$10 to \$25 where artists earn \$10,000 or less per year and from \$25 to \$50 where earnings are in excess of \$10,000 annually. This does not apply to local branches of the AFRA which were organized after Nov. 1. These branches were given a six-month leeway on any increase in fees.

Conference was held Friday between Mrs. Emily Holt, executive secretary, George Heller, assistant secretary and treasurer of the AFRA and President William Paley and Vice-President Edward Klauber of CBS. AFRA reps placed their cards on the table as to demands and proposals. Meeting was a friendly gathering. Negotiations are also on now with NBC and several advertising agencies, a few of whom have already been contacted.

Reilly's Radio Course

Boston—A course in radio training will be given by John E. Reilly, WMEX program director, starting Jan. 20 at the State University Extension. All phases of radio production and station management will be covered in the course, designed for those interested in radio as a career.

Nat Brandwynne to Detroit

Nat Brandwynne, who has just closed at the Hotel Pierre, takes his orchestra to the Hotel Statler, Detroit, opening Jan. 24 for at least four weeks. MCA made the booking.

Esther Silsbee, formerly with Vincent Lopez, has joined the Brandwynne business staff.

Nan Dorland Joins Serial

Nan Dorland has joined the CBS daily "Myrt and Marge" serial, playing the newly created role of Patty Lewis.

Famous Streets Dramatized

The famous streets of New York town are to be dramatized in a new WPA series called "Streets of New York," and very appropriately broadcast over the Municipal Station, WNYC, starting Friday at 5:30-6 p.m., under the sponsorship of the Department of Sanitation.

The first dramatization will be "Broadway," the high-road to success for many, but a street of broken dreams for others. A cast of players from the New York WPA radio unit will re-enact historical and modern scenes on Broadway, from the days when Governor Peter Stuyvesant stumped up and down the one time cow-patch, to the present days of bright lights, theaters and restaurants.

Wedding Bells

Evelyne McKibbin, Civics Concert Bureau, was married to George Watkins of Roy Campbell's Royalists, Saturday at the "Little Church Around the Corner."

Lady Esther Drops One Spot

Lady Esther on Jan. 26 will cancel Wednesday night on NBC-Red network period. Tuesday spot will be retained.

LUCKY STRIKE STARTING FOURTH NETWORK SHOW

(Continued from Page 1)

stood the MBS program heard on Tuesdays will be continued.

Luckies now has Edwin C. Hill on CBS five days a week, "Your Hit Parade" on CBS, and "Your Hollywood Parade" on NBC-Red network. Lord & Thomas has the account.

Allan Scott at WCAU

Philadelphia—Allan Scott, commentator, returns to the WCAU air-planes next week in a 10:45-11 p.m. spot Tuesday, Thursdays, Saturdays and Sundays.

Bill Watters Writes Song

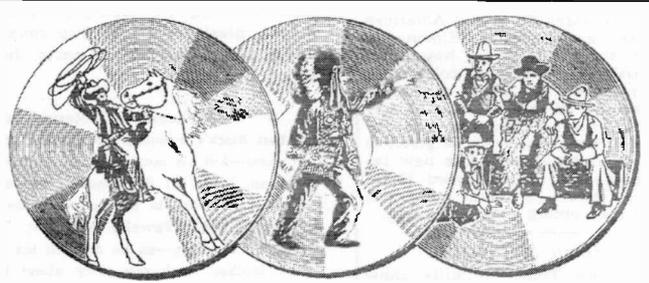
Bill Watters has written the lyrics for a new song titled "Everything Looks Like a Movie Set", to be published this month by Words & Music Inc. Music is by Howard Steiner.

Broadcasts from Germany

A new series of fortnightly international music programs arranged by the Reichs Rundfunk Gesellschaft will be heard over NBC-Red starting today at 2-2:30 p.m.

WCAE Feeds Mutual

Pittsburgh—WCAE's Stephen Foster program on Thursday at 6 p.m. will be fed to Mutual network.



RADIO'S GREATEST AUDIENCE BUILDER "THE LONE RANGER"

Transcriptions Ready For Contracts To Stations and Sponsors
FEBRUARY FIFTEENTH—3 HALF HOURS WEEKLY

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

The program feature that builds Audience Volume And Sales "Single Handed."—A 4 year test in Big Cities and Small Towns Shows Supremacy of Audience: Boys, Girls, Men, Women.

Write or Wire WXYZ, Detroit

KING-TRENDELE BROADCASTING CORP
MICHIGAN WXYZ-DETROIT BLUE NETWORK
THE PAUL H. RAYMER CO., Representatives

GUEST-ING

HARPO MARX and SID SILVERS, on "30 Minutes in Hollywood," Jan. 16 (MDS, 6:30 p.m.).

BOB HOPE, third consecutive appearance on "Your Hollywood Parade," Jan. 12 (CBS, 10 p.m.).

RICHARD BARTHELMESS, on Kate Smith program, Jan. 13 (CBS, 8 p.m.).

SOPHIE TUCKER, ROBERT TAYLOR, EDNA MAY OLIVER, FRANK MORGAN and others, on "Good News of 1938," Jan. 13 (NBC-Red, 9 p.m.).

ROSE BAMPTON and MISCHA AUER, on "Kraft Music Hall," Jan. 20 (NBC-Red, 10 p.m.).

JUNE KNIGHT, RALPH BELLAMY and JESSIE RALPH, on Rudy Vallee program, Jan. 13 (NBC-Red, 8 p.m.).

VILMA EBSEN, on Bide Dudley program, Jan. 14 (WOR-Mutual, 12:15 p.m.).

ETHEL MERMAN, on Radie Harris program, Jan. 12 (WOR-Mutual, 6:45 p.m.).

CBS Assigns Writers On Original Radio Opera

Vittorio Giannini, young American composer, and Robert A. Simon, author, critic and librettist, have been commissioned by CBS to collaborate on a radio opera. Their work will be precisely 29 minutes and 30 seconds long in order to insure a practical production which can be given in a half hour broadcast. The new radio opera will be performed at an evening concert broadcast some time during the coming summer season.

Iowa Network

"Tall Corn Time," hillbilly show emceed by Remy Daly, with Detty Jean and Freddy, The Northwesters, Tommy Tomson, Hibbard Cleveland, Eileen Grennel, Buck Rash, and others, went coast-to-coast on Mutual last Saturday morning.

Clarence Talbot, former announcer at KOL, Seattle, has joined KSO, Des Moines.

Gene Shuman's daily "Sports Slants" on KSO has acquired a sponsor.

Beverly Deane Resigns

Beverly Deane, publicity manager of WHK and WCL-E, Cleveland, has resigned. His future plans have not been announced.

WALT FRAMER

Freelance originator of
RADIO SWAPS HEARD DAILY OVER WWSW
Pittsburgh, Pa.



PETTY CASH VOUCHER
Week ending Jan. 7th.

• • • Saturday... Spending New Year's Eve and Day in Philly with Mickey Alpert and Ben (WCAU) Alley; we meet more New Yorkers. Ray Heatherton, Wynn Murray, Miti Green, Grace MacDonald, Doc Bender, etc. Larry Hart is in town throwing a party, so are Block & Sully, Sylvia Froos, Val Irving and so many others. Just because we come, the internationally famous Mummers parade is called off because of rain—the first time in its existence.

• • • Sunday... Back in town we attend Leon & Eddie's party for Arthur Schwartz. Then to the Famous Door, where Mischa Auer is being amused by Louis Prima and Teddy Powell is trying to explain that Mirror story to Judy Starr... A special delivery letter arrives from Arthur A. Guild, director of Virginia's Richmond Community Fund in which he thanks WRVA, WRTD, WRNL and WMBG for airing educational programs regarding the social conditions during the Fund's campaign.

• • • Monday... Bob Bradley, young tenor at KLZ, Denver, breaks down and tells that he entered radio on a "dare" made by a group of friends. He visited a Chi theater in 1935 where an amateur contest was being conducted—and was "dared" to go on for a song. P.S. He won.

• • • Tuesday... Lunch with Kelvin Keech and John Kuneau... With Ralph Wonders to the Hollywood, where we thrill to the "Street Singer's" (Arthur Tracy) signature of "Marta"—and eight encores... KQV, Pittsburgh, sets up a local "first" when it airs the mayor, president of the city council and chairman of the county commissioners all on one show, during the weekly "Your Government" program.

• • • Wednesday... Murray Baker takes us to the Rainbow Grill for Bert Block's opening. Bert turns white with fright when he introduces the show—but his music's fine... Later with Jack Robbins and Ray Sinatra to Isham Jones' at the Lincoln, where Abe Olman is talking music and Isham is listening to lemme vocalists—he's still looking... Robbins takes our tip on Teddy Powell's new song, "Along About Sundown"—but claims the title's too long—so he cuts off the "A" of "Along"... Hear that Jack's son, "Brother" took our story about him and Richard Himber to Benny Goodman and told Benny he wants to lead the band or else he'll feud. Goodman says oke—so no feud—the kid's 11... Around midnite our trio encounter Henry Youngman and we attend the Hollywood for another bit of the "Street Slinger."

• • • Thursday... Dinner with Zeke Manners... Later to say farewell to Rudy Vallee, who says "Scoops, you're not 'old' at all"... Over to Tommy Dorsey where he talks with Arthur "Pinky" Michardo and Glenn Millar... Into Toots Shorr's Tavern, where J. C. Flippen is thinking of a gag for us—but we leave in time to make the preview of "Snow White"—a classic... Everybody turned out for this: Vallee, Fred Waring, Joe Rines, Ralph Wonders, Martin Block, etc.—it was "for free"... In Reuben's Eddie Cantor's Ida is bedecked in ermine and jewels, as is her young married offspring.

• • • Friday... Buzz Davis, sportscaster of WDAS, Philly, is convinced that his is the filthiest job in the world—because he aired a wrestling tilt which took place in 11 tons of MUD—and most of it gets on him while describing the meet.

TOTAL EXPENSE: As a N. Y.'s resolution we promised to be honest—so it didn't cost us a cent!

PUBLISHER'S REMARKS: That's what you think! It'll cost you the price of the hospital bill for the AUDITOR—who passed out on your honesty!

Network Shows Ahead

MONDAY, JAN. 10
Bristol-Myers (Vitalis), "For Men Only," revived and switched to NBC-Red, weekly, 10:30-11 p.m.
American Tobacco Co. (Lucky Strikes), "Melody Puzzles," NBC-Blue, 8-8:30 p.m.

TUESDAY, JAN. 11
Colgate-Palmolive-Pet (shaving cream), Dale Carnegie, NBC-Red, 10:45-11 p.m.

WEDNESDAY, JAN. 12
U. S. Rubber Co., Ben Bernie, CBS, weekly, 9:30-10 p.m.
Bromo-Seltzer, "Manhattan After Dark," NBC-Blue, 8:30-9 p.m.

SUNDAY, JAN. 16
J. W. Marrow Mfg. Co., Henry Busse, NBC-Red, weekly, 1:15-1:30 p.m.

MONDAY, JAN. 17
Colgate - Palmolive - Pet (Colgate Tooth Powder), CBS, Monday through Friday, 5:45-6 p.m.

TUESDAY, JAN. 18
Larus & Bro. (Edgeworth tobacco), "Alias Jimmy Valentine," NBC-Blue, weekly, 9:30-10 p.m.

MONDAY, JAN. 24
Barbasol Co., Arthur Godfrey musical program, CBS, Monday and Friday, 7:15-7:30 p.m.

MONDAY, JAN. 31
Borden Co., Gabriel Heatter, NBC-Red, Mon. through Fri., 4:30-4:45 p.m.

TUESDAY, FEB. 8
General Shoe Co., "Famous Fortunes," Mutual, weekly, 6:45-7 p.m.

Stuart Haydon Forms Own Producing Agency

Chicago—Stuart Haydon, formerly news editor of VanCronkhite Associates, has formed Associated Radio Productions at 540 North Michigan Ave. He will shortly announce a list of free-lance talent.

WCOA Scoops and Breaks

Pensacola—WCOA recently scooped even the sheriff's office in broadcasting the report of a \$400 robbery of a beer truck driver before it had been reported to law enforcement officers. Robbery occurred about 90 miles from here and the driver made his report to the district manager of his company before calling police. The district manager happened to be in WCOA's studios at the time.

WCOA got another break when fire broke out across the street from studios. Station was broadcasting a description before the alarm was in.

LEE GRANT

AND HIS ORCHESTRA

★ ★ ★ ★ ★
SIX - STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY WMCA 2:30-5:30

**ORCHESTRAS
MUSIC**

HEINIE and His Grenadiers, ace feature of WTMJ, Milwaukee, again are set to invade the Chicago district. Appearances of the band have been scheduled at Pilsen Park, Chicago; Melody Mill Ballroom, North Riverside, and the city auditorium, Michigan City, Ind. On their recent visit to the Chicago area, they played to capacity at Olympic ballroom, Cicero.

Jimmy Grier and His Orchestra, featured on the Joe Penner show, secured from MCA and signed with Rockwell-O'Keefe Inc. Ditto Noble Siste and His Orchestra. Louis Panica, popular Chicago maestro, also recently signed with Rockwell-O'Keefe.

Bob Chester and His Orchestra booked into the Detroit Athletic Club, Detroit, Jan. 14, through Rockwell-O'Keefe.

Irma Serra, vocalist at WSPR, Springfield, Mass., recently introduced "It's As Old As The Hills," by Thomas Blanchard. Lee Authier was at the piano.

George Duffy's orchestra from Tulsa, Okla., is in the Texas Hotel "Den" in Fort Worth for an engagement. Band airs daily over KTAT.

George Olsen, who has a WABC wire from La Conga, plans to experiment with new types of rhythm for radio audiences and may even send out questionnaires asking listeners' opinions of each new type of melody.

Jack Jenney, swingster and trombone virtuoso, will make his debut on phonograph records, as a leader, on Jan. 14. Jenney, who has been rehearsing his band for several weeks, promises to introduce several new names to swingland including a new trumpet discovery, "Red" Solomon and tenor man Arthur Dollinger.

The four-week vaudeville tour, to begin next month, which Carl Hoff will make with Al Pearce holds no terror for the batoneer, who made a series of one night stands from coast to coast with the "Watch The Fun Go By" cast late last summer. Hoff's music will be heard with Pearce on the regular broadcasts during that time from whatever city in which they may be appearing.

Victor Arden, director of the Chevrolet "Musical Moments," can play 12 different instruments.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

WOW's Unusual Program Entry

Omaha—From Bill Wiseman of WOW comes this entry in the 1938 unusual program ideas and showman competitions:

WOW's news editor Foster May, conceived the idea of describing a childbirth at the stroke of 12 on New Year's Eve. Most listeners described his handling of delicate subject matter as tactful. May, in sotto voce, begowned in white and wearing a germ-proof mask, told every detail.

"We are broadcasting from stork headquarters where a new life is about to begin, just as the year of 1938 also arrives," he said.

For two minutes listeners heard only the mother's moans and the murmur of doctors and nurses. Interspersed with clicks of surgical instruments, etc. Then Foster continued as follows:

"The stork is very near. We can almost hear his wings flapping."

Next came an almost unbelievable tension and suspense. The next sound was the doctor slapping the new-born babe in the customary spot. Then another moment of silence and then: "Whaaaaa. . ."

Then Foster almost shouted: "Happy New Year! It's a boy."

Childbirth description was part of 30 minute show, recorded two days in advance and put on at 11:45 p.m. to 12:15 a.m., Jan. 1.

On same record Foster took listeners to Union Stock Yards, telephone company's main switch board, and to "almohay row" in County Jail. Usual racket and stroke-of-12 whoopie from hotels was completely ignored.

OKLAHOMA

Ross Porter, KGFF manager and president of Oklahoma Network, back at station in Shawnee from honeymoon trip to Pennsylvania and West Virginia.

Bernard A. Tullius, formerly on WKY engineering staff, now staff engineer at KTOK, Oklahoma City.

KTUL in Tulsa has started a program, "What's Wrong With Radio," in which listeners give their squawks against overdone commercials, too much catering to studio audiences, excess of serials, etc.

Earl Bachman Dead

Earl Bachman, 51, who recently became station representative here for WIND, Gary, Ind., died suddenly last week of a heart condition aggravated by pleurisy. He is survived by his widow and married son. Before representing WIND, Bachman was with Gene Furgason & Co.

J. Herbert Angell Leads Ork

Pittsburgh—**J. Herbert Angell**, senior announcer of KQV, will present his own musical aggregation when he takes up the baton with Lee Haydn's orchestra. The featured vocalists with Angell's band will be Betty Smiley, formerly heard over NBC, and Bob Roberts, well known radio vocalist. The inaugural program will be broadcast over KQV at 2:45-3 p.m. and next Sunday.

Women's Radio Tastes

In a radio forum last week by the Contemporary Club, White Plains women's organization, the favorite radio programs were voted as follows: Kate Smith, Ford Sunday Evening Hour, Lux Radio Theater, Lowell Thomas, Gabriel Heatter, Jack Benny, Bing Crosby, Rudy Vallee, General Motors Concerts, Dorothy Thompson, Horace Heidt, Toscanini concerts.

Colonial Radio Cuts Capital

Albany—Colonial Radio Corp., Buffalo, has changed its capital from \$1,540,000 to \$1,112,400, represented by 6,804 shares of \$100 value and 4,320,000 shares at \$1.

SPRINGFIELD, MASS.

Norah E. Adamson has charge of the new "Children's Hour" sponsored by A. V. Rivest Oil Co., Saturdays over WSPR.

Don Barhydl, manager of Loew's Court Square Theater, Springfield, is telling the "Story of the Movies" over WSPR.

This country is "air free" in regard to radio broadcasts, Edward J. Samuel, commercial manager of WMAS, told members of Springfield Exchange Club, speaking on "Radio, Past and Present."

Extending its program in the field of radio education, Massachusetts State College has introduced a new series of programs "The Novel As An Art Form." The series are broadcast over WSPR, Wednesdays.

WIS Newscast on State Web

Columbia, S. C. — **John Cauthen**, newspaperman and commentator who began a daily 15-minute review of South Carolina news over WIS on Dec. 20, is now being heard once a week on a statewide hook-up. His Wednesday broadcast is being carried for four weeks by WCSC in Charleston, WAIM in Anderson, WFBC in Greenville and WSPA in Spartanburg.

His broadcasts, which originate in the WIS studios, are carried regularly each Monday, Wednesday and Friday by WCSC in Charleston.

New Universal Script Service

Universal Radio Programs is releasing a new script service called The Five Minute Library, consisting of five 5-minute shows covering sports, oddities, racket exposes, thrills and one show with feminine appeal. Stations and agencies are offered any one of the scripts singly, or the entire Five Minute Library as a package.

PROGRAM REVIEWS

"Amos 'n' Andy"

A new sponsor—it's Campbell Soup now—has brought about no change in the "Amos 'n' Andy" presentation, still in that 7 p.m. spot on NBC-Red. The program keeps rolling along in its familiar, amiable and highly entertaining format, and that is just the way its many followers want it.

But on last Friday night's "Hollywood Hotel" show over CBS, Freeman Gosden and Charles Correll, appearing as guests, let their hair down and gave a most interesting picture of how they met, formed their team, broke into radio and rose to the top. It was a swell bit of biographical entertainment.

"Let's Play Games"

Jane Martin continues to make this Friday evening quarter-hour via WOR a lively and amusing show. With five random-picked participants, the routine runs from recting tongue-twisters to answering stickler questions, all done in a relaxed, informal style that is conducive to fun both in the studio and to the listeners.

"The Goldbergs"

Now heard on three different stations in New York, five times a week, Gertrude Berg's "The Goldbergs" holds securely to its position as just about the best human interest program on the air. As far as entertainment value goes, the transcriptions broadcast over WOR and WHN are no less satisfying than the live show over CBS.

"Tall Corn Time"

Caught Saturday at 11 a.m. over WOR-Mutual, this hillbilly musical show from KSO in Des Moines has a welcome corn-country flavor. It's the type of colorful regional entertainment that ought to go over the national networks more often to break up the monotony of cified variety programs and dance bands.

WTOL to Make Debut in Feb.

Toledo—Work on WTOL studios in the Bell Building is progressing rapidly, and Community Broadcasting Co., headed by Frazier Reams, expects to have station on the air about Feb. 1.

**A BIG-TIME SHOW
AT LOW COST**



DAREDEVILS OF HOLLYWOOD

A striking new thriller, dramatizing experiences of Hollywood stunt men. A copyrighted transcription show, ideal for once-a-week broadcast. 26 quarter-hour episodes available at a cost local advertiser can afford. Write now for details.



RADIO PROGRAMS DIVISION

Walter Biddick Co.
1151 S. Broadway, Los Angeles

The PERFECT MARKET'S
LOUDSPEAKER
ALBANY, N.Y.
Newly Equipped for Super Power



CY NATHAN, from the New York office of Lord & Thomas, arrived in town to work on scripts for "Your Hollywood Parade." Nathan will remain on the staff of Tom McAvity, producer, for a month or more before returning to the home office. At the same time, Don Becker of Trans-American, who has had supervision of film script adaptations supplied by the Warner staff, returns to his TB&T executive post in New York, with Bob Taplinger, recently-appointed studio publicity head, given the Becker supervisory post on the lot, in addition to being Warner contact with the L.&T. office, relieving George Bilson of this assignment.

At a meeting of the AFRA executive board, an increase in initiation fees to \$25 was voted, effective Feb. 1, with approval of the national board in New York requested to extend until Jan. 31 the deadline set for members of the Senior and Junior Screen Actors Guild to come into the fold. If the extension is granted, SAG members will still be able to join AFRA without initiation fee and on a basis fixing annual dues at half of the amount paid by the member in his or her parent branch of the Guild. Membership as of last week was announced at 885, and Norman Field, executive secretary, predicts 100 per cent sign-up following announcements of successful completion of AFRA negotiations with the networks in New York.

Sunset Oil inaugurated a new series of "Curtain Calls" over KFWE with Sunday's "Curtain Call to Broadway" from the El Capitan Theater. Cliff Nazarro continues as emcee, and Leon Leonardi supplies the music. Pacific Market Builders is the agency handling the oil account. Donald Henderson Clarke will contribute the scripts for the second series of S. & W.'s "I Want a Divorce," heard twice weekly on the NBC Coast Red from San Francisco. Scripters supplied material for the initial series, but Clarke will solo on the second edition. Hawks-Volck set the deal.

"We, the People" discontinues the CBS re-broadcast for Coast listeners after this week, so its followers will have to catch it at 4:30 instead of 7:30 as formerly.

"Calling All Cars," KHJ stand-by for Rio Grande Oil for a period of four years, goes mute, with the KNX Tuesday night edition reported going the same way in a few weeks. Sponsor may return program to KHJ later, it is reported, but plans another format entirely for KNX.

Connie Boswell will be George Jay's first guest star when the interviewer moves his series to KFWE and the California Radio System today at 3:30 p.m. Program will be titled "Hollywood Matinee" and will air five days a week. Betty Grable and Bob Hope will guest Wednesday and Friday, respectively.

F. C. C. ACTIVITIES

APPLICATIONS GRANTED

Pulitzer Publishing Co., St. Louis. CP for new facsimile broadcast experimental station, 31600, 35600, 38600, 41000 kc., 100 watts.

SET FOR HEARING

WLAP, Lexington, Ky. CP to move transmitter locally, increase power to 1 KW. and change frequency to 1270 kc.

R. C. Atwood, Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, unlimited.

WROK, Rockford, Ill. Mod. of license to change power at night to 1KW.

WBCM, Bay City, Mich. Mod. of license to increase night power to 1 KW.

HEARINGS SCHEDULED

Mar. 7: KRMC, Jamestown, N. D. CP to change frequency, hours of operation and increase power to 900 kc., 500 watts, 1 KW. L.S., unlimited.

Mar. 11: George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Mar. 14: Garden Island Publishing Co. Ltd., Lihue, Hawaii. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

Mar. 16: King-Trendle Broadcasting Corp., Grand Rapids. CP for new station. 1010 kc., 250 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

Burl Vance Hendrick, Salisbury, N. C. CP for new station. 1340 kc., 1 KW., daytime, be granted.

KSLM, Salem, Ore. CP to change frequency and increase power to 1360 kc., 500 watts. Unlimited, be granted.

WELI, New Haven. CP to change frequency and hours of operation and increase power to 930 kc., 250 watts, 500 watts L.S., unlimited, be granted.

Branham Representing West Virginia Network

Clarksburg, W. Va.—Appointment of the Branham Co. as national representatives of the West Virginia Network, as well as the individual stations including WCHS, the CBS outlet in Charleston, WPAR, the CBS station in Parkersburg, and WBLK here, is announced by John A. Kennedy, president and general manager of Charleston Broadcasting Co.

Canadian Marconi Makes Three New Appointments

Montreal—Appointment of M. M. Elliott as general sales manager, R. W. Deane as assistant sales manager and J. V. Argyle as manager of inland communications is announced by R. M. Brophy, general manager of Canadian Marconi Co.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime, be denied.

Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited, be dismissed.

Petersburg Newspaper Corp., Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited, be granted.

John Stewart Bryan, Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited, be denied.

HEARINGS SCHEDULED

Jan. 10: Floyd A. Parton, San Jose, Cal. CP for new station. 1170 kc., 250 watts, daytime.

Carl Latenser, Atchison, Kan. CP for new station. 1420 kc., 100 watts, daytime.

Jan. 11: J. T. Griffen, Fort Smith, Ark. CP for new station. 880 kc., 1 KW., daytime.

Colonial Broadcasting Corp., Norfolk. CP for new station. 1370 kc., 100 watts, 250 watts L.S., unlimited.

Jan. 14: Piedmont Broadcasting Corp., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

APPLICATIONS RECEIVED

Edward J. Doyle, Rochester, N. Y. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited. KOVC, Valley City, N. D. Auth. to transfer control of corp. to H. G. Harrington, Milton Holiday, J. P. Katz, Lloyd H. Lee, M. E. McCarthy, Selma Manoles, C. J. Meredith, Karl Olson, E. J. Pegg, O. S. Peterson, B. R. Plusch, John Piller, J. J. Schmitt, Herman Stern and R. Gisellius.

Midwest Broadcasting Corp., Provo, Utah. CP for new station. 1370 kc., 100 watts, unlimited.

Midwest Broadcasting Corp., Provo, Utah. CP for new station. 1370 kc., 100 watts, unlimited.

Midwest Broadcasting Corp., Provo, Utah. CP for new station. 1370 kc., 100 watts, unlimited.

KFXJ Prepares to Mark Its Seventh Anniversary

Grand Junction, Colo.—KFXJ is preparing to celebrate its seventh anniversary Jan. 23. The anniversary program arranged by Manager Rex Howell will feature hundreds of artists from western Colorado and eastern Utah communities.

Howell recently played Uncle Rex in the children's Christmas broadcast, during which he accumulated a flock of "nieces" and "nephews".

"True or False" From Chi

The Mutual "True or False" show will be aired from Chicago on Jan. 31.

Hazel Westerlund Laid Up

Hazel Westerlund, CBS station relations, is on the sick list, a victim of the grip.

☆ PROMOTION ☆

Mutual's Network Score

New piece by Mutual's sales promotion department is a large sized card in several colors, more or less of caricature treatment on both sides, with the notation that one of four network advertisers used Mutual in 1937, while in December, one of every three network accounts signed were by Mutual also. Seven out of 21 network shows signed during December went to Mutual.

Buy Time for Schools

Local stationery and office-supply store in Grand Junction, Colo., has bought time on KFXJ for program devoted almost entirely to school activities. Station sales department arranged with local school system and Mesa College to handle broadcasts, and airings feature talks by faculty members and various offerings of the different school departments. Brief introductory and commercial plugs satisfy the sponsor. And he sells school supplies.



JUNE MEREDITH, who formerly headlined with Don Ameche on "First Nighter," has been named to replace Betty Caine in Princess Pat's "A Tale of Today" on NBC. Ethel Owen and Bob Jellison are replacements in supporting roles.

Fact that Don Quinn, who authors "Fibber McGee," has hired architect to build house for him in Hollywood, gives further credence to report McGee show will move to Hollywood when Molly (Marion Jordan) regains health.

Howard Blake, who used to work with Fred Allen, has been imported to help doctor up the Wrigley "Double Everything" scripts.

Campana's "First Nighter" has an unusual situation now that Joe Ainsley is production director. Show stars his wife, Betty Lou Gerson.

Drake Hotel threw a press party for Dorothy Lamour and Herbie Kay at its International Club Thursday evening.

Eddy Duchin is to do a one nighter at the Aragon Ballroom Jan. 29.

William H. Benton, vice president of the University of Chicago in charge of public relations, plans to engage a young assistant to handle radio promotion.

Driskill Wolfe, WAAF tenor, is on his annual vacation.

H.S.G. Acquires Series

H.S.G. Advertising Agency has acquired from Wessel Co. of Chicago the entire rights to a funeral service for radio titled "Beauty That Endures." Series consists of 52 quarter-hour programs of symphonic music and lyrical poetry. Palmer Clark directs the orchestra, with Charles Sears as vocalist.

2 More Shows for Zerbe

Lawson Zerbe, talented young radio actor, will appear in two additional dramatic programs starting this week. Zerbe will portray leading roles on NBC's Dale Carnegie show, which is directed by Eddie Dunham, and on the "Road of Life" series which is aired by both NBC and CBS.

WBBQ Wrestling Series

Memphis—For the seventh consecutive year, Bob Alburty of WBBQ is airing fall-by-fall and groan-by-groan descriptions of wrestling matches from Ellis Auditorium. Weldon Roy, technician, and Ned Cronk, sports mikerster, assist him, with Coca Cola as sponsor.

Edwina Eustis Wins Award

Edwina Eustis, New York contralto, was announced as the winner of the \$1,000 Grand Award in the first "Rising Musical Star" series in the broadcast over NBC-Red network last night.



The Exploitation Digest of tried and proven
EXPLOITATION IDEAS alone will be worth
the price of admission to

The 1938 RADIO ANNUAL



Covering Radio Completely

*... 1,000 pages ... Cloth Bound for permanent
reference ... Complimentary to Radio Daily
subscribers ... Ready for distribution next
month ... An annual informative and statistical
guide that no executive in radio can afford to
be without. . . .*

Radio Daily Service as Usual

**First Forms Going To Press Shortly
Hurry for Advertising Space
Year 'round advertising value at a one time rate.**

MIAMI

Betty Lee Taylor has started a new hour known as "The Taylor Shop", an all-request program on the organ. "The Time, the News, the Music" is a WIOD offering each morning at 7-8.

WKAT is offering "I Want a Job" three times weekly.

George Christie, former WIOD announcer, is conducting an amateur show over WKAT three times weekly. The Kentucky Clocker is giving race track dope on WIO daily.

WOKO-WABY, Albany

Mrs. Jennie Parkinson, home economist, will be heard over WABY three times weekly.

WOKO has signed Eleanor Chatham to present two new series, "This Women's World" and "Charm Circle." Dr. Albert Edmund Brown, baritone and until recently Dean of Music at Ithaca College, is being heard over WABY on Monday nights.

In the absence of Harold E. Smith, g.m. of WOKO and WABY, Duell Richardson, asst. g.m., and Snodden Weir, studio manager, are carrying the ball.

WGTM, Wilson, N. C.

Allen Wannamaker, commercial manager, spent a holiday vacation at home in St. Matthews, S. C., his first visit in four years. On his return Jimmie Riser, newscaster and sport-announcer, went to Hagerstown, Md. to relax for a few days.

Manager H. W. Wilson has been visiting his home in Detroit, first time in five years, while Chief Engineer Ben Farmer recently visited the old homestead in Rome, Ga.

Bill Steadman, young but capable p.d., takes the big leap in a few days.

WTAX, Springfield, Ill.

Irving Pozman is a recent addition to the staff as continuity writer and announcer. He was recently with WTMV, East St. Louis, and KMOX, St. Louis.

Baldwin (Doc) Harper, veteran announcer, is the dean of Springfield broadcasters.

And speaking of sportscasters, Don Hill is the station's ace.

ONE MINUTE INTERVIEW

BEATRICE KAY

"Radio presents the greatest lack of any entertainment media for the artist to express himself in legible manner. With the stage and screen, there are always additional aids to putting a line across, such as hands or facial grimaces. But the spoken line on the air must be expressive and explicit without any artificial aids. I think that this radio training is the one thing that is giving more and more opportunity to artists who, following it, enter other fields. On the air they are good, but backed with other aids, many of them become terrific."

★ Coast-to-Coast ★

JOHN C. McCLOY, program director of WROK, Rockford, Ill., is passing out cigars. It's a girl, born last week at Rockford Hospital, and mother and daughter are doing fine.

Down from the Salmon River Mountains over 200 miles away came U. S. Forest Service Look-Out Jack Martin to tell KIDO in Boise how he plugs in his radio receiver so that the other seven look-outs (miles away and without radio sets) can enjoy KIDO-NBC programs through their telephone ear-phones.

Musical mirth and melodic fantasy were offered by a galaxy of juvenile performers when "Dr. Bronston's Radio Varieties" got under way as a weekly half-hour program over WRTD at 8 p.m. last Friday. Dr. Walter P. Bronston, noted for his "Museum of Elephants" in Richmond, directs the show and is emcee. Other features include a weekly puzzle, with a grand prize at the end of eight weeks. Among the youthful stars are Mary Alice Friel, Evelyn Belcher, Tracie Snellinger, Jack Tyler, Inda Hodges, Kathleen Trainum, Hilda "Arid, Billy Pierce, Doris Trainum, M'volyn Brown, "Fuzzy" Atwater, The Atwater Sisters, Carlyn Wharton, Maxine Wharton, Josephine Baringer, Ally Bahen, Herbert Mills, Geraldine Capps, Nadine Starkey, Elizabeth Ricker and Marvin Janus.

With fitting pomp and ceremony, the boys at KLZ in Denver got together last week and presented Arthur Wuth, program director and "Judge" of Boners Court, weekly program which fines the announcers brought to trial for errors detected by listeners, with a New Year gift—a cash register for use in Boners' Court.

WLBC, Muncie, Ind.

Al Lee, newcomer to radio, of Indianapolis, has joined the announcing staff.

Maurice Crain, chief engineer, and Henry "Hanks" Marks, announcer, on the sick list.

Ottis Roush, chief announcer, and Donald Burton, owner, will handle the Kalamazoo remote of the Ball State Cardinals.

Heavy studio audiences which results in SRO daily is found on The Old Rangers broadcasts.

Jimmy Fidler, the weatherman, busy installing weather instruments at studios.

Earl Kirk, singing auditor, receiving praises for his rendition of "Elli. Elli."

Oppose Sunday Commercial

Montreal—Commercial broadcasts on Sundays by Canadian Broadcasting Corp. are sternly opposed by Toronto Presbytery of the Presbyterian Church in Canada in a report by a special committee.

To acquaint the public with the operation of Oregon's state unemployment compensation commission, KALE in Portland is presenting a series of interviews with state officials. Questions likely to be puzzling many citizens are answered in detail.

Lyn Murray's orchestra and songstress Ruth Carhart go off their Tuesday night CBS series next week, but they will continue to be heard together thrice weekly via that network.

Ed Smalle is experimenting with one of his choral groups on a new idea which he calls "Songs Without Words." The voices in this chorus will simulate various musical instruments.

McCosker - Hershfield Cardiac Foundation, of which Alfred J. McCosker and Harry Hershfield are co-chairmen, holds its monthly meeting Wednesday at 8:30 p.m. in the Waldorf-Astoria.

"The Building of the Eric Canal" is being offered tomorrow night in the "Adventures That Made America" series, which has resumed over WSM, Nashville.

The Four Inkspots return to NBC tomorrow with two sustaining shots weekly.

Rose Marie heads the bill at the Shubert Theater, Newark, the week of Jan. 14.

Heatrice Lillie will be commentator at the Benny Goodman swing concert in Carnegie Hall next Sunday night.

Arthur Godfrey's 8 a.m. show on WABC moves to 9 a.m. tomorrow.

WTMJ, Milwaukee

Anson Weeks and his band have returned to Hotel Schroeder, with twice daily broadcasts over WTMJ.

Mildred Cable, soprano protege of Marcella Sembrich, who made a hit on "New Voices of 1938" recently, sang her way into a regular engagement on the station.

On becoming a grandpa, Andy Fuehrman, station librarian, was so excited he almost spilled the cigars.

George Comte's "Down a Country Road" is back, with poetry by George, songs by Carla Pestalozzi, Edwin Pfister and Allen Timm and music by Blue Room Ensemble under the direction of Maurice Kippen.

Television Designer

NBC has the first director of television scenic design at work in the RCA Bldg. His name is Michael Weightman-Smith, formerly in the theater and movies.

PITTSBURGH

KDKA's welcome to Maurice Spitalny, new musical director, will be held in the Stanley Theater on Thursday. Admission by invitation only.

Earl Truxell, musical director at WCAE, developed a sore right arm playing handball, so there's a south-paw waving the baton these days.

Dick Liebert auditioned Freda Lazier, local singer, and may take her with his band.

Jean Hoff, imported from Aimee Semple McPherson's Temple at Los Angeles, is clicking at KDKA and may be fed to the network shortly.

KQV preparing to go on the air with its new power late this month.

Bob Thompson Jr. of WJAS staff is home from vacation in Florida.

WWSW's Frank Smith Jr. seems to have landed the Pitt Cathedral of Learning for a series of broadcasts. The Cathedral has never been on the air, although Pitt in early days of broadcasting had a special campus studio for KDKA.

Dr. Jack Munyon is back at his WWSW post after trip to Los Angeles. Dr. Munyon has the oldest sustaining feature in Pittsburgh, "Lest We Forget," religious program.

Baby boy for the Walter Sickles, program manager of WWSW, has been named Walter E. Sickles Jr.

WDAS, Philadelphia

Nathan Fleischer, director of Jewish programs, is rounding out his first year of newscasting for Sears-Roebuck. Nightly program has built up quite a following.

Station has seven announcers whose only job is to handle dance bands late in the evening. Manager Pat Stanton is inaugurating a course for the septet to make for uniformity in their style, diction, etc.

WMBH, Joplin, Mo.

Station's "Pet Lovers" program has been acquired for sponsorship by Silver King Dog Food. It's a five-minute daily feature which has been aired for several years.

Tidewater Oil Co. has renewed its contract for 10 spot announcements daily, at newscast time.

Ulm Joins WSAJ Sales Staff

Salisbury, Md.—Raymond W. Ulm, with Philco for 10 years, has joined sales staff of WSAJ, new local station managed by J. Roy McLennan.



Program matter on New Zealand stations must be approved by the government before transmission.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 7

NEW YORK, N. Y., TUESDAY, JANUARY 11, 1938

FIVE CENTS

IRNA-AFM Plan Effective Jan. 17

ANTI-FREELANCING RULE EFFECTIVE IN 5 WEEKS

Referendum of Local 802 (AFM) recently passed to curtail one-man job trusts, which result in desirable soloists and other first-rate musicians jumping from one radio commercial to another, will put the new ruling into effect in approximately five weeks. This was decided yesterday afternoon at a general membership meeting of 802 attended by nearly 3,000 members. Arguments were many and spirited, with many name band leaders also present. The rule, however, does not concern estab-

(Continued on Page 5)

Libby-McNeil Program On WLW Line Jan. 24

Cincinnati—"That's My Story" sponsored by Libby, McNeil & Libby starts Jan. 24 over WLW Line, including WLW, WFIL and WHN. Show will air Monday, Wednesday and Friday, 6:15-6:30 p.m., for 52 weeks. Agency is J. Walter Thompson, Chicago.

Merwyn Love Appointed KOAM Program Director

Pittsburg, Kan.—Merwyn Love has been appointed program director of KOAM, NBC affiliate. He formerly was in charge of the continuity department. Ed Cunniff is manager of the station.

Old Gold Renews

West Coast Bureau, RADIO DAILY

Los Angeles—Old Gold cigars has renewed George McCall for another 13 weeks of his twice-weekly airings on CBS. Dolan & Doane represented McCall. Lennen & Mitchell has the Old Gold account.

Radios for Bananas

Guatemala City—Due to scarcity of currency in Guatemala, Ubi-co & Co., Philco distributors in this country, have started selling Philco radios in exchange for bananas. A flexible valuation of so much per bunch of bananas is employed as the unit of exchange. Business is reported flourishing beyond expectations.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Thirteenth Installment of a Series)

JOHN V. L. HOGAN



A leading proponent of quality and cultural programs, John V. L. Hogan, owner and operator of WQXR in New York, made considerable progress the past year in building up a

steadily following of class listeners. Success of his policies has aroused discussion in the future possibility of different stations going in for specialized forms of broadcasting.

POWEL CROSLY JR.



There was a bit of excitement in the 1937 radio life of Powel Crosley Jr. First, the Washington fuss over WLW's 500,000 watts; then when Crosley signed Charles

Michelson, Democratic party publicist, as public relations man; creation of WLW, naming Transamerican as rep. change in g.m. for Crosley Corp. and a few other items.

JAMES D. SHOUSE



Giving up the general manager-ship of KMOX, the CBS outlet in St. Louis, 1937 more James D. Shouse moved up to Cincinnati, where he is now known as vice-president of Crosley Radio Corp. in charge of broadcasting activities. As such, he is g.m. of WLW and WSAI, with Robert G. Jennings as assistant g.m. and general sales manager.

KFYR's 704-Ft. Tower Being Dedicated Thursday

Bismarck, N. D.—A one-hour gala show is being prepared for Thursday by Manager F. E. Fitzsimonds of KFYP to dedicate the station's new 704-foot vertical radiator, second highest of its type in the industry. Governor William Langer of North Dakota, Mayor Obert Olson of Bismarck and other notables will be heard on the program. Musical portion will feature the Singing Debutantes of New England, Four Counts and Hazel Johnson of Bismarck. New radiator is a narrow base self-supporting type.

GEORGE ENGLS



The artists service division of NBC had to keep on its toes throughout 1937 more than ever before, what with dearth of talent, keen competition for names, continual clamor for new finds, and what not. On top of it all—or probably as a result of the strain—George Engles, v.p. in charge of this service, wound up in a hospital for an operation.

Second 50,000-Watt Approved for Richmond

Richmond—In addition to recommending a clear channel and increase in power from 5,000 to 50,000 watts for WRVA, FCC examiners have recommended granting permit for a new 50,000-watt station here to Larus & Bro. C. T. Lucy, manager of WRVA, says the station will go ahead with improvements, involving an outlay of \$150,000, as soon as FCC formally grants application.

Musicians Union Deal to be Effective for Two Years

American Federation of Musicians has decided to declare the IRNA Plan of Settlement effective next Monday for a two-year period, following a conference between AFM President Joseph N. Weber, Emile J. Gough and Samuel R. Rosenbaum at Weber's home.

(Weber has been ill but expects to be out in a day or two.) More than 200 signed contracts will be released from escrow and signed by both heads of AFM locals and the

(Continued on Page 2)

TEXAS ASS'N TO DISCUSS NAB REORGANIZATION PLAN

Longview, Tex.—A meeting of the board of directors of Texas Broadcasters Ass'n will be held Jan. 15 starting at 10 a.m. in the Baker Hotel, Dallas, it is announced by James R. Curtis, of KFRO here, secretary-treasurer. O. L. Taylor, KGNC, Amarillo, president of the associa-

(Continued on Page 2)

WWL Increases Rate 37% On 50,000 Watts Debut

New Orleans—WWL, CBS affiliate, will increase its network rate 37 per cent with the introduction of its new 50,000 watt transmitter which will be in operation about July 1. The new evening rate will be \$375 per hour, \$225 per half-hour and \$150 per quarter-hour.

WWL at present is a 10,000 watt and the evening network rate is \$275. Vincent Callahan is general manager of the station.

Spitalny Splurge

Pittsburgh—On one day alone, last Friday, KDEA press department released eight long stories on Maurice Spitalny, who debuts Thursday as station's new director of music. Some of the stories were two and three pages long. Yesterday's releases on Spitalny took up another six sheets.



Vol. 3, No. 7 Tues., Jan. 11, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Monday, Jan. 10)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Chg. |
|-----------------|---------|---------|--------|---------|
| Am. Tel. & Tel. | 149 3/4 | 148 3/4 | 149 | - 1/2 |
| CBS A | 21 1/4 | 20 1/2 | 21 1/4 | + 1/2 |
| CBS B | 20 1/2 | 20 1/2 | 20 1/2 | + 1/2 |
| Crosley Radio | 10 1/4 | 9 7/8 | 10 | + 1/4 |
| Gen. Electric | 45 1/2 | 44 | 44 1/2 | + 1/2 |
| RCA Common | 7 1/2 | 6 3/4 | 7 | |
| RCA First Pfd | 51 1/2 | 49 3/4 | 51 | + 1 1/2 |
| Stewart Warner | 10 1/2 | 10 1/2 | 10 1/2 | + 3/8 |
| Westinghouse | 108 1/2 | 106 1/2 | 108 | + 1 1/2 |
| Zenith Radio | 16 1/2 | 15 1/2 | 16 1/2 | + 1/2 |

NEW YORK CURE EXCHANGE

| | | | | |
|-----------------|--------|--------|--------|-------|
| Hazeltine Corp. | 15 3/4 | 15 1/2 | 15 3/4 | + 1/4 |
|-----------------|--------|--------|--------|-------|

OVER THE COUNTER

| | Bid | Asked |
|-------------------|-----|-------|
| Stromberg Carlson | 6 | 7 |

WJR Sponsor Will Start 5th Year With Gala Show

Detroit—Household Finance Corp. starts its fifth year over WJR on Jan. 21 with a program on which the station will turn loose its entire musical and dramatic staffs.

"Musical Clock" is a Monday through Saturday at 6:30-7:30 a.m. Ralph Patt is emcee, with "Bud" Guest, son of the famous poet, Eddie Guest, as news reporter. Musical numbers are ordinarily transcribed, but for anniversary show Samuel Benavie will have full WJR studio band.

Additional features will be a mixed chorus under Don Large, a male quartet, the Three Aces, Helen Hadley, soprano, and the WJR Mummies directed by Charles Penman. Other names will be added before the broadcast.

WQXR **MORE**
for your **RADIO DOLLAR**
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Jan. 8, 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 |
|--|-----------|--------------|
| True Confession (Famous Music Corp.) | | 42 |
| You're A Sweetheart (Robbins Music Corp.) | | 38 |
| I Double Dare You (Shapiro-Bernstein Inc.) | | 31 |
| Bei Mir Bist Du Schoon (Harms Inc.) | | 30 |
| Once In A While (Miller Music Inc.) | | 28 |
| Rosalie (Chappell and Co.) | | 28 |
| Sweet Someone (Leo Feist Inc.) | | 28 |
| You Took The Words Right Out of My Heart (Paramount Music Corp.) | | 27 |
| Dipsy Doodle (Lincoln Music Corp.) | | 22 |
| A Little White Lighthouse (Donatdon, Douglas and Gumble) | | 19 |
| I See Your Face Before Me (Crawford Music Corp.) | | 19 |
| Nice Work If You Can Get It (Chappell and Co.) | | 19 |
| Bob White (Remick Music Corp.) | | 18 |
| Mama, That Moon Is Here Again (Paramount Music Corp.) | | 18 |
| In The Still Of The Night (Chappell and Co.) | | 17 |
| Sail Along Silvery Moon (Select Music Co.) | | 17 |
| There's A Gold Mine In The Sky (Irving Berlin Inc.) | | 17 |
| I Wanna Be In Winchell's Column (Leo Feist Inc.) | | 16 |
| Mission By The Sea (Shapiro-Bernstein Inc.) | | 15 |
| Thrill Of A Lifetime (Marlo Music Co.) | | 15 |
| You Started Something (E. B. Marks and Co.) | | 15 |

IRNA-AFM Settlement Goes in Effect Jan. 17

(Continued from Page 1)

respective stations. Total of 278 is eventually expected, nearly all the unsigned stations being in process of negotiation.

Only hitch that may hold up the works is the signatures of contract of New York key stations and Local 802 of the AFM. This is expected to be signed early this week. In the event the key stations do not sign the contracts to which they have already agreed, it would interrupt network service to the outlets in the IRNA fold.

In a letter to all affiliated outlets, Gough and Rosenbaum have informed the stations of the AFM decision, also that all contracts and musician expenditure quotas will be effective as of the Jan. 17 date for the purpose of the plan, that a few outlets have not yet signed up and the committee will endeavor to obtain for these stations a short period of grace if they are not in the fold by next Monday. However, since the committee will disband shortly, it will be unable to advise or aid the unsigned stations after this week. Committee also said it was unable to forecast at present time just what measures the AFM plans to take or impose upon the unsigned affiliates.

Lehman Asks Tax Change

Albany—Governor Lehman's proposals submitted last night to the legislature included a request for modification of the capital gains income tax section whereby capital losses would be deductible from capital gains and the net taxed at one-half the current rate. This would benefit network and individual radio corporations.

No suggestion for licensing of radio stations was included in the Governor's message.

Texas Broadcasters Ass'n Meeting Jan. 15 in Dallas

(Continued from Page 1)

tion, has called the meeting to discuss the proposed NAB reorganization. While the gathering is for the board of directors, Taylor has urged representatives of all member stations to attend.

COMING and GOING

SALLY NELSON, formerly heard on the Chevrolet show, has returned to New York from a visit with her parents in Chicago.

MORTON BOWE, NBC tenor, leaves New York on Feb. 1 for a concert tour which will take him through six New England states.

VIVIAN DELLA CHIESA, who returns to Chicago the week of Jan. 16 for a personal appearance at the Chicago Theater, will come to New York again on completing this engagement.

LEW FROST, assistant to Don Gilman, NBC vice-president on the West Coast, left Sunday night for a few days in San Francisco.

SYD DIXON, NBC western chief of sales, went to San Francisco last week for a few days.

CHARLES VANDA, CBS Coast official, is in Fresno to supervise programs incident to welcoming KARM in that city; the network Jan. 15. Following the inaugural, he will go on to San Francisco.

EDWARD W. WOOD JR., sales manager, and CARL MEYERS, chief engineer, of WGN, Chicago, are in town.

JOHN CONRAD, director of public relations for KWK, St. Louis, will be in New York about the middle of the week.

SAM GEISON of the Tom Finkle office has gone to Chicago on business of the publicity firm.

NORMAN SIEGEL, radio editor of Cleveland Press, is in town for one of his periodical visits.

ELLIOTT ROOSEVELT, president of Hearst Radio Inc., is in Chicago.

F. W. MEYER, manager of KLZ in Denver, has returned with Mrs. Meyer from a winter vacation in Honolulu.

MILT JOSEFBERG leaves for Detroit today for one week on business.

ALLAN SCOTT, WCAU news commentator, returned to Philadelphia yesterday after a short business trip to New York.

JOE GLASTON leaves for Detroit today to join Vincent Lopez and band who are making a personal appearance there.

THE 17th BLOW! **CtoC**

SEE PAGE TWO TOMORROW—

Discover A NEW MARKET ... THE ITALIAN MARKET



ITALO AMERICANS

LIVING ONE HUNDRED MILES AROUND
THE CITY OF NEW YORK.

| | |
|--------------|------------------|
| New York | 1,200,000 |
| Westchester | 82,000 |
| Connecticut | 261,000 |
| New Jersey | 507,000 |
| Philadelphia | 350,000 |
| Delaware | 121,000 |
| TOTAL | 2,521,000 |

We know this market and we think we know how to sell your product to the Italo American consumer. For further detailed information, write or call, with no obligation on your part.

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112 West 43rd Street - Tel BRyant 9-9020 - New York, N. Y.

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WPEN

PHILA. 1000 WATTS

WOV

N.Y. 1000 WATTS

WBIL

N.Y. 5000 WATTS

NEW BUSINESS
Signed by Stations

WSAI, Cincinnati: Molla, "Vox Pop" with Parks Johnson and Wallace Butterworth (renewal).

KIDO, Boise: Woodbury, "Hollywood Playhouse"; Jergen's, Walter Winchell; Union Oil, "Thrills"; Alka Seltzer, "Comedy Stars of Broadway," ETs.

WICC, Bridgeport: American Tobacco Co., "Melody Puzzles."

KYW, Philadelphia: National Biscuit Co., through McCann, Erickson; Olson Rug Co. through Presba, Fellers & Presba; Gorton Pew Fisheries, through H. B. LaQuatte, Inc.

KFI, Los Angeles: Phillip's Milk of Magnesia, "Stella Dallas," ETs.

KFRC, San Francisco: Carter Medicine Co., spots, through Spot Broadcasting; Lewis-Howe Co. (N-R Tablets), announcements, through Stack-Goble; Wander Co. (Ovaltine), "Little Orphan Annie," ETs, through Blackett-Sample-Hammert; Campbell Cereal Co. (Milk-O-Meal), "Jack Westaway," ETs, through Rutherford & Ryan; Albers Bros. Milling Co., "Jimmy and Jyn," ETs, through Erwin, Wasey & Co.; American Chiclet Co. (Sen-Sen), spots, through Badger & Brown; Pacific Greyhound Bus Lines, "Romance of the Highways," program through Beumont & Hohman (on Don Lee net).

WLW, Cincinnati (Renewal): Drackett Chemical Co. (Drano, Windex), "Peggy at the Switchboard," through Ralph H. Jones Co.; General Foods, news show, through Benton & Bowles.

Atlantic and Kellogg
Split Philadelphia Games

Philadelphia—Atlantic Refining and Kellogg will split the broadcast of American League games here. Atlantic will air over WIP, while Kellogg will use WFIL. N. W. Ayer handles.

Rumor is that Wheaties and Socony-Vacuum will get the National League games.

McCabe to Manage KFAC

West Coast Bureau, RADIO DAILY
Los Angeles — William McCabe, sales executive at KFAC, has been appointed general manager of KABC, San Antonio, and has left to take over his new duties.

Alice Remsen as Radio Editor

When the NVA Club (National Variety Artists) revives its publication, The NVA News, later this month, Alice Remsen of the NBC schedules will be radio editor of the magazine.

NVA Club recently held a membership drive that brought in almost 1,000 new members, including many radio artists and music publishers. The club is a social and benevolent association, with headquarters at 223 West 46th St.



• • • Kate Smith is negotiating for Mae West to appear on her program and give her side of the "Adam and Eve" incident. Kate, while not agreeing or disagreeing with West's critics, sincerely believes that the "I'm No Angel" gal deserves a chance to defend herself. . . Jimmy Grier's crew heard on the Joe Penner shindig have divorced themselves from MCA and will be a Rockwell-O'Keefe attraction hereafter. . . George Griffin says Alice Remsen starts a series for Whipple oil burners in March via NBC. . . Del Casino, who did an audition with B. A. Rolfe the other day, appears on the Eddy Duchin-Arden-MBS show tonite. The Duchin commercial will be aired from points west next month while he tours. . . Martin Block has been signed for 78 transcriptions of his "Make-Believe Ballroom" for national distribution by 20 Grand ciggies—Joe Rines' band will be used. . . Andrews Sisters continue on the Wrigley Sunday show which had Howard Blake, a N. Y. writer, rushed out to Chi for doctoring. . . "Song Time" on CBS fades, with the singers being given individual spots.

• • • The staff of WJR, Detroit, has broken out with a rash of appendectomy! . . . Lorene Brockaway (Mary Gray) is recovering in a Pontiac hospital, and Charles Thornton of the engineering staff was rushed to a Wyandotte hospital a few days ago. . . Eric Howlett, program director, has been stalling off the doctors since last fall, but will have it over with next week. . . Freddy Friedenthal, chief control engineer, may beat Eric to the operating room. . . Streamlined swing music has become so popular on the WDAS Jewish shows due to the success of "Bei Mir, B. D. S." that the people are writing in preferring swing arrangements on all Yiddish tunes—and thus keeping the WDAS arrangers working overtime!

• • • Drens tried to get Jerry Cooper back for its Fidler spots, but the former couldn't be released from "Hollywood Hotel" which he wants to keep. . . Russ Morgan's life will be dramatized on his own show tonite. . . Milton Berle's presence in town is to talk radio, since RKO is holding off its contemplated air show. . . Pancho goes into the Persian Room. . . Duke Ellington does CBS Swing Session Jan. 21 from here. . . "Tish" will hold that CBS Monday aite half-hour, with the Barry Wood-Doris Rhode variety show standing by for some availability. . . Kated Inc. still has Henry Youngman under management and he may go to the coast's Troc. . . If the Harry Coan show isn't sold within the 13 weeks of sustaining—it'll fold. . . People's World, daily Frisco paper which debuted last week there, is the Daily Worker's "brother" on the west coast. Daily Record, another, will fall on Chicago Feb. 12. . . Capt. Jean Grombach, who is associate producer of "Time and the Conways," the Broadway show, is putting another into production. . . Wilson, Powell & Hayward are working out a deal for Doug Brinkley, WINS commentator. . . Slide Dudley started a new twice weekly series on MBS yesterday. . . Col. Jack Major is supposed to be set for a commercial in March. . . David Sarnoff enjoying a midnite repast in Reuben's Sat. after the Toscanini concert, paused to admire a German pancake being served to a RADIO DAILY scribe.

• • • An infanticipating father gone modern sent the following letter to Iowa Network's WMT: . . . "I am writing to inquire concerning the cost of announcements over your station as we are expecting a blessed event in our family soon—and we would like to announce it by radio" . . . Birmingham's WSGN's Inquiring Mike has grown to such proportions that Lee MacArthur, emcee, has been requested by local traffic officers to "keep moving," so as to prevent pedestrians and interested lookers-on from blocking the sidewalk and streets. Last Week "Mac" went to a parked auto to interview a couple seated listening to the radio—and it was WSGN—causing an awful feed-back—so Lee faded back in double-quick time.

GUEST-ING

J. EDGAR HOOVER, on General Federation of Women's Clubs program, Jan. 20 (NBC-Blue, 4:30 p.m.)

GLENN DARWIN and DR. WALTER DAMROSCH on "Magic Key of RCA," Feb. 13 (NBC-Blue, 2 p.m.)

FELIX KNIGHT on "Metropolitan Auditions of the Air," Jan. 16 (NBC-Blue, 5 p.m.)

DOROTHY DRESLIN, on "Hammerstein Music Hall," Feb. 4 (CBS, 8 p.m.)

ELIZABETH AMELIA COOK, pianist and composer, on "It's Wheeling Steel," Jan. 16 (WOR-Mutual, 5 p.m.)

WALT DISNEY and characters from "Snow White" on "30 Minutes in Hollywood," Jan. 16 (MBS, 6:30 p.m.)

RICARDO CORTEZ with MADELEINE CARROLL, on "Your Hollywood Parade," Jan. 12 (NBC-Red, 10 p.m.)

LILY PONS in "Barber of Seville," from Metropolitan Opera House, Jan. 22 (NBC-Blue, 1:55 p.m.)

VIRGINIA REA, on Coca-Cola "Song Shop," succeeding Kitty Carlisle, Jan. 14 (CBS, 10 p.m.)

U. S. Rubber Adds Stations

U. S. Rubber will add four more stations (WCOC, WMMN, WMFG and WHLB) to its CBS Ben Bernie program which starts tomorrow night at 9:30. Campbell-Ewald Co. is the agency.

AEE McALISTER

Presents to America

CAVAN O'CONNOR

The famous tenor of the British Isles

Now available for
RADIO, STAGE & SCREEN

Cavan O'Connor is the most outstanding British Tenor of recent years as can be seen by the clippings shown below.

TIT-BITS

"Known to millions of radio fans Cavan O'Connor the popular BBC singer of romantic songs returns to the microphone Feb. 16, 1937. Possessed of a sympathetic Irish voice, he sings in seven languages."

LONDON DAILY MAIL

"A FINE TENOR

Famous love songs of today and yesterday gave Cavan O'Connor his opportunity of demonstrating just how fine a tenor voice he possesses. Pure and clear, and of great range and lyrical power, his voice earned him the spontaneous approbation of the whole audience."

Personal Management of

AEE McALISTER

160 W. 44th ST., NEW YORK CITY
BRyant 9-0346

In Atlanta
THEY LISTEN TO
WATL

**ORCHESTRAS
MUSIC**

THE two-hour broadcast being staged Thursday by KDKA, Pittsburgh, to welcome Maurice Spitalny as the station's new director of music, will include a half-hour coast-to-coast broadcast over NBC-Blue network. Radio, stage and screen stars will take part in the program, which is to come from the Stanley Theater. Maurice's brothers, Phil and his all-girl band, and H. Leopold, will both be on hand for the celebration.

The Jan. 15 session of the CBS "Saturday Swing Club," originating in Hollywood, will have Paul Whiteman with his band, Joe Venuti and Louis Armstrong, without their bands, the Raymond Scott Quintette and Jack Teagarden.

Joseph Sudy, formerly violinist and vocalist with Henry King's orchestra, has formed his own band and signed management contracts with Consolidated Radio Artists. Sudy's orchestra has been set by Don Haynes of the San Francisco CRA office to open at the Rio Del Mar Country Club at Monterey Bay, Cal., on Jan. 25, with an NBC wire.

Jack Ward, chief organist at WMCA celebrates his first anniversary in that capacity on Jan. 26. He was formerly associate organist at the Radio City Music Hall under Richard Leibert.

The voice of Bob Saunders, leader of Hotel Utah orchestra (MCA) in Salt Lake City, deserts his band to inaugurate KSL's new series starting tomorrow. Featured will be the KSL Concert Orchestra. Bob will be guest vocalist. He will be followed by weekly guest appearances of outstanding radio personalities.

KSL Orchestra, led by Verdi Breinholt, who got the important New Year's Eve assignment of the Challenger Inn, Sun Valley, returned with praises of the new Ski land.

Leading Radio Salaries

Washington Bureau, RADIO DAILY
Washington—Salaries of radio, advertising agency executives and radio talent as revealed by the House Ways and Means Committee follow:
Mary Margaret McBride (Martha Dene), \$52,231; Bruce Barton, chairman of BBDO, \$58,333; William H. Johns, executive committee of BBDO, \$59,679; Roy Durstine, BBDO president, \$91,666.
Chester Bowles, chairman of Benton & Bowles, \$51,000; Stanley A. Brown, chairman of Brown & Tarcher, \$59,825; Jack D. Tarcher, president, \$57,779; William S. Paley, \$236,924; Edward Klauber, \$71,359; William Esty, president of William Esty & Co., \$100,000; James S. Yates, v.p., \$56,458; Owen D. Young, chairman of General Electric, and Gerard Swope, president, \$146,500 each.
B. B. Geyer, chairman of Geyer, Conzall & Newell, \$66,125; W. Debasil, Hurok Attractions, \$146,084; N. Rosen, \$76,268; J. V. Connolly, \$68,851; Phillip W. Lennen, president of Lennen & Mitchell, \$30,000; Lenox R. Lohr, \$50,259; Edward Petry, \$53,750; Henry Christal, \$50,000; Edward Voynow, \$50,000.
James G. Harbord, RCA chairman, \$54,000; David Sarnoff, \$75,000; Stanley Resor, president J. Walter Thompson Co., \$90,020; Henry T. Stanton, v.p., \$55,025; Alfred J. McCosker, \$78,270; E. Wynns, \$60,000.
Hill Blackett, treasurer, Blackett-Sample-Hummert, \$120,000; E. Frank Hummert, \$128,052; A. D. Lasker, president Lord & Thomas, \$52,416; S. R. Coons, executive v.p., \$145,155; D. M. Noyes, executive vice-president, \$73,512.
E. R. Gable, president of Stack-Goble, \$60,000; W. E. MacFarlane, WGN, \$92,500; F. Wallis Armstrong, president F. Wallis Armstrong, \$50,000; L. Ward Wheelock, v.p., \$50,000; William Bachs, \$52,394.

☆ **F. C. C.** ☆
ACTIVITIES

APPLICATIONS RECEIVED
National Life & Insurance Co., Nashville, Tenn. CP for new relay station. 1606, 2022, 2102, 2758 kc., 250 watts.
Johnson-Kennedy Radio Corp., Chicago, Ill. CP for new facsimile station. 31600, 35600, 38600, 41000 kc., 500 watts.
EXAMINER'S RECOMMENDATIONS
Larus & Bros. Co., Inc., Richmond, Va. CP for new station. 1110 kc., 50 KW., unlimited, be granted.
WMPJ, Daytona Beach, Fla. Mod. of CP. 1240 kc., 1 KW., unlimited, be denied.

Fred Finch Joins Agency

Bakersfield, Cal.—Fred Finch, account executive for KPMC for the past two years, has resigned to take over management of Valley Advertising Agency here, affiliated with other independent agencies in Los Angeles, Fresno, Stockton and San Francisco.

Valley Agency is now making an independent comprehensive market study of the Southern San Joaquin Valley which will be used by its clients and affiliated offices in the selection of media and in making dealer and sales plans.

Broadcasts Aid Fights

Elk City, Okla. — Since Golden Gloves elimination bouts have been aired over KSA, the formerly poor attendance has jumped to S.R.O. Local oil company is sponsoring broadcasts.

Anti-Freelancing Rule Effective in 5 Weeks

(Continued from Page 1)
lished name or smaller organizations. An orchestra as a unit may hold as many different jobs as it can handle.
Reason for the meeting was the numerous squawks after the referendum was passed. Out of 16,000 members, only 4,000 voted and the referendum passed by about 300 votes. The five-week status is arrived at through the fact that 802 must publish the new law in its journal, which won't be out until three weeks from now. After that, two weeks' notice will be given before the law goes into effect. Law allows a freelance musician to earn up to \$54 weekly only. No action was taken in regard to various other resolutions before the membership.

Booth Fisheries WSAI Tryout

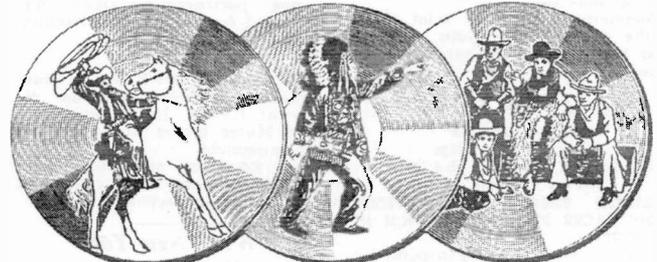
Cincinnati—United States Advertising Corp., Chicago, is trying a new one over WSAI this week for Booth Fisheries. It's a "Man in the Store" program with the station's beau brummell, Peter Grant, holding forth in Kroger's Government Square store, 11:45 to noon.

Oklahoma City Stations All Sign AFM Agreements

Oklahoma City—AFM contracts have finally been signed by all local stations. WKY, KTOK, KPXR and KOMA all in fold. Signing means WKY will begin immediate plans for own studio orch, with probability Allan Clark, production manager, may be director.

Whiteman East Feb. 4

The Paul Whiteman-Chesterfield show on Feb. 4 will air its first program from New York. Show, heard on CBS, will remain in the East.



Born in Detroit—Claimed by America
"THE LONE RANGER"

The Program Series That Breaks All Records
For Audience Volume and Sales Results.

TRANSCRIPTIONS READY FEB. 15TH

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

Three Half Hours Weekly
Don't Delay If You Want This Tested and Proven Feature. Territories Going Fast.
Make Reservation Now.

Write or Wire WXYZ, Detroit

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

GEO. W. BOLLING
VICE-PRESIDENT
OF
JOHN BLAIR & COMPANY

TAKES PLEASURE IN ANNOUNCING THAT

RICHARD D. BUCKLEY
AND
WILLIAM H. WELDON

ON JANUARY 15, 1938 WILL BE ASSOCIATED
WITH THE NEW YORK OFFICE OF THE COMPANY
341 MADISON AVENUE

★ Program Reviews and Comments ★

"THERE WAS A WOMAN"

Glass Container Association
WJZ—NBC-Blue, Sundays,
1:30-2 p.m.

United States Advertising Corp.
WELL WRITTEN AND ACTED EPISODES
OF WOMEN WHO FIGURED BEHIND
SCENES OF HISTORY.

Here is a show which is heard on only six Blue network stations, yet the entire half-hour is a high caliber production. This is the reverse practice of most radio sponsors. A small network usually means a cheap show. Whether this show is an expensive production, we do not know. But the quality is high.

Ed Jerome plays the leading role and carries the load well. Debut program dramatized the highlights in the life of Sarah Shelton Henry, wife of Patrick Henry. Script covered the life of the Henrys from their marriage to her death. Patrick Henry in the meantime through his wife's guidance had become the great lawyer who fought the English stamp tax with all his might and became a prominent Revolutionary figure. Graham Harris' orchestra furnishes the musical background.

Program should have a larger network. NBC probably, with the sponsor's permission, would be glad to air it sustaining to the rest of the country. Program is educational and should not be lost on only six key cities. It was tried out as a sustaining some time ago.

Commercials are very brief. Nub of the plug is, "buy your milk in glass bottles, the most sanitary container."

"COURT OF HUMAN RELATIONS"

Vadeco Sales Corp.
WOR-Mutual, Sundays, 4:4-30 p.m.
Albert M. Ross Inc.

GLORIFIED VERSION OF PREVIOUS
SHOW PACKS PLENTY OF PUNCH IN
SOB STUFF.

Bowing into the organ-pumping and plug for the original consignee of title, Truc Story mag, which is now using "A. I. Alexander's True Story Hour" for the Friday NBC commercial, program ran along the customary routine, dishing out the tale of woe before a "Judge Kindly" who asks the woman in this case to keep talking while the jury listens. After she relates via dramatization how her husband carried on with his secretary after office hours and how by way of an explosion she became aware of this affair, the "Judge" asks the jury for a verdict. This is rendered immediately following a commercial for "Quinlax Cold Tab-

lets". Show fades into a scene a while later with the wife taking the jury's advice, and again an accident occurs to stump the wife and to please the audience. Anyway, fade-out has both women friendly and happy, while the husband is in the cemetery.

Show has plenty of punch, but the casting of the women was poor inasmuch as they sounded too much alike. Also the wordslinger handling the commercials for the cold tablets sounded as though he should have taken the product before getting to the mike. Outside of the nasal sound, plugs were handled nicely. A preview of next week's story was offered at the end of the show.

Bob Becker's "CHATS ABOUT DOGS"

Morrell & Co.
WEAF—NBC-Red Sundays, 2-2:15
p.m., also WGN-MBS 2:45-3 p.m.
Henri, Hurst & McDonald Inc.

PLUGGING A DOG FOOD, SHOW IS DESIGNED SOLELY FOR DOG OWNERS.

Bob Becker, explorer, sportsman, author and authority on dogs, bowed in on this one-man show for Red Heart dog food. Becker gave some advice on the care of dogs during the winter, had a few people enact a skit on the heroism of an unwanted dog, and then answered a letter from a dog.

Opening theme featured the "talking dog" portrayed by Dave Dole. Same went for the fadeout. Nothing

LINCOLN

J. B. Lake has left KFAB as chief announcer to become program director of KFWE, Hutchinson, Kan. Chuck Miller moves up to become chief announcer.

John Edwards, newscaster with the CSBC stations here, celebrated a year on the air recently.

WNYC, New York

Herman Neuman, musical supervisor, and his wife, the former Maria Stuart, soprano, are on a West Indies cruise.

A program devoted to housing projects will be started Saturday.

Dorothea Lawrence, singer, will appear on Syd Hayden's "Everybody's Hobbies" program on Friday at 5:15.

"America's Hours of Destiny," dramatizations dealing with our national parks, is a new Monday 2 p.m. series.

KIRO, Seattle

Ralph Camargo, announcer, and Florence Skeels, radio actress, are Mr. and Mrs.

Jimmy Hatfield, chief engineer, has been passing around cigars, but not in honor of Christmas.

Station is now carrying three additional CBS programs—"Story of Industry," "Chorus Quest" and "Columbia Workshop". The "Chorus Quest" is a contest for young choruses.

exceptional about the show that would interest the ordinary public outside of dog lovers. Even the dramatization lacked punch for outsiders. Plugs were handled along similar lines.

"THATCHER COLT MYSTERIES"

Packer's Tar Soap Inc.
WEAF—NBC-Red, Sundays,
2:30-3 p.m.
Stack-Coble, Chicago

SHOULD APPEAL TO YOUNGER ELEMENT AND ADDICTS OF BLOOD AND THUNDER SCRIPTS.

"Thatcher Colt Mysteries" returned to the NBC network last Sunday and continued in the same vein as when heard last year. Program is one of the better "cop and robber" affairs, with a special moral and physical appeal to youngsters. However, grown-ups who enjoy the telling of a good mystery story in a strong fashion also should greatly enjoy the series. Each week a complete story is told, and first episode had all the ingredients—crooked politicians, racketeers and the invincible Thatcher Colt.

A noticeable lack of commercial chatter greatly helped the entire program. Continuity was allowed to run without any excess blah creeping in to destroy the illusion. Program should continue where it left off last year without any difficulty.

WKRC, Cincinnati

Lee Bland, newscaster, who presents a nightly quarter-hour titled "Night-Cap Newsreel," is one of radio's youngest news commentators. Bland is just 22 years old and a graduate of Ohio State University.

A new series of musical programs is being presented Monday through Friday at 5:45 o'clock. Featuring the Savoy Sisters, rhythm trio, "Tours through Tuneland," presents a different soloist on each program. Joe Binder, tenor; Jinny Gayle, singer of popular songs; Irene Righter, contralto, and Tad Legere, blues singer, are the featured soloists.

Beginning today, station will present a "Man on the Street" program, daily except Saturday and Sunday at 10:45 a.m. People passing in and out of the lobby of the Fifth Third Union Trust Co. will be interviewed by Eddie Humphrey, WKRC staff announcer.

A tenor soloist with organ accompaniment is heard on a new series of programs titled "Hymn Time" each Tuesday and Thursday at 9:30 a.m. Because of the unusual number of requests for a program of this type, Ruth Lyons, program director, has scheduled these broadcasts.

Michelson in New Office

Charles Michelson, handling radio programs and electrical transcriptions, is now located in his new office at 545 Fifth Ave.

FATHER COUGHLIN

Independent Network
(WMCA as New York outlet)
Sundays, 4-4:30 p.m.
Aircasters Inc., Detroit

Father Charles E. Coughlin returned to the air on Sunday for a new series of talks over a hookup comprising 60 stations. Leo Fitzpatrick, vice-president of WJR, Detroit, who has aided Father Coughlin with his broadcasts for the past 12 years or so, introduced him and made mention of the fact that no outside money was sponsoring the programs, but that series is financed by Father Coughlin himself.

As in the past, the program originated at the Shrine of The Little Flower, Royal Oak, Mich. Apparently much rested since he was last heard on the air, there was plenty of vigor in Father Coughlin's delivery, but he was less militant and somewhat conciliatory in his allusion to the administration. Explanatory remarks were made on the recent ban by his superiors and a pledge that his Social Justice organ would not repeat indiscreet items. Subsequently the usual discourse on the economic situation of the country took up the major portion of the time. Peace between the AFL and CIO was also recommended. Line on the voluntary contribution being the support of the campaign was heard toward the close.

KANSAS CITY

Ed Hall has joined the WHB engineering staff.

Erie Smith handles the early morning KMBC news period, now sponsored by B. C. Headache Powders.

Joseph H. Story Jr. of KMBC retail sales organization is back from a business trip to Battle Creek.

Carter Ringlep, KMBC regional sales director, back from St. Louis. KCMO has started an early morning market report service following heavy rural mail response to regular programs.

A feminine voice, Caroline Ellis, has been put on the regular afternoon news trick by KMBC.

Eddie Krause has been signed to handle the community sing on KMBC's "Brush Creek Follies." Woody Smith emceed the show, from Ivanhoe Temple.

Howard Everett, WDAF pianist, has gone to Hollywood for a screen test.

Edward Cronenbold of KMBC's Texas Rangers married Florence Hutcheson.

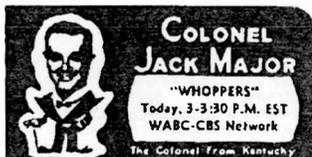
JEAN PAUL KING

Announces

Myrt and Marge

C.B.S.

Mon. thru' Fri.





DONALD W. THORNBURG and John Dolph, accompanied by their wives, and Fox Case and Hal Rorke are among CBSites trekking to Fresno this week to join Charles Vanda in seeing that the newest affiliate, KARM, is wedded to the network with proper ceremonies and official witnesses thereto on January 15.

Earnshaw Radio Productions is getting out an elaborate promotional brochure on its "Hollywood Nite Letter" program. Also supplying subscribing stations with stills of stars interviewed by Fenton Earnshaw for the program.

Jack Owens, KEHE staff vocalist heard every weekday at 12:30 p.m., has had his informal musical programs moved to a later groove at 4:15.

Oscar and Elmer wound up their current KFVB series Friday but start in on a new half-hour routine today.

Eddie Cantor will enviously salute Bing Crosby on the acquisition of a fourth son on the CBS "Texaco Town" show tomorrow.

Pan-American Radio Productions has auditioned its Spanish version of the transcribed "Charlie Chan" series for E. R. Squibb & Co., New York, as a possibility for the Latin-American countries. Irving Fogel controls the foreign rights to the series produced by the Raymond Morgan Co. for the use of the Stokely Co. on CBS.

Clark Ross, off the KEHE airplanes for several weeks through illness, is back with his baritone voice on a Tuesday evening program at 8:15.

John Canady has a new commentary program, "The Sportsman," on KMPC Monday and Thursday nights at 9:45.

The cast of KHJ's "The Phantom Pilot," recently moved from KFRC, San Francisco, remains a deep, dark secret to everyone except the staff connected with the program.

Parkyakarkus copped the Gene Inge award on KFVB's "Take the Air" program last week.

Carl Haverlin, KFI-KECA sales manager, and Dr. Ralph L. Power recounted experiences in the early days of radio to members of the California History and Landmarks Club at the University Women's Club-house yesterday.

John J. Colbert, KFVB's "Lamp-lighter," started a new series over the entire CRS net on Saturday at 8:30 p.m.

AFRA Again to Meet Web Officials

With both NBC and CBS appointing committees to treat with the AFRA. Mrs. Emily Holt, executive secretary, and other AFRA officials will confer with the web representatives again today. Negotiations are continuing on the advertising agency front also, talks with individual agency executives having been followed by a meeting with officials of the American Association of Advertising Agencies. Later was represented by John Benson, president, and Frederick Gamble, executive secretary. General counsel for the AAAA was also in attendance.

Special WIBW Broadcast Southwestern Brewing Supplements Bowes Salute On Oklahoma Network

Topeka — Major Bowes' salute to Topeka last Thursday night during the CBS "Amateur Hour" was followed by one of the first broadcasting experiments of its kind. As an added feature to the Major's weekly satiation, the outlet here, WIBW, the Capper Publications station, conducted a 15 minute "back stage" air "scene", which followed 15 minutes after the amateur hour had signed off the air.

With Art Holbrook and Judson Woods handling the remote control microphones, WIBW went direct to the Topeka operating offices of Southwestern Bell Telephone, picked up and sent over the air the receipt of votes there, which, of course, are taken continually during the one-half hour after the Chrysler broadcast.

For 15 minutes, the remote control staff "brought in" the scene at the telephone company, where 52 special operators and 20 number tabulators received and tallied votes for the amateurs. The Mayor and other prominent Topekans appeared on this broadcast.

Many fan letters and telephone calls were received at the WIBW studios complementing the station on the broadcast. Topekans cast 37,467 votes by phone for amateurs, which is considered somewhat of a record itself, since most honor cities of the same size as Topeka have been sending in about 8,000 calls.

The unique broadcast was made possible through the cooperation of Ben Ludy, WIBW's new general manager, who was promoted to that position from assistant manager on Jan. 1, and V. B. Gray, personal representative of Major Bowes.

WOKO-WABY, Albany

Albany Concert Orchestra, WPA sponsored, has returned on Friday nights over WABY.

Forrest Willis, WOKO announcer, will be heard on the Spaulding Quik Quizzer on Sunday afternoons, from lobby of the Palace Theater. Grenfell Rand is the week-day announcer.

Dr. Edmund Albert Brown, baritone and former Dean of Music at Ithaca College, has been signed for a series on Wednesdays over WOKO. He just completed a series for WABY.

New San Antonio Service

San Antonio—John Rodney, freelance writer, is now located here and is planning a radio script service. He will also have a production agency.

Oklahoma City — Oklahoma Network is carrying a new ten-week three-quarter-hour contract of Southwestern Brewing Corp. (Old King beer), first time account has used the network. It is sponsoring AAAU inter-city boxing meets from the municipal auditorium here, being fed by KTOK, local member of the web. Halsell-Humphrey Adv. Agency in charge.

Signed by Fred Allen

Lucille and Lanny, individualists in song, have been signed for a six-week engagement on Fred Allen's "Town Hall Tonight" over NBC-Red on Wednesdays. They already have made a string of guest appearances on the show, and the present contract is the longest ever issued by Allen to guest talent.

Charlie Cantor, who recently was heard with Henry Youngman on Kate Smith's program, also is now a member of the Allen troupe.

W. S. Clark with Siegel

Morris H. Siegel, director of the Policyholders' Advisory Council, whose radio blasts over WMCA and local foreign language stations have been the chief thorn in the side of New York life insurance agents, has appointed W. S. Clark, former WMCA time salesman, as director of advertising and public relations.

Cottingham Promoted

Philadelphia — Robert Cottingham, formerly news head of the NBC Washington office, has been promoted to the KYW staff here to handle the UP-Esso news reports. Thomas Knode succeeds to Cottingham's former post. He was with the UP Washington office.

Vladimir Dubinsky Dead

Syracuse—Vladimir Dubinsky, cellist and founder of the Esardy Trio, formerly heard over the networks, collapsed and died here yesterday while rehearsing with Syracuse Symphony Orchestra.

Radio Newsfeatures
Available to only one radio station in each city
Represented exclusively by
STEPHEN SLESINGER, INC.
250 Park Avenue New York



EDWARD N. NOCKELS, late manager of WCFL, the Chicago Federation of Labor station, left an estate of \$25,602, according to an inventory just filed with the Probate Court.

Actor Dick Wells is laid up by flu. Mento Everitt (Jenny Peabody) celebrated her 14th wedding anniversary last week.

Bailey Twins and Brooks and Small have been dropped from Wrigley's "Double Everything." The Andrews Sisters came on from New York to replace them. Bob Hafer is using a studio audience at dress rehearsal.

On the ailing list: Hugh Rager of First United Broadcasters; Cliff Sleining of Furgason & Co.

Andrew (Uncle Joe) Dobson of WJJD broke his shoulder blade in an auto accident while driving to Indianapolis for a concert engagement.

Betty Lou Gerson has taken over leading role in "Last of the Lockwoods," supplanting Judith Lowry, who has other commitments.

Jack Hayes, chief engineer of WJJD, fell on the ice and broke his leg. He is confined to his home.

Skip Morr, baritone, and Don Huston tenor, being featured by Henry Busse on his new Mar-O-Oil series.

WBRY, New Haven

U. P. news periods will be sponsored on WBRY by Quinnipiac Coal Co. and Benedict Coal Co. alternately.

Gert Cole, pop songstress, has returned to the studios after a two-week vacation.

Perry Lafferty, director of music, also back from a vacation in Davenport, Ia.

KABC, San Antonio

Johnny Sullivan, formerly of Fort Worth, has joined the commercial department.

G. P. Rumble is the new chief engineer for Alamo Broadcasting Co., replacing Edward L. Starnes, who has gone to the Coast.

Another Way to Tell the WOOD Story!

★ **KVOO** Tulsa is the most powerful station between St. Louis, Dallas and Denver, covering the heart of the Tri-Angle. More population, more radio sets and more income than any other Oklahoma station! 25,000 watts. N.B.C. Edward R. P. & Co. ★

RADIO TECHNIQUE

America's distinguished school of broadcasting for singers, actors, writers, speakers, announcers. Western Electric Recordings in our studios... programs taken off the air. George Marshall Durante, Dir. R.K.O. Bldg., Radio City, New York

PROMOTION

In Good Company

"It's good company to be with," says W. Cort Treat, manager of WORL. Boston, in a telegraphic statement listing clients who "went to town with WORL."

Accounts representing 15 industries are listed by Manager Treat.

Present Calendar Gifts

Georgia Broadcasting System (WATL, WRBL, WGPC) has distributed a New Year's greeting in the form of a novel desk calendar. Job went to agencies and advertisers throughout the country.

Kellogg Gets Richmond Games

Richmond—Kellogg has bought exclusive rights to 35 Richmond Colts home baseball games. WMBG may be the station used. N. W. Ayer & Son is the agency.

James A. Willard to WFIL

Philadelphia—James A. Willard Jr., former "Uncle WIP" on WIP, has joined WFIL where he will be known as "Uncle Jim." He will continue handling a kiddie show for a store sponsor.

Allen Scott, formerly on WFIL, has returned to WCAU as commentator.

Johnson Gives Time to Author

General Hugh S. Johnson will relinquish his usual broadcast period over NBC-Blue network on Thursday, 8-8:15 p.m. to allow Ferdinand Lundberg, author, to reply to criticism of his book, "60 Families," made by the General in a recent broadcast.

J. B. Lake to KWBG

Lincoln, Neb.—J. B. Lake, chief announcer at KFAB, left Saturday for Hutchinson, Kan., where he becomes program director at KWBG, and six months later will become station manager.

E. J. Samuel Quits WMAS

Springfield, Mass.—Edward J. Samuel, commercial manager for WMAS since 1934, has resigned and may open an advertising agency. Before joining WMAS, Samuel was advertising manager for Fisk Rubber Co. for seven years, and previous to that was with Goodyear for 11 years.

ONE MINUTE INTERVIEW

JOE RINES

"The wild cacophony of swing is enough to give a savage beast the jitters. Imagine what it must do to sensitive elders with an ear for music, and an eye for relaxation. Say, can't we give the lovers of soft music more of an even break? How about a little more division of our musical labors? Let's give SOME attention to soft rhythms."

★ Coast-to-Coast ★

FLOYD BUCKLEY and Jose Yovin, program builders, have completed two audition records for the Paul Meyer Associates, on order of two large sponsors. Both programs use a large cast, and the best available talent on the air participated in the auditions. Such well-known people as Lucille Wall, Fred Lewis, Lawson Zerbe, Jean Colbert, John Griegs, Jack Davis, Jerry Lesser and others. All are "regulars" on daily series shows. Special orchestral background music was furnished under direction of Esoj Nivoy, newcomer to radio. NBC recently took option on a Buckley-Yovin show called "Make Me A Star" by Michael Young — which makes four programs built this season. Floyd Buckley is better known as "Pop-eye" on the radio, but has been directing radio and commercial slide-films for past seven years. Just terminated a three year contract with Vocafilm. Yovin has been associated with Buckley a long time, as production director and writer.

Emlyn Owen, production manager and staff organist at WTAQ and WHBY, Green Bay, Wis., was married recently in Superior to Gladys Wangen.

Offering listeners an opportunity to "have their cake and eat it too," WTMJ, Milwaukee, went to considerable pains to broadcast two important features scheduled for the same hour. President Roosevelt's Jackson Day dinner address and the Wisconsin - Minnesota basketball game. Arrangement was made with NBC to record the President's talk and the station made the record rebroadcast immediately following Russ Winnie's eye-witness of the Badger-Gopher cage tilt at Madison. This was the second time within a week that WTMJ staged a record rebroadcast of President Roosevelt.

George Griffin, NBC baritone, who is heard on the "Castles of Romance" series, is making two shorts for Warner Bros.

A. P. Rauer, salesman at WTMV, East St. Louis, Ill., will soon marry Laverne Conley, a beauty contest winner.

Eddie Whitehart, whose "Romance Singer" program became quite popular during its sponsored term over WPAY, Portsmouth, O., is continuing to broadcast on a sustaining basis.

Peter Donald Jr., character actor on NBC, CBS and Mutual, has sold some material to 20th Century-Fox for the new Ritz Brothers film, "Kentucky Moonshine." Comedy sequences were written in collaboration with Gaby Barrere and Charles Eaton, both on the coast at present. Team formerly wrote comedy material for the air.

First 1938 Saturday night "Jam-boree" at WWVA, Wheeling, W. Va.,

drew 5,328 admissions. Bill Thomas, now emcee on the show, likes his job real well.

Leland C. Bickford, editor in chief of Yankee and Colonial networks and noted for his expose of public rackets up in Boston, has created a furor with his charges that votes could be "bought" in the Massachusetts legislature.

WHOM broadcast by remote control direct from the deck of the Steamship Pilsudski last night in observance of the Cruise-Contest Winners for the Warren-Norge Electric Appliance Co. Program sponsored by European Radio Co. of New York.

Jack Mitchell, director and interviewer of WAAT's news spectacle, reveals that Ray Freifelder and Jerry Cotter, two of the commentators employed in the show attended Columbia University together as journalism students. It was there that they met the maestro, who convinced Jerry and Ray that radio needed them.

Anne Jamison, NBC contralto, has had her contract renewed for an additional 13 weeks on Campbell's "Hollywood Hotel" program over CBS.

PROGRAM

★ IDEAS ★

What Local Stations Are Doing

WBT Law Series

WBT, Charlotte, has readied new series of informative talks on legal questions, to air under title "What Do You Know About Law?" Show will be handled by David Henderson, Charlotte lawyer, who will go on weekly with fifteen minute talks on legislation, taxation, and kindred topics. Personal legal problems will not be discussed, but talks will be phrased in simple language with all subjects treated from general viewpoint.

KONO, San Antonio

Olan Smith, one of the Plantation Boys who record for Victor, is now doing a commercial for Dairyland Co. He is assisted by Ted Brown.

William E. (Bill) Watson, announcer, left recently to take on similar duties at KRGV, Weslaco.

Don Michael and His Orchestra are taking a month's vacation.

WPTF, Raleigh

J. B. Clark, sports announcer and director of publicity, got himself into the newspaper spotlight recently when he broke one arm and fractured another.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

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

FOTOTONE SOUND SYSTEM

COlumbus 5-7366-7

Mr. John U. Reber

J. Walter Thompson

420 Lexington Avenue, N. Y. C.

Dear Mr. Reber:

As Radio Director of J. Walter Thompson, you know the value of a good recording. I state this as a positive fact because the consistently high quality of the J. Walter Thompson air shows proves it.

International Production Studios is anxious to have you hear samples of their work not to prove that their recordings are as good as the next fellow's, but to show you the difference between a good recording and the best.

May we submit some of our recordings?

Very truly yours,

Kenneth W. Howard
Sales Manager.

KWH/amh



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 8

NEW YORK, N. Y., WEDNESDAY, JANUARY 12, 1938

FIVE CENTS

Int'l Radio Sales Gets WLS, KOY

MPPA TO DISTRIBUTE RECORD ET ROYALTIES

MPPA plans to distribute \$45,000 this month to copyright owners for electrical transcription and synchronization rights as collected by Harry Fox, general manager of MPPA, acting as agent and trustee for the publishers. Record-breaking sum tops the \$38,000 for last month, due mostly to World Broadcasting System renewing its blanket license, entailing the sum of \$25,000 for the year. NBC Thesaurus, also scheduled to renew shortly, will contribute \$5,000 to the above total distribution.

Meanwhile, the song writers, through Song Writers Protective Ass'n, filed their complaint in one of the test suits recently brought to get a clarification judgment on its by-laws which vest the copyright (Continued on Page 3)

Velvet Shave to Launch Regional Spot Campaign

Detroit—R. K. Owens, distributor, has appointed Brace Beemer Inc. as the advertising agency to handle a state and regional spot radio campaign for Velvet Shave, new product for use in connection with electric dry shaving. As new product also is an astringent and face conditioner, part of the campaign will be directed to women.

Jewelry Manufacturer 'Planning Radio Activity

Niles - Richman Co., New York agency, has been appointed to direct the campaign of Wolcott Co., manufacturing jewelers of Providence, with radio and newspapers to be used. This will be the first attempt by Wolcott at consumer advertising.

Can't Please All

Boston—Ralph Rogers, radio scriber and director of radio courses at Boston University, in a timely commentary on just how far radio writers can go in spicing up scripts, says:

"The public's reaction to programs will always be like its reaction to the weather—too hot for some and too cold for others."

MEN WHO MADE NEWS IN RADIO DURING 1937

(Fourteenth Installment of a Series)

H. K. CARPENTER



Formerly WJAY, were front-rankers and kept regularly in the headlines throughout 1937. It was all done under the direction of H. K. Carpenter, v.p. and g.m.

LEO FITZPATRICK



The general manager of WJR, Detroit, piloted his station through its most successful year in 1937. He paid generous dividends on each share of stock, gave 131 employees a 10 percent bonus in December and made his staff a "happy family," the envy of many a radio station operator.

SAMUEL R. ROSENBAUM



workable status. Came to the front as a very sane and capable chairman of the IRNA special advisory committee who kept the ship on an even keel when the storm was at its worst.

Despite many other business and personal interests, Samuel R. Rosenbaum, the head of WFIL, Philadelphia, took a leading role in bringing the IRNA - AFM situation to a

BENEDICT GIMBEL JR.



Expenditure of \$66,000 for a new 320-foot vertical antenna and for a new and enlarged studio plant was made by Benedict Gimbel Jr., for WIP, the Philadelphia station over which he presides as prexy. An amazing jump in sales and listener recognition was also chalked up by Gimbel's WIP the past year.

Six Stations Linked In Alabama Network

Birmingham — Ralph Hurst, ace political correspondent of Birmingham News, was first to air over the newly formed Alabama Network, which includes WSGN as key station; WJBY, Gadsden; WJRD, Tuscaloosa; WMFO, Decatur, WMSD, Sheffield, and WBHP, Huntsville. WSGN was key station to a five-station web during football season, and present Alabama Network is an outgrowth of that hookup.

Three New Commercials Added to WLW Schedule

Cincinnati—The Earl May Seed Co., through Presba, Fellers & Presba, Chicago agency, tomorrow begins three 15-minute morning programs each week over WLW. The two other shows are set for Saturdays and Sundays, with contract running 13 weeks. Talent features a new WLW act, Hugh Cross and His Radio Pals.

A Sunday "Melody Grove" program for Grove Laboratories was (Continued on Page 3)

Hearst Station Rep Subsidiary Signs Chicago and Phoenix Outlets

International Radio Sales, the Hearst Radio subsidiary, has been appointed station rep for WLS, Chicago, and KOY, Phoenix, both owned and operated by Burrigge D. Butler. These are the first stations to be signed by International since it announced its new rep policy last week. Under the new set-up, International will represent any station (Continued on Page 3)

PRESS AGENTS WORKING PHONY 'CENSOR' CHARGE

Newspapermen for the past week have been chasing NBC press executives on false reports of "censorship"—the reports being cooked up by press agents for publicity purposes. Since the Mae West broadcast and the recent ruling that all guest appearances must be checked with the network, press agents have been calling NBC and asking for permission to put all sorts of personalities on the air. Names range from Mahatma Gandhi to Duke of Windsor.

Press agent before calling is sure NBC will not grant its permission but story is sent out to newspapers anyway. When network gives its (Continued on Page 3)

General Foods Adding 7 Southern Stations

General Foods on Jan. 29 will add seven southern and southwestern stations (WIOD, KTBS, KARK, KGBX, KELO, WFLA, WJAX) to its NBC-Blue-Bob Ripley show. Benton & Bowles Inc. is the agency.

Phelps Revising Bill

Albany — Apprised that his bill seeking to protect radio stations from libel suits over remarks in extemporaneous talks might be found "discriminatory and unconstitutional", Assemblyman Phelps Phelps is redrafting the measure. A prominent New York constitutional lawyer is aiding him. Radio men have commended Phelps' bill.

RADIO DAILY

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

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FINANCIAL

*Tuesday, Jan. 11)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|------------------------|--------|---------|---------|----------|
| Am. Tel. & Tel. | 149 | 147 1/2 | 149 | + |
| CBS A | 2 1/2 | 2 1/4 | 2 1/4 | + |
| CBS B | 2 1/2 | 2 1/4 | 2 1/4 | + |
| Crosley Radio | 10 3/4 | 10 1/4 | 10 1/4 | + |
| Gen. Electric | 45 | 44 1/4 | 44 1/4 | + |
| RCA Common | 7 1/4 | 7 | 7 1/4 | + |
| RCA First Pfd | 51 | 50 1/2 | 50 1/2 | + |
| Stewart Warner | 11 1/2 | 10 1/4 | 11 1/2 | + |
| Westinghouse | 108 | 106 1/2 | 107 1/4 | + |
| Zenith Radio | 17 | 16 | 17 | + |
| NEW YORK CURB EXCHANGE | | | | |
| Hatzelrine Corp. | 15 1/2 | 15 1/4 | 15 1/4 | + |
| Nat. Union Radio | 3 1/2 | 3 1/4 | 3 1/4 | + |
| OVER THE COUNTER | | | | |
| | Bid | Asked | | |
| Stromberg Carlson | 6 | 7 | | |

WSNJ Kiddie Show Moves

Bridgeton, N. J.—The WSNJ kiddie shows, which were put on for 14 weeks at the Landis Theater, Vine-land, move to the Criterion Theater here for a new series starting Saturday. Last series had 67 kids, all members of WSNJ stock company. Jack Lee will produce the shows, with Fred Wood at the mike. A bakery is sponsor.

Fizdale Adds Accounts

Chicago—Tom Fizdale Inc. has added Falstaff "Public Hero No. 1" and Colgate-Palmolive-Peet "Step-mother" to its publicity accounts. Sam Geison has been sent to the local office from New York.

Ecclesine, Nell Join WOR

Joseph Ecclesine, formerly staff copywriter for Standard Brands, has joined sales promotion staff of WOR.

John Nell, formerly with Talon Slide Fastener, has joined the same department, replacing Edwin Clapham, who left for another post.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

RADIO WORRIES CROWELL

By HOWARD J. LONDON

RADIO always has leaned over backwards to avoid any conflict with newspapers or magazines. Time and again good copy angles have been conceived but because they were slightly competitive the idea was shelved. Radio was and is following the "Golden Rule."

But apparently some magazine publishers do not believe in the "Golden Rule." Some weeks ago the Crowell Publishing Co. started a series of advertisements which brought the radio vs. magazine issue to the printed page. The latest piece is entitled "People Who Back Shows Are Called Angels."

Crowell is stalking around leading with its jaw. A "must" rule in most media houses is that to damn another medium is forbidden. Competitive copy is out. Tell the advertisers the merits of your medium and let the buyer decide for himself, is the usual copy trend. Carping copy has no merit and it certainly is unethical.

Final paragraph of the current piece says, "If you are backing shows with money that should be spent to sell goods, you can do less spending and more selling in the magazines. People who back shows are called angels. Angels, you will remember, are pure spirits, uninterested in material rewards."

We wonder if Crowell realizes that they are classifying General Foods, Chesterfield, Lever Bros., Procter & Gamble, Standard Brands, Ford, Camels, Philip Morris, Lucky Strike, Campbell Soup and

General Mills, all big magazine advertisers, in the "Angel" class.

Some years ago a group of magazines, including Crowell, attempted to discredit radio and hired Clark-Hooper for the job. The results were never published. They got the wrong answer. Wrong, in their estimation, because radio made a very good showing.

Paradoxically Crowell today is using radio and has been for some time. Coronet, Esquire, Look, Life, Time, True Story, Commentator, all highly successful magazines, are radio users.

The obvious reason for the ads is that the advertising revenue of the Crowell group should be higher. And they are blaming radio. Maybe some of the 81 new periodicals that came into the magazine field during the past year and the success of Life, Esquire, Time and True Story may have something to do with the switch of advertising away from the "regularly scheduled" media.

If Crowell is challenging radio to come out and fight, the radio people have plenty of good "demolition bombs" on the shelves. The most recent addition to the ammunition pile is the Fortune quarterly survey which found that "listening to the radio is the favorite American recreation."

Everybody likes a challenge. It stirs the barbarism in us. But this is supposed to be a civilized age. We hope Crowell will see the handwriting on the wall and discontinue the sniping.

Fast Substitution Made By Canadian Producer

Montreal—Rupert Caplan, Canadian drama producer and known below the border for his shows through NBC, saved the day for Canadian Broadcasting Corp. the other day by substituting two radio plays at the last minute for a previously scheduled show. Caplan, a veteran actor and producer who worked for a time with Eugene O'Neill, was notified at his Montreal office by wire from Ottawa in the morning of the change in schedule. Immediately he grabbed two scripts, whittled them to fit a 60-minute spot, and cast them by phone. First reading was held over a cafeteria table. Musical background was selected and rehearsed early in the afternoon. Toward dusk the entire company was engaged in rehearsal, timing and synchronization of music and in mid-evening the plays were released to the national network without a flaw.

City Club's Radio Course

A 12-week course in public speaking and radio technique is being offered by the City Club of New York under direction of Baxter Pickering, advertising agency radio director and moderator of the "Citizens' Forum" radio program. This is the sixth season of the speaking course. An organization meeting, open to the public, will be held tomorrow at 8 p.m. in the club.

COMING and GOING

GLENN SNYDER, vice-president and general manager of WLS, Chicago, is expected in town tomorrow or Friday. En route to New York he is stopping over in Washington.

TED HUSING, CBS sports announcer, will return from his Florida vacation tomorrow or Saturday. He is scheduled to appear as emcee at the Philadelphia "Poor Richard Club" gathering on Monday.

KENNETH L. SIBSON, manager of KRGV, Westlaco, is in New York for a few days.

KEN STOWMAN of WCAU, Philadelphia, was a New York visitor yesterday and plans to make the trip periodically now that station has opened an office here.

BUNNY BERIGAN is spending a week vacationing at Lake Placid.

WILBUR EICKELBERG, manager of KFRC, San Francisco, left Saturday for a three-week trip to the east, visiting Mutual stations in Chicago and New York.

LOUIS GRAF, national representative of XELO, in Tijuana, has returned to Southern California after spending the holidays with his family in San Francisco. For the next few months he will divide his time between Tijuana, Los Angeles and San Francisco.

MRS. E. M. DOERNBECKER, owner of KVI, Seattle, and daughter arrived yesterday in New York from California aboard the Santa Paula. MISS DOROTHY DOERNBECKER is assistant manager of the station.

AGRAP Committee Favors CIO

Meeting of the AGRAP committee of seven voting on a labor organization affiliation resulted in a ballot favoring a tieup with the CIO. However, a poll of the entire membership will be undertaken within the next ten days.

THE 34th BLOW!

CtoC

SEE PAGE TWO TOMORROW-

INTERNAT'L RADIO SALES NAMED REP FOR WLS, KOY

(Continued from Page 1)

located in key cities which do not have a Hearst owned station.

John Blair & Co., since Jan. 1 has been representing WLS and KOY on a temporary basis. Its contract with the stations expired the first of the year.

Three New Commercials Added to WLW Schedule

(Continued from Page 1)

added to WLW on Jan. 9 at 7:45-8 p.m. This is in addition to the Wednesday and Friday 7:15-7:30 p.m. productions. All three are musical shows with a 12-piece orchestra.

Household Magazine is sponsoring the 6-6:15 a.m. spot on the "Top of the Morning Gang" over WLW. Their musical representatives are the Drifting Pioneers.

Titan Recording Activities

San Francisco—Ed Kraft, g.m. of Northwest Radio Adv. Co., Seattle, has renewed contracts with Titan Recording Studios to wax "Old Gardner" series for Gardner Nursery, Osage, Ia., featuring Barry Hopkins, for 1938.

Bennie Walker and Memory Roberts will make 104 recordings at Titan for Segs Milk of the NBC program, "Segs Milky Way", handled by Edith Abbott and Gillham Adv. Agency, Salt Lake City. John B. Hughes, KPRC newscaster for Borden's, has recorded a sales talk for the company, and Tobe Reed, KPRC announcer, and George Tolin are doing a special sales program for W. P. Fuller Co. (paint).

Max Graf, Titan production head, is back on the job after being laid up.

Ice Cream Series

A new commercial in contemplation has to do with the ice cream industry. S. Marchiony, president of the Marchiony Ice Cream Co., has engaged Richard W. Wallace, who has done scripts for WMCA, and Arthur C. Scanlon, writer of comedy sketches, to prepare scripts on significant and historical incidents in the history of ice cream—such as the sending of Roman slaves by the Emperor Nero to the mountains for snow and ice as well as flavors for ices which were popular in ancient Rome. Marchiony will, it is stated, transcribe scripts that meet with his approval.

More Power for Your Job!

WABY NEW EQUIPMENT... NEW PUNCH!

ALBANY, N.Y.

NEW PROGRAMS—IDEAS

"Let Freedom Ring"

This is a series of dramatizations depicting the growth and winning of human rights. Show airs on Tuesday evening half-hour spot over WICC, Bridgeport, in the interests of the Fairfield County Parent Teachers Council. First episode was prepared by Office of the Interior, U. S. Education Department, and revised for local production by Mrs. Mildred Cantandella, radio chairman of the county PTA. It relates story of George Mason and the Bill of Rights, leading to signing of the Constitution. Cast includes William Elliott, Grace Breen, Kathryn Wallace, Herbert Gosweiler, William Donnelly, Joseph Falco, George Puglisi, Alice Maloney, and Raymond Guilter.

"Pet Peeves" on WMCA

A program in which participants will be given a chance to air their pet grievances, with a studio audience on hand to act as a jury to determine if the grievances are justified, starts Saturday at 7:30-7:45 p.m. over WMCA under the title of "Pet Peeves". Jack Shannon will direct the show.

"Youth in Modern World"

Growth of educational features finds KLZ in Denver airing this youth series, produced by city high school

students. Show goes on each school-day afternoon, supervised by high school instructors. Denver schools tune in, with one of them assembling entire student body to hear the broadcasts through public address system. School officials say that 5,000 pupils are listeners, in addition to regular radio audience.

"Voice of Labor"

WRTD, Richmond, has this one. Object is to cover the local labor front, airing events in state and city from the labor viewpoint. First speaker was H. M. Monahan, A. F. of L. organizer and chairman of the Educational Committee of the Central Trades and Labor Council. Mr. Monahan spoke on "The American White Collar Worker." Other prominent speakers are scheduled.

Use for Old Xmas Cards

Henry Hickman, Inquiring Reporter on WFBR, Baltimore, last week asked his audience to use old Christmas cards in sending in their questions for use on the Tydol program. Result was the largest response Hickman has received in the two years he has been airing the show.

Cards will be turned over to a local shut-in agency whose members delight in reading the oft-times humorous verses.

MPPA TO DISTRIBUTE RECORD ET ROYALTIES

(Continued from Page 1)

ownership and so-called small rights such as ET in the writer. Suit now pending is against Jack Mills Inc., the concern having accepted a song after June 1, 1937. Mills said he took the song with the understanding that the new standard form of contract agreed upon would prevail. Since no standard form was acceptable to all the publishers, the writers hold Mills accepted the song under the proviso that Article IX of the APA by-laws prevails and all mechanical rights were vested in the writer.

Press Agents Working Phony 'Censor' Charge

(Continued from Page 1)

negative answer, cry of censorship is started. P. A. tells his employer that NBC policy prevents his using the "big shot" because of the NBC rules. Actually the person "engaged" had never been contacted.

A p. a. story sent out yesterday regarding possibility of Mae West appearing on the Kate Smith show to defend herself in connection with the recent NBC broadcast was recalled later in the day.

N. Ray Kelly Will Head New NBC Sound Dep't

N. Ray Kelly, former chief of the NBC sound effects department, has been promoted to a newly created post of manager of the NBC sound effects development and maintenance division. Zale Dillon will continue as Kelly's assistant. The new division will cover all NBC managed and operated stations.

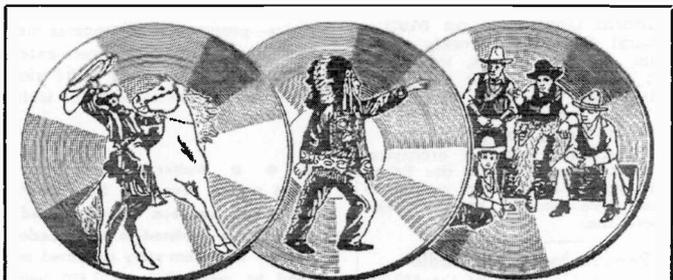
Dillon will handle the personnel and management of the department and will report to William S. Rainey, manager of the production division. Kelly will leave for Chicago soon to consult with NBC officials there about the new set-up. Idea behind the plan is to build up the sound effects departments in the 15 NBC managed and operated stations so that more network programs can originate from these outlets. Other NBC affiliates will also be offered a free counsel service by the department.

Axel Petersen Promoted

Axel Petersen, formerly assistant to Hugh A. Cowham, CBS commercial traffic manager, has been promoted to the post of assistant traffic manager.

Shortwaving Peace Program

A forum on "World Peace Through World Trade", with special music by Vittorio Giannini, to be aired Jan. 18 over WMCA at 11:15-12:15 a.m., will be short-waved internationally via W1XAL, Boston.



SPECIAL NOTICE!!

TO ADVERTISING AGENCIES, THEIR CLIENTS, AND ALL RADIO STATIONS.

"THE LONE RANGER"

TRANSCRIPTIONS

Will Be Placed on the Market February Fifteenth

Tested and Proven as Radio's First Place Audience and Sales Builder

Write or Wire WXYZ, Detroit

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

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

AGENCIES

JACK SLATTER, formerly with the All Canada Broadcasting System in Toronto, has been appointed managing director in Toronto for the H.S.G. Advertising Agency of New York City. His headquarters will be at the C.P.R. Building in Toronto.

ANNA E. SCHUSTER, office manager of Morris-Schenker-Roth agency, Chicago; John L. Snodgrass, director outdoor advertising; N. R. Backus, production director, and P. Wayne Jackson, his assistant, have resigned. Agency handles Premier-Pabst and American Can accounts.

FRANK PRESBREY CO., Chicago, has been named advertising counsel for Schwitzer Cummins Co., Indianapolis, makers of air conditioning equipment. Leroy A. Kling, Chicago manager of agency, is account executive.

JIM DUFFY INC. agency has moved to new quarters in the Conway Bldg., Chicago.

KOSS, MORGAN & BROOKES, promotion agency, Chicago, has changed its name to Brookes & Sons Co. Morton S. Brookes is president; John S. and Morton Jr., his sons, are associates.

R. J. POTTS & CO. advertising agency of Kansas City, has become affiliated with the Continental Agency network of which John Falkner Agency of Philadelphia is headquarters.

"Choral Contrasts" on MBS
"Choral Contrasts", weekly symposium of vocal groups, makes its debut Sunday at 9-9:30 p.m. over WOR-Mutual.

R-O'K Signs Larry Clinton
Larry Clinton and his orchestra, now heard over NBC on the RCA-Victor series, have been signed to an exclusive contract by Rockwell-O'Keefe Inc.

Pensacola Using Radio
Pensacola, Fla.—Part of the \$30,000 municipal advertising budget to help sell the city of Pensacola and its advantages to tourists is being spent on WCOA, local CBS outlet. When the station recently celebrated its power boost, the city bought a block of six hours.

WICC, Bridgeport
Jeanne Poli is handling announcerial assignment on PTA Tuesday evening drama series. "Let Freedom Ring."

Frank Yorgenson brought his South Sea Islanders back to the schedules last night after a year's absence.

Mrs. Joseph Lopez is convalescing from an appendix operation in Bridgeport Hospital.

LUCILLE & LANNY

LINWOOD GREY

"2 voices and a piano"

Now appearing with Fred Allen

TOWN HALL TONIGHT

Arrangements by Lanny Grey

Management NBC Artists Service



● ● ● PERSONAL Postcards To: Wm. Wrigley Jr.: Will you please forward to us the name of the person who sold you on that Sunday show. We'd like to record his name for posterity as the "world's greatest salesman"...Rudy Vallee: Received yours of the 7th in which you state: "Speaking of coincidences, I noted in your column of Thursday the last lines about 'April' being a new star born in the premiere of 'Right This Way'. Is it possible she told you I sent her a wire from the Edison Hotel during intermission of opening nite using that very phrase?"...The show opened Wed. nite—after our column was written—so we never knew about your wire. But since you've mentioned it, how about an introduction?... Milton Blow: How about getting some oil into your swivel chair? It's very annoying to your listener...Gwen Jones: Understand that 25 members of the "Gang Busters" staff threw you a farewell party last Wed. nite after the show—and Phil Lord lifted the check. We don't believe it!...Dave Davidson, advertising manager for Atlas Radio Distributing Corp.: Thanks for taking our suggestion and hiring Sid Schwartz as your assistant there.... Lenox Lohr: After NBC announced that it would drop "Sen. Fishface" and "Prof. Figgshot" as a sustainer, 35 wires were sent to stations on the net carrying the show asking for a reaction. Thirty replies insisted that they remain—which they will.

● ● ● Harry M. Warner: Your "Hollywood Hotel" flicker which uses such air names as Dick Powell, Rosemary Lane, Frances Langford, Louella Parsons, Jerry Cooper, Benny Goodman's crew, Raymond Paige's music and Ken Niles—all giving grand performances—proves that the movies may continue borrowing from radio—and turn out topnotch screen entertainment by so doing. The "Hotel" flicker should not only make nice noise at the box-office, but it's a nice compliment to radio as well.

● ● ● Walter Winchell: Now that you and Louis Sobol kissed and made up on your feud New Year's Eve, we suppose you'll attend the testimonial luncheon being tendered him Friday at the Astor because of his services rendered to the American Federation of Charities...Beatrice Fairfax: After that story appeared in the Mirror about Teddy Powell being jilted he received some 1,800 letters from girls offering themselves to replace his lost love... George W. Hill: We'd like to take this opportunity of suggesting David Ross for some wordslinging job on your many shows. His voice is the most soothing and definitely a natural plug for ANY ciggie—or other throat product... Alfred McCosker: In our "Thanks for the Memory" pillar we failed to include your WOR for supplying us with the fine music via remotes in 1937. Our dials are constantly set for your outlet in the late evenings because there's a newcomer always making good somewhere... Bill Paley: Suggest you cash in on the billboard playing of your Herb Rosenthal who took over Jonie Taps—who took us over during the week-end... Jack Adams: Another big account is on its way over to you at Erwin, Wasey.

● ● ● Mayor of Lakeside, Fla.: After your Chamber of Commerce invited Alice Cornett, hometown girl who made good in the big city, to come to you for a New Year's reception—she begged off because of radio commitments. However, to show her appreciation to the folks back home, she'll invite you to spend a few days with her in New York where you'll be wined and dined at the Waldorf... Damon Runyon: Sports fans have been keeping Chase & Ludlam, who prepare NBC's Sports Question Box, busy checking questions. They had to go to the Rules Committee of the U. S. Golf Association for one that's to be answered this week..

GUEST-ING

GEORGE and FLORENCE ARLISS in "Disraeli," on "Lux Radio Theater," Jan. 17 (CBS, 9 p.m.).

GEORGES ENESCO, guest conductor, Philharmonic-Symphony Orchestra, Jan. 16 (CBS, 3 p.m.).

JULES ECKERT GOODMAN, playwright, interviewed by Vivian Shirley, today (WNEW, 2:30 p.m.).

FAY WRAY, with Tyrone Power in "Story of Natchez," on "Hollywood Playhouse," Jan. 16 (NBC-Blue, 9 p.m.).

SENATORS D. I. WALSH and GERALD P. NYE, on the MBS "Forum", Jan. 16 (MBS, 7 p.m.).

ALONZO DEAN COLE, on Pat Barnes show, Jan. 15. (MBS, 8 p.m.).

Northern Broadcasting Co.
Built Up Into Strong Chain

Montreal—After five years of hard work building up Northern Broadcasting Co. Ltd. into one of the most powerful and aggressive broadcasting companies in Canada, Roy H. Thompson, president and founder of the firm, is taking a holiday in Florida. It is his first vacation in more than five years.

From a small start several years ago, Northern now operates KGB, Timmins; CFCH, North Bay, and CJKL, Kirkland Lake, all in northern Ontario. Company has sales offices here and in Toronto, while Weed & Co. represents it in the U. S. Its three stations are basic on the new CBC commercial network and at present broadcast about 20 sponsored shows received over the wires weekly. The outlets carry more national and local advertising in their 16 hours daily schedule than any other stations of similar size in Canada. Six of the eight leading U. S. programs as chosen by Fortune are carried by Northern stations.

An aggressive merchandising department and a program publicity department are part of the stations' activities, and a recent addition is Transradio news on the hour.

Jack Cooke manages Northern's Toronto office, with Donald L. Bassett in charge here.

NORTHWEST'S LEADING RADIO STATION
OFFERS
KSTP
25,000 WATTS
LIFELIKE RECEPTION
NEW TRANSMITTER
INCREASED COVERAGE
BASIC RED NETWORK
MINNEAPOLIS SAINT PAUL

PROGRAM REVIEWS

"For Men Only"

Vitalis program, formerly heard on the WLW Line, switched Monday to the NBC-Red network at 10:30-11 p.m. Peter Van Steeden orchestra and Peg La Centra, vocalists, are regular features on the new show. Guests on the opening stanza were several sons of famous men. These included Elliott Roosevelt; Bernard Dugal, son of Otto Harbach, librettist; Rudolph Friml, Jr.; Keenan Wynn, son of Ed Wynn, and others. Dugal and Friml enacted a sketch based on their fathers seeking a suitable song hit for "Rose Marie," finally evolving Indian Love Call while mooning around Central Park; Keenan Wynn imitated his father.

Elliott Roosevelt spoke on the handicaps that beset the sons of prominent men and how he decided to clear out of Washington and go out on his own. In closing he mentioned his Hearst Radio affiliation, also its sales subsidiary, and gave his staff a plug. Incidentally, he has the makings of a very fine commentator on his own.

Vitalis credits were short and leaned toward an easy method of maintaining good appearances. Guests for next show include such names as Hannah Williams, Paul Sullivan, W.I.W. commentator; Richard Barthlemess, Frank Chase and Geo. Ludlam. First NBC program ran off smoothly and was entertaining.

Ruthrauff & Ryan is the agency.

"Brush Creek Follies"

Built around the Texas Rangers, the KMBC instrumental and vocal unit recently heard as a sustainer on CBS, this barn dance show opened Saturday over KMBC at 10-11 p.m. from the stage of the Ivanhoe Masonic Temple, Kansas City, to about 1,200 paying customers who thoroughly enjoyed its generous line-up of barnyard and cow country acts. Featuring a community sing and an amateur contest as a curtain raiser to the air program that follows, this show follows the generally accepted pattern for offerings of its kind. However, its acceptance should be assured by the presence of such seasoned performers as Tex Owens, locally popular singing cowboy, Glad and Woody Smith, Fran Mahaney, Herb Krataska and Clarence Hartman of the versatile "Rangers" group.

In addition to the regular studio talent, Germaine Haskins, soprano, and Manny Roy, tiny boy soprano with an engaging manner and a beautiful voice, contributed much to

"UNIVERSAL COMMERCIAL SERVICE"
 80 live, expertly written announcements covering 24 different lines of business every week — \$1.00. Samples furnished cheerfully. Write today—
UNIVERSAL RADIO PROGRAMS, INC.
 545 Fifth Ave. New York City

ORCHESTRAS - MUSIC

SAMMY KAYE's trademark, "Swing and Sway," written in collaboration with his arranger, Pat Patterson, will be published soon, reversing the usual order of adopting a published song as an identifying number.

Ernie Holst, who opened last night at the Book-Cadillac Hotel, Detroit, will be heard five times weekly in Detroit. Later in the month he will begin a twice-weekly CBS schedule. Norman Moon is featured vocalist.

Harry Breuer, whose orchestra is heard several times weekly over WRJN, Racine, Wis., is playing a new musical instrument of his own invention. It is a combination xylophone, marimba and vibra-harp and weighs about 500 pounds.

Joe Sanders leaves Chicago this week to open at Palace Hotel, San Francisco, on Jan. 21. Sterling Young, who is playing at Palace now, comes to the Stevens Hotel, Chicago, on Jan. 27.

Mark Warnow, CBS musical director, has commissioned Ben Baron to write lyrics for the unique compositions written by his brother, Raymond Scott. Baron, 19-year-old genius, has already given words to "Swing, Swing, Mother-in-Law" and "Reckless Night Aboard An Ocean Liner." The tunes will be presented by Warnow on the "Magazine of the Air," over CBS.

Negotiations have been started to bring Ray Ventura and his orchestra to New York from abroad for the World's Fair, according to Inter-Continental Productions Inc. Leo Reis-

the program, while Eddie Krause, who shared emcee duties with Woody Smith, did a neat job with the community sing. The show is produced by Fran Heyser and Jimmie McConnell.

"Melody Puzzles"

Previously heard via WOR under title of "Melody Mysteries," this American Tobacco Co. (Lucky Strike) show started over WJZ and NBC-Blue network Monday night at 8-8:30. Program is a guessing contest, with titles of songs being concealed in dramatized bits. After each skit, contestants are asked to guess song title. Cash and cigarette prizes are given the contestants, eight in number, and in addition there are awards for persons submitting the skits. It's a clever setup, making for entertainment as well as calling for the exercise of mental alertness.

After each title is revealed, the song is sung by either Buddy Clark or Freddie Gibson, with Harry Salter's Orchestra supplying musical background. The musical end is first-class in all respects, especially Salter's conducting. Fred Uttal does a swell job as emcee.

Lord & Thomas is the agency handling account.

man's engagement at the Paris Expo last summer creates an opportunity for a reciprocal arrangement.

Eddie Duchin on the Elizabeth Arden Mutual web show, is taking a poll of some 150 women's colleges as a means of obtaining a list of "famous" romantic melodies, which list will be subsequently heard on his programs.

Musical director Lee Grant is featuring novel orchestrations on radio's longest commercial, WMCA's "Grandstand and Handstand" show. Grant uses his full orchestra, derives a rumba combination, swing quartette, and a jam combination to portray his versatile arrangements of varied tunes.

Ruby Newman and his orchestra go into the Rainbow Room tonight. This is their third engagement in the night spot. NBC wire will air the band twice weekly.

Exclusive Publications' musical program for the early part of 1938 will include the publication of Duke Ellington's "Azure" and "Chatterbox," the Benny Goodman-Chick Webb tune, "If Dreams Come True," the Gussak-Kelly-Maffe stomperoo, "Catwalk" and Buster Bailey's "Dizzy Debutante." In addition, Sidney Mills, general manager, will continue the exploitation of the firm's current song hit, "In an Old English Village."

The long much talked of Battle of Swing between Chick Webb's and Count Basie's bands has been definitely set for Sunday night at the Savoy Ballroom.

WHO, Des Moines

Adolph Schneider has joined the news staff. He will have charge of compiling news for facsimile transmission, which is to start soon.

Roy Pratt, transmitter engineer, is now a benedict.

Lambert Bartak, accordionist, has joined Al Clauser's Oklahoma Outlaws.

Phil Baker Renews Writers

Sam Perrin and Arthur B. Phillips, writers for the Phil Baker program for the past four years, have had their option lifted again.

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

"Our Personal Check"

"Dear Friends," reads a letter from Jordan's Uncle Pete and Louise, airing for the store over WNEW, "Our sponsors have again rewarded us with a bonus. . . . We want you to share this bonus with us. We are, therefore, enclosing our personal check which will be honored by Jordan's as cash, on the purchase of any cloth coat or fur coat in stock," etc.

Letterhead had picture of the radio favorites, and "check" enclosure was redeemable as stipulated at Jordan stores in Newark and Paterson, N. J. The certificates are still being redeemed, and many letters of thanks have even been reported from enthusiastic listeners. Mailing was under direction of Schillin Advertising Corp.

Extra Service

Extra services to advertisers are playing an important part these days in renewal buildups at KLZ in Denver. Beside the usual courtesy announcements and program previews, station offers exploitation in weekly program schedule, mailed to a selected list of 5,000. Sponsors are also offered the benefit of an exclusive movie trailer service and hook-up with the state press, as well as added promotions in lobby and window displays.

Reservations to publicize programs through the movie trailers are booked far in advance. The press connections provide a tie-up with more than 100 state and regional daily and weekly papers. Station has also leased cabinets located in Denver's newest hotel auditorium, offering them to advertisers for display purposes.

"Your Invention" to WHN

Sam Hammer, whose "How About It" program joined the WHN-WLW Line schedule last night, brings another of his shows, "Your Invention", heard for some time on WMCA, to WHN starting Friday at 9:30-10 p.m.

Results COUNT MOST
CKWX
 VANCOUVER, B. C.
 The Popular Station of Canada's Third Largest City
WEED & COMPANY
RADIO STATION REPRESENTATIVES
 NEW YORK - CHICAGO - DETROIT - SAN FRANCISCO



WINIFRED KISER has been assigned to writing all future scripts for the Federal Radio Theater's "Deep in the South" programs over KHJ-Don Lee. The all-negro program is under the supervision of Buckleigh Oxford, with Wayne Griffin producing and Sherman Walker directing, and is heard each Wednesday night at 8:30-8:45.

The Public Affairs Department of CBS has compiled a summary of activities of the department on the Pacific Coast during 1937 which reveals that 1413 broadcasts, covering 355 hours, were devoted to public affairs. These included the George Gershwin Memorial Concert, Los Angeles Philharmonic broadcasts, and many others of national importance arranged by Fox Case, head of the department.

The midnight benefit show arranged by friends of the late Ted Healy for the purpose of raising funds to assist his widow has been set for Jan. 22 at the Warner Hollywood Theater, and among picture and radio people volunteering services to date are: Al Jolson, Dick Powell, Rudy Vallee, James Cagney, Pat O'Brien, Olsen and Johnson, George Jessel, Bert Wheeler, Spencer Tracy, Ray Bolger, John Boles, John McCormick and many others prominent in both fields of entertainment.

Bob Garrett succeeds Warren Stokes as conductor of "Pick of the Pictures" on KEHE. The daily feature is produced by Bob Le Mond, with Claude Sweeten, musical director at the station, personally waving the baton.

Standard Oil has signed for three time signals nightly from KNX for a period of one year. McCann-Erickson agency signature.

Durward Howes, whose "Birthday Bill" congratulatory messages have long been a feature over KECA, has had his time allotment switched to Monday, Wednesday and Friday at 4:30 p.m.

"Doc" Powers played host to radio newsmen and most of the local transcription producers at a mid-afternoon to midnight cocktail party in honor of Don Service, attorney for Dennison Estates of Sydney, Australia, who is here in the interests of station 2GB, represented in this country by the good Doctor.



Greetings from Radio Daily

Donald Flamm Patsy Kelly
Harry Reiser Sid Silvers
Smiling Ed McConnell

KHSL Flood Rescue Work

Chico, Cal.—Things are about back to normal at KHSL after a disastrous flood in which the station rendered service similar to last year's Ohio River incidents. As an instance, there was the case of a family marooned on the roof of their home. They took their small radio with them and by this means they were able to hear flood broadcasts and avail themselves of help in escaping doom. Many persons were perched in trees for hours before being rescued. Station cooperated with telephone company in getting messages to marooned families. Harold Smithson, president and general manager of Golden Empire Broadcasting Co., which has KHSL here and KVCV in Redding, has been highly lauded by the communities that were in the flood for the fine services he rendered.

KANSAS CITY

Rose Ann Carr, WDAF soprano, takes over the Showalter Shoe Co. Sunday afternoon commercial formerly handled by Pat Dunn, who left last week for Hollywood.

Fred Weingarth, WDAF sports announcer, is laid up following extraction of wisdom teeth.

KCMO has sold 100 dramatized spots to Reserve Mutual Casualty Co. George Couper Jr. of the KXBY sales staff is in Chicago for one week on business.

WHB has a new "Magic Kitchen" show on a quarter hour morning spot, handled by Dick Smith with Clara Dyer as economist and Al Stina producing scripts.

Les Jarvis, WHB announcer, is producing a new commercial hill-billy show for WHB-Colonial Chicks.

Kenneth Young, announcer, has re-joined the staff of KCKN after a temporary leave of absence. Young, only 18 years old, also holds an engineer's ticket.

Gertrude Wilkerson, featured by KCKN on daily commercial for Bliss Syrup Co., is now doing a quarter hour vocal program twice a week, while a former KCKN artist, Betty Wendell, has returned to the air with a program of personality songs.

A. & P. on WATL

Atlanta—A. & P. Food Stores will sponsor "The Treasure Chest", a 25-minute program, daily except Sunday over WATL. Maurice C. Coleman, manager, is handling account. Displays on counters of some 140 A. & P. stores will exploit show.

CBS Signs Edmund MacDonald

Edmund MacDonald has been signed by the Columbia Artists Inc. for radio and movies.

Anice Ives on Sick List

Anice Ives of WMCA "Every Woman's Hour" is on the sick list. She has grip, but is expected back at the station by the first of the week.

United Oil on WRBL

Columbus, Ga.—"Columbus News Hi-Lights", five-minute program of local news, has been started over WRBL by United Oil Corp. Contract is for 52 weeks.

Bill Dougherty to WRBL

Columbus, Ga.—Bill Dougherty of Albany, N. Y., has been made program director at WRBL, managed by Jim W. Woodruff Jr.

NEW HAVEN

"Answer Me This", WBRY quiz program conducted by Bob Stuart, has tied up with Paramount Theater on a guest ticket give-away.

"Ma-jic", WICC number game sponsored by Majestic Laundry, has been cancelled pending FCC investigation of this type program.

Very Cruse, WELI songstress with Worthy Hills ork at Pavilion Royale, has had several important auditions since her selection as beauty queen at Havana.

Blevin Joins McGillvra

Chicago—James Blevin, formerly with N. W. Ayer & Son, has joined Joseph Hershey McGillvra as manager of Chicago office. McGillvra is at present on a trip to Chicago.

Whitfield on Hayden Shows

Philip Whitfield, opera baritone, will make several guest appearances in February and March on Syd Hayden's WNYC programs, "Everybody's Hobbies" and "Hiking and Camping".

KGVO, Missoula, Mont.

Verne Sawyer, special events announcer, received a monogrammed gold pencil from Office Supply Co. because his daily remote from the store was one of the past month's outstanding programs.

"The Farm Clinic" is being presented in the interests of farm listeners. M. M. Oliphant, county agent, and Helen Allen, county home demonstration agent, appear in the bi-weekly program.

A. J. Mosby, manager, recently renewed the Ronan Booster Series, sponsored by Ronan, Mont., Chamber of Commerce.

Child psychology problems are taken up in a program scripted and delivered by Dr. A. H. Cross.

Mary Bills writes, directs and appears in the weekly "Story Party" for Garden City Dairy Co.

WFAA, Dallas

Ralph Nimmons, program director, has put on a new sustainer, "What's the Name of That Song?" Walter Hancock sings the theme and Ray Le Pere plays the organ. Program is an uninterrupted musicale, with announcer giving titles at end of the 15 minutes.

Hal Thompson gave listeners a round of table tennis in one of his recent "Sports Page" broadcasts.



LORRIS GIZZI, leading man of L Remo Conti's Italian dramatic hour over WGES, has been signed to a long term contract by Paramount Pictures to appear in Italian films.

Hoosier Hot Shots "Album of Song" due to emerge from publishers this week. They are scheduled to make an appearance at Milwaukee civic auditorium on Jan. 22.

Roy Shield and orchestra are providing the musical backdrop for Fitch's interesting Neighbors with Jerry Belcher now that it has expanded to a half hour.

NBC Breakfast Club lineup has been changed bringing the Three Romcos on Monday; Escorts and Betty on Tuesdays and Fridays; Vagabonds on Wednesday; Ranch Boys on Thursday; Cadets on Saturday. Don McNeill as m.c. and Walter Blaufuss' music heard regularly.

Dave Dole has been revealed as the guy who plays "the talking dog" on the John Morrell-Bob Becker program.

N. M. Belcaster is associate director of the new Associated Radio Productions, organized here last week with Stuart Hayden as executive director.

Jess Kirkpatrick, Mutual singer and emcee, donated a pint of blood for a transfusion for a friend the other day.

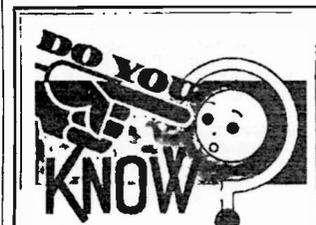
WCAE, Pittsburgh

Musical Director Earl Truxell has the baton back in his right hand after a week of waving the stick with his left arm. An old baseball injury cropped up last week and Earl was barely able to lift the right member.

Station is feeding the Carnegie Tech student symphony orchestra to Mutual system on Saturday afternoons, 1:30-2. Dr. J. Vick O'Brien conducts.

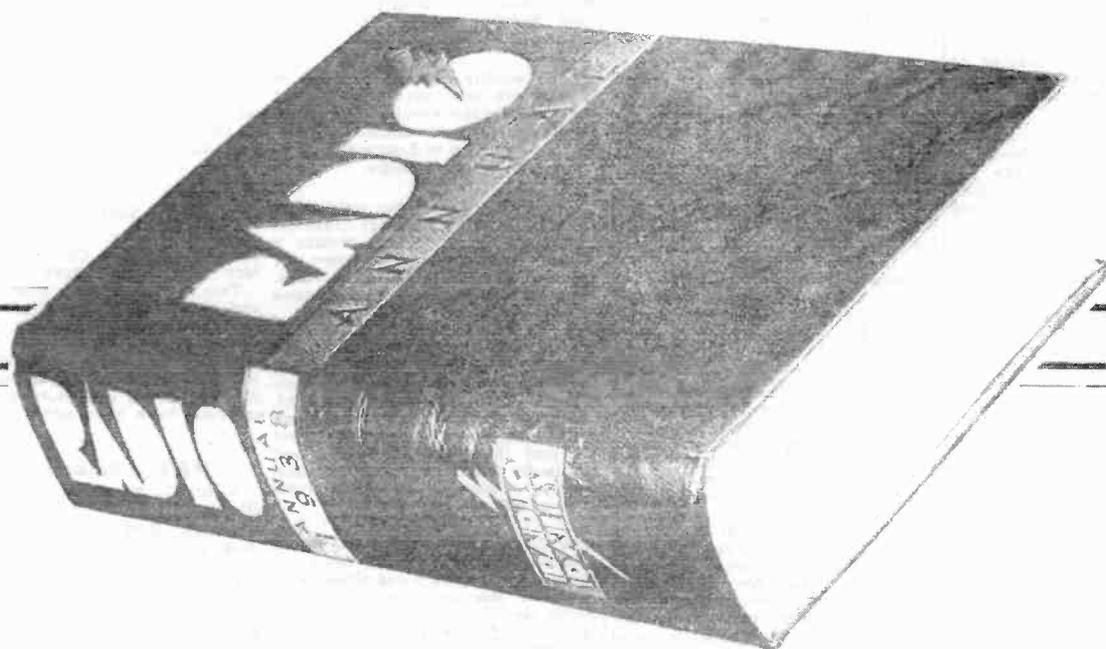
Special features this week included 15 minutes of story telling by Alexander Woolcott. The writer is appearing this week at a Pittsburgh Theater in "Wine of Choice."

Chief Engineer Jim Schultz is back at his desk after a week's siege with the flu.



About 85 per cent of Great Britain's 11,500,000 homes are now radio-equipped.

**NEVER *in* THE HISTORY *of* RADIO
HAS THERE BEEN SUCH A FINE *and*
DISTINGUISHED LIST *of* WRITERS
on BROADCASTING *and* TELEVISION
AS WILL BE FOUND *in* THE COMING**



***Throughout 1938 you will find RADIO ANNUAL
on the desks of busy executives everywhere. A
ready reference work covering radio completely.***

*...distributed complimentary
to Radio Daily subscribers as
part of Radio Daily Service.*

READY FOR DISTRIBUTION IN FEBRUARY

PHILADELPHIA

George Gerhardi is out as director of German programs at WPEN. Anti-Nazi groups had been bothered by his broadcasts.

WFIL will feed a series of inter-collegiate debates to Mutual. U. of Penn. debating team will be featured.

WIP plans a concerted drive for special event and stunt programs.

Anne Fitzpatrick is the newest addition to WIP's publicity department.

KYW's Norman Sickle has written a new dramatic serial called "Behind Closed Doors," which goes on the air shortly. Cast includes Paula Markmann, Edythe Rodaye, Henry Jones and Warren Wright.

Gene Irwin, half of the piano team of Mann and Irwin, aired over WFIL. has penned a new tune called "Don't Tell Me."

Bert Balus, heard over WCAU's Varieties with Larry Vincent and the Tell Sisters, has to use a platform to reach the microphone.

Stoney McLinn, WIP director of sport broadcasts, is returning to his chores after being absent for several weeks due to illness.

Ben Alley of WCAU returns to Pottstown, where he received his first radio contract, to make his first personal appearance since 1929.

KYW's Arthur Hinnett will record organ swing music for Decca.

It took eight years for Murray Arnold of WIP and Manning Hall of WPEN, both p.a.'s of their stations to meet again, after being co-workers for the Broadway Magazine.

Giuseppe Russo and Clara Avella are now being starred in a new musical drama over WPEN.

George Hogan is back at the microphone at WCAU after an illness.

Jack Hutchinson is the latest to make his debut with his songs over WIP.

KIDO, Boise

Vern Moore and Roy Civile, special events announcers, are back from a Sun Valley ski jaunt.

C. G. Phillips, manager and a veteran basketball announcer, is back at the mike for the current season.

"Uncle Billy" (Billy Phillips), chief announcer and program director, had one of his kiddie program members, 4-year-old Marjorie Black, guesting on "Roy's Boys and Girls," half-hour revue conducted by Roy Civile.

ONE MINUTE INTERVIEW

ARLENE HARRIS

"I just couldn't use a script in front of the mike. I came to radio from vaudeville, for one thing. Naturally, I wasn't accustomed to working with a script. Then, too, the very nature of my delivery prohibits reading my lines. I talk so fast that I'd get all tangled up if I tried it."

★ Coast-to-Coast ★

RATHER than depend upon "spot news" for his WNEW sports-casts, Thornton Fisher is including a regular series of features for his Tuesday, Thursday and Saturday night broadcasts. Among them are "Fights That Made History," "One Punch K.O.'s" and "Hoaxes in Sports." At the same time, Fisher will not ignore present-day events of interest.

William Blevins' Negro Choir on WSGN, Birmingham, has pleased its sponsor so well that program not only has been renewed for 26 weeks but the show has been lengthened for 15 minutes. Booker T. Washington Burial Insurance Co. is the sponsor.

The Hob Nobbers, a WHKC (Columbus) feature, now being sponsored by Felber Biscuit Co. Charles V. Lutz will do the commercials.

Eva vom Baur Hansi, journalist and clubwoman, will speak at 5:45-8 p.m. today over WQXR on "Women on the 1938 Horizon."

Connie Desmond, announcer at WSPD, Toledo, recently was awarded a gold wrist watch by General Mills for "outstanding baseball broadcasting."

A new dramatic group—the WSPR Barnstormers—has been formed at WSPR, Springfield, Mass., under the direction of Wayne Henry Latham, program director. Members of the group are mostly former members of the now disbanded WBZ players.

Sugah, singing star of the Pepper Uppers program, will return to the fold Sunday after a three-week vacation in Havana. Alexander Keese and the Pepper Upper orchestra, Jimmie Jefferies, Roy Cowan, Lotie Loftin, Ruth Salter, the Pepper trio and ensemble plan a rousing welcome.

The "Kidoodlers" have been signed by the NBC Artists Service for Fleischer cartoons.

Universal Radio Programs Inc. has added six stations to its list of subscribers taking a weekly Commercial Announcement Service. Latest additions bring the number of stations taking the service to 48.

Suor, Lubin and Fields are making disks for Alka-Seltzer. Talent set by NBC Artists Service.

Harold Ickes will be heard over Mutual on Jan. 23 at 2:30-3 p.m., when he addresses the "National Conference for Palestine."

WISN, Milwaukee, has moved its "Treasure Hunt" program to 3 p.m., when the list of articles are given, with winners being interviewed at

4:30 p.m. Change was made because of demands of listeners. Waigreens is sponsoring the series, which has become a highly popular Sunday feature.

Rosemary de Camp rejoins the "Dr. Christian" cast next Sunday over CBS with the return of Jean Herholt to Hollywood from New York. Miss de Camp plays the part of Judy Price, secretary.

Lawson Zerbe has an important role in the new "Waterway Wanderers" show which is being featured in conjunction with the National Motorboat Show. This program is heard from Monday through Thursday at 6:15, over WEAJ.

The weekly Travel Talks on WNEW are now presented at 9:15 p.m. on Tuesday evening, instead of on Wednesday. Broadcasts are under the direction of Leonard A. Harris of the Brooklyn Eagle.

Daniel K. Weiskopf has resigned as vice-president of National Distillers Products Corp., but will remain a member of the board of directors and the executive committee of the board. He plans to devote most of his time to rest and travel.

Jan Williams has joined the staff of KOIN-KALE, Portland, Ore., in the dual capacity of singer and member of the production department. Williams, who is a tenor, comes from WJHO, Des Moines, where he spent the past 18 months as vocalist and continuity writer. Prior to that time, he was a member of NBC's vocal staff in Chicago.

Ed Ingle, who handled the Dance Internationale during its campaign here, is back in radio and allied fields again as free-lance publicity man. Ingle also has been made press head for the Griffith Music Foundation of Newark.

Ben Alley commercial on WCAU for Household Finance moves to a new time Monday, with a show three times weekly at 11 p.m. and three shows weekly at 6 p.m., replacing the strip across the board at 5:30 p.m.

The first get-together of the CBS Adult Education Board will be held on Monday. Recommendations for new CBS programs will be submitted by the chairman, Lyman Bryson.

Bernice Claire, Joe Sodja, Irene Beasley, Prof. Quiz, Eton Boys, Del Casino, Ted Husing and Leonard Hole will entertain at the Annual banquet of the Philadelphia "Poor Richard Club" on Monday.

Alden Edkins, basso, has been signed for the Griswold Mfg. Co., commercial starting on WEAJ and WCAE on Jan. 23, Sundays, 9:30 a.m.

LOUISVILLE

Meador Lowrey, WHAS news commentator, appointed studio director, succeeding the late Herman F. "Pete" Monroe.

Bill Bond, WAVE announcer, and Mrs. Bond spent two weeks in New York visiting his brother, Ford Bond of NBC.

Elizabeth Sweets, for the past several years in New York, airing on NBC and WOR children's programs, has returned to Louisville, and will be heard shortly over a local station. Formerly aired over WHAS as well as writing scripts.

New staff ork at WAVE is directed by Harry Diekman, local maestro.

Larry Sunbrock of National Fiddlers Association staged big jamboree at Jefferson County Armory on Sunday. Georgia Wildcats, Natchee's Indians, Curly Fox and His Foxhunters, Cousin Emmy's Kinfolks and other radio acts participated.

Salt and Peanuts, WHAS singing team, sporting new car.

Bill Bryan, WHAS announcer and writer of the column, "Air Waves," in Louisville Times, now filling a 6 p.m. sustaining spot with songs on WHAS.

KSL, Salt Lake City

Station's artist bureau furnished talent for Kiwanis Conclave and Rotary meet the past week.

Two remotes weekly with Jelesnik and his ork from Hotel Utah Empire Dining Room join the late evening dance log.

Frank McLatchy, account exec, has renewed five local accounts for one year each, and four other commercials have been added.

WKY, Oklahoma City

Allan Clark, production manager, ill with flu.

Evelyn Huff, from receptionist's desk to secretary of the executive department.

Frances Dowtin new receptionist.

Exclusive on name-bands booked in municipal auditorium by Mrs. Frances Potter Hauser obtained by WKY. Wayne King has first spot.

THE KID'S NO DUMMY

WHAT'S OUR LEADING FOREIGN LANGUAGE STATION

WBX

WBX NEW YORK

1000 WATTS DAY AND NIGHT

The Station That Speaks Your Language



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 9

NEW YORK, N. Y., THURSDAY, JANUARY 13, 1938

FIVE CENTS

Chi May Lose Top Bands

Looking On ... AND LISTENING IN

AT RANDOM Playing a guest spot is the toughest of all assignments for a radio comedian. Even Benny, Cantor and Allan take a few minutes to warm up before the sparks begin to fly on their shows, yet a visiting star on a program is thrust abruptly into the scene and he must be funny instantaneously or he's considered a flop.

Worthy of being framed is this excerpt from a recently heard WOR commercial: "Advertising is a form of news. It tells people about desirable products which otherwise would be unknown to them."

Playing to the studio audience is becoming more prevalent—and squawks from listeners are getting louder.

One of the biggest needs of radio today is a clearing house to bring together, quickly and efficiently, the creators of program ideas, including writers of scripts, and sponsors looking for good material.

Elliott Roosevelt is the latest member of the same illustrious family to display unusual qualifications as a commentator on the air.

Radio industry is breeding a future serious problem for itself in the vast amount of free attendance that is being permitted at broadcasts.

Why aren't more novels, old and new, dramatized for the air on a serial basis, a chapter a day?

—D. C. G.

Boost Competitors

St. Louis—WEW has the neighborly spirit. It is the plan of Program Director Arthur T. Jones, before station signs off at dusk, to tell listeners about the best programs nightly over other local stations and remind them of WEW's schedule next day. Idea is to attract interest of advertisers who have been invited to mail their plugs regularly to the station.

NEHI MUSICAL PROGRAM STARTS IN MARCH ON NBC

Nehi, the beverage, in March will start a musical show on the NBC-Blue network. Fridays, 9-9:30 p.m. Station list not set as yet.

George Olsen and his orchestra, Teddy Bergman and Tim and Irene auditioned for the spot early this week.

Reorganization, Expansion At KDYL, Salt Lake City

Salt Lake City—Sweeping reorganization of the program, production, continuity and personnel departments of KDYL has been effected by S. S. Fox, president and general manager.

George Snell, former assistant production manager, assumes R. T. Harris' job and continues as publicity director. Ted Kimball, formerly of WRC, Washington, NBC outlet, is new director of live talent and special events. By Woodbury has been appointed musical director and has completed arrangements to hire a complete staff orchestra of 14 pieces. Floyd Farr becomes chief announcer.

(Continued on Page 6)

Brokerage Firm Finds Radio Leads in Results

Boston—A survey of media conducted by Stephen Paine, member of Paine, Webber & Co., brokerage firm, revealed that radio led in effectiveness, not only in bringing new business to the firm, but also in reopening old accounts. The broker presents two broadcasts daily over WBZ and WBZA.

AFM Board Meet to Decide Further Radio Questions

Ruthrauff & Ryan in Chi Sets Feb. Billings Record

Chicago—Ruthrauff & Ryan here reports the biggest billing in its history for February. January also is near record. Agency has launched new spot campaign for Holland Fur.

(Continued on Page 2)

Eight Spots Give In to Networks' Remote Fee of \$100 Weekly—Others Without Outlet—Stations Add Musicians

Wrong Record

Pittsburg, Kan.—While KOAM's regular switchboard queen and station's news man were respectively out to lunch, and the blonde steno was at the hello board, somebody called up and said: "I have a death record. I want to give your news man."

"Bring it right up," replied the blonde, "and we'll put it on the transcription table and play it for you."

Chicago—With next Sunday the deadline, the following night spots have capitulated to stations' demand for \$100 a week service charge: Chez Paree with Henry Busse, Grand Terrace with Earl Hines, Oriental Gardens with Louis Panico on NBC; Blackhawk with Kay Kyser, Yar with Ennio Bolognini on Mutual, Edgewater Beach with Orrin Tucker (which does not have to pay owing to a contract running to 1939).

(Continued on Page 3)

2 NBC COMMERCIALS RENEW FOR 52 WEEKS

Two more NBC clients, Lewis-Howe and Lady Esther, have signed 52 week renewals with the network. Lady Esther series will be renewed on 41 Red stations, Tuesdays, 8:30-9 p.m., effective Feb. 1. Program features Wayne King and his orchestra. Lord & Thomas has the account. Lewis-Howe on Jan. 27 renews.

(Continued on Page 3)

Crowell Pub. to Start Midwest Test Series

Crowell Publishing Co. (Country Home) on Monday will start a 13-week test series of five-minute live script shows on three midwest stations (KFRU, Columbia; WNAX).

(Continued on Page 2)

FCC CALLS CONFERENCE ON PRESS FREQUENCIES

By GEORGE W. MEHRTEUS

Washington Bureau, RADIO DAILY
Washington—FCC is inviting press associations and other interested parties to attend an informal conference Jan. 27 for the purpose of discussing rules and regulations which may be

(Continued on Page 3)

ANA Annual Convention Sept. 28 in Hot Springs

The Association of National Advertisers Inc. will hold its 28th annual meeting at The Homestead, Hot Springs, Va., Sept. 28-Oct. 1. In accordance with the usual custom, part of the meeting will be closed to all but members, and part will be open to invited guests.

Arthur E. Tatham, Bauer & Black, Chicago, is chairman of the Program Committee.

KMOX Auditions Self

St. Louis—Entire KMOX staff was paraded for benefit of station's sales force the other day in a series of auditions that ran throughout the day. Idea, conceived by Commercial Manager Ken Church, was to acquaint salesman with merchandising possibilities of station's talent and personnel including 50 acts and 213 individuals.

Disposition of stations that have not signed with the AFM on new musician contracts, also the status of the electrical transcription and phonograph record company new license agreements, will be made known by the AFM following meeting of the International Executive Board opening Jan. 17 in Miami. Pres.

(Continued on Page 3)



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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, Jan. 12)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Chg. |
|-----------------|---------|---------|--------|---------|
| Am. Tel. & Tel. | 149 | 148 1/2 | 149 | + |
| CBS A | 21 3/4 | 21 1/2 | 21 3/4 | + |
| CBS B | 21 3/4 | 21 1/2 | 21 3/4 | + |
| Crosley Radio | 10 1/2 | 10 1/2 | 10 1/2 | + |
| Gen. Electric | 44 3/4 | 44 | 44 1/4 | - 3/4 |
| RCA Common | 7 3/4 | 7 | 7 | - 1/4 |
| RCA First Pfd. | 51 3/4 | 50 3/4 | 51 1/2 | + 1 |
| Stewart Warner | 11 3/4 | 10 3/4 | 10 3/4 | - 3/4 |
| Westinghouse | 107 3/4 | 105 | 105 | - 2 3/4 |
| Zenith Radio | 17 1/2 | 16 3/4 | 16 3/4 | - 3/4 |

NEW YORK CURB EXCHANGE

| | Bid | Asked |
|------------------|-------|-------|
| Majestic | 1 1/4 | 1 3/4 |
| Nat. Union Radio | 7 1/2 | 13-16 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|-----|-------|
| Stromberg Carlson | 6 | 7 |

Ruthrauff & Ryan in Chi Sets Feb. Billings Record

(Continued from Page 1)
nace and added the McConnon Co., Winona, Minn., home remedy concern, which has live shows on WLS and WHO. Other accounts include Oshkosh Overalls, Campbell Cereal, Penn Tobacco, Dodge Motors, H. Fendrich Inc., Sterling Beere, Hyde Park Breweries, Fawcett Publications and Lewis Medicine Co. Ros Metzger is radio director.

4 BBC Programs on Mutual

Mutual will air four BBC programs during the latter part of this month and first of next. "Palace of Varieties" will air on Jan. 22, 3-4 p.m.; "Music Hall" the following week at the same time; "BBC Symphony" on Feb. 2, 3:15-4 p.m.; the last show on Feb. 5 will be a repeat of the first program.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

Atlas Southern Branch Officially Opens Today

Dallas — Official opening of the southern distributing office of Atlas Radio Corp. is scheduled today. Located at 2011 Jackson St. here, the branch will control the distribution of the Atlas 1937-38 production of 28 serial features in this area.

Herbert R. Ebenstein, president of Atlas, arrives today by plane to confer with Claude C. Ezell, southern regional director, in charge of the new office, and Ray Coffin and Lou Winston, Atlas executives from the west coast. A cocktail party will be tendered the press, station executives and sales forces of stations in the region.

This will constitute the third formal branch opening for Atlas. Ebenstein expects to formally start the coast office in Los Angeles the week of the 17th.

Crowell Pub. to Start Midwest Test Series

(Continued from Page 1)
Yankton; KMA, Shenandoah). Program will be heard five times weekly around noon. A series for Woman's Home Companion has been running for some time.

Corinne Jordan as Herself

St. Paul — Identified for several years as the "daily messenger" of the Montgomery Ward shows, Corinne Jordan, KSTP program director, has stepped out with a new afternoon show in which she is herself. The new stanza is for women and is called "What's New?" Utilizing press releases and other material, Miss Jordan talks about new books, plays, design, movies, music and the like, especially from the woman's angle.

Little Theater of the Air

Chicago — Gale Maritano, Adela Kay and Theodore Wagner have formed a partnership to operate the Little Theater of the Air, a radio production concern also offering an instruction service for aspiring radio performers. Among shows the concern has on the air are "The Little Theater," "Michael and Judy" and a song dramatization program on WHIP, and "They're Off" on WWAE. Miss Kay is continuity editor of the two stations.

Hearn's Kid Talent School

In order to develop talent for its "Children's Radio Revue" broadcast over WHN every Saturday morning at 10:30, Hearn's department store has inaugurated its own school to give talented youngsters instruction in singing, dramatic art and dancing. Both the program and school are under the direction of Joan Hamilton.

Ernie Smith's Tenth Year

San Francisco — Ernie Smith, ace KYA sports announcer, has passed his tenth anniversary in broadcasting.

WIP to Feed Network On Games for Atlantic

Philadelphia — WIP will be the key originating station for a nine-station hookup carrying the Athletics' home baseball games next summer under sponsorship of Atlantic Refining. Other stations are WPG, WDEL, WSAW, WHP, WGAL, WORK, WEST and WEEU.

This will be the third year that WIP has aired play-by-play descriptions of the Athletics' games, which also will be heard over WFIL under Kellogg sponsorship.

Radio Gets Customers For Mail Order Bakery

Union, N. J. — Due considerably to the use of radio, Arthur Groth, wholesale baker here, has built up quite a mail order business, necessitating appointment of two distributors in the Philadelphia area.

Groth has been using German programs on WHOM and recently signed on German and English programs on WBNX.

Fitzpatrick to Florida

Detroit — Leo Fitzpatrick, v.p. and g.m. of WJR, leaves this week-end for Florida by way of New York, where he will spend a few days before continuing south. He will be away for three weeks. Mrs. Fitzpatrick and the two children are going along to spend the winter in the south.

COMING and GOING

LEO FITZPATRICK, v.p. and g.m. of WJR, Detroit, arrives in New York on Monday morning for a stop-over en route to Florida.

HERBERT R. EBENSTEIN, president of Atlas Radio Distributing Corp., files from Chicago to Dallas, arriving today, to negotiate regional deals among southern broadcasters.

PEG MURRAY, emcee of the "Seein' Stars" program, will leave Hollywood directly following his show Sunday for Minneapolis, where he'll be guest of honor at a celebration being staged by the Minn. Tribune.

HARRY MAIZLISH, KFVB general manager, trained on from Hollywood early this week for Chicago and New York, where he'll spend two weeks.

ROYAL E. PENNY, formerly sales manager of WPTF, Raleigh, N. C., has arrived at WBT, Charlotte, to take over duties of sales manager for the CBS southern key station.

EDWARD G. ROBINSON and CLAIRE TREVOR leave Hollywood for New York in time to make their "Big Town" broadcast from here Jan. 18.

SHEILA BARRETT is in Boston for a week's personal appearance at Keith Memorial Theater.

CECIL B. DE MILLE goes to Boston next Tuesday for a personal appearance at the Met. Theater there in conjunction with the opening of "The Buccaneer".

JOHN CONRAD, KWK publicity director, planned to plane to Washington last night. He will be back in New York tomorrow.

A. A. SCHECHTER, NBC director of news and special events, sails Saturday on the Conte di Savoia for Italy.

Bates Opens Offices

John Bates, retiring as commercial manager of WOR, will open his own production offices next week at 9 Rockefeller Plaza, Room 1707.

THE 51st BLOW!

SEE PAGE TWO TOMORROW—

CHI. MAY LOSE BANDS UNDER REMOTE FEE RULE

(Continued from Page 1)

Medinah club with Hal Munro and Swingland with Horace Henderson on CBS.

Many smaller night spots are reported willing to shell out the \$100 a week demanded but stations are declining because the bands are not choice enough.

Among bands that will have no outlets will be Hal Kemp at Drake, Shep Fields and Ralph Ginsburgh ensemble at Palmer House; Buddy Rogers at College Inn, Bill Carlsen and Dick Jurgens at Aragon-Trianon, Marck Weber at Stevens, Eddie Varzos at Bismarck, King's Jesters at La Salle and Benny Meroff at Congress. If hotels remain adamant in declining to pay and James C. Petrillo stays by rule that band leaders can't pay, net result will be that soon Chicago will not be able to get top bands for its spots.

At NBC Whitney Berquist, pianist, and Rex Maupin, production director, will head new studio orchestra; Olga Kargau, contralto, and Irma Lyon, organist, will fill various evening spots and the Three Romeos will be given a regular program spot. An hour's variety show is also under consideration for one of the NBC nets. Dean Fossler, organist, has been added to staff. NBC is adding 18 musicians on Jan. 15; WGN and WBBM proportionately.

Mutual, which has long emphasized dance bands, has two score bands it will pipe in from elsewhere. In addition, WGN, local outlet, will carry many of the WOR musical programs, educational sustainers from elsewhere as well as adding some new ones. Herbert Hyde, organist, has been added to staff and a plan is under consideration for building a studio ensemble. Orchestras on Mutual list include Eddy Duchin, Guy Lombardo, Horace Heidt, Richard Himber, Isham Jones, Leo Reisman, Abe Lyman, Tommy Dorsey and Will Osborne.

WBBM-CBS is building a new 11 piece studio orchestra to be directed by Hilly Eiden. Dave Bacal, electric organ stylist, has been added to the staff to help fill various spots.

Ascap-Czech Deal

Ascap has concluded negotiations with the Czechoslovakian performing rights society and all compositions in the catalog of the foreign society becomes available to Ascap licensees. Final pact with the Holland organization is still pending. Czech agreement keeps 20 foreign societies affiliated with Ascap.

Booking Direct
D'ARTEGA
 AND HIS
 ORCHESTRA
 1441 B'way, New York CH 4-5155

NEW PROGRAMS—IDEAS

Junior Leaguers on Air

Sympathetic ear of Major Edney Ridge, manager of WBIG, Greensboro, put socialite Junior Leaguers on the airwaves two years ago. Today their children's program over the station is perhaps one of the most successful of its kind in the business. Idea of spot is educational, fitting national program of the Junior League. Drama was selected as best means to do it, and each Tuesday near 6 p.m. League puts on home-made sketches, mostly of historical character. Head of committee in charge is Mrs. Maude Merrimon Wiggins. She found the right scripts high-priced, so got members to write them, enlisting Leaguers for female roles, calling on male volunteers for George Washingtons, captains, princes, etc. Scripts are

planned to set well with the seasons, like Dickens for Xmas, and so forth. Job is exceedingly well done, with youngsters, family, and Leaguers themselves enjoying it. When show shuts down for the summer, letters of objection pour in.

"Who? Me."

"Who? Me." Three like that start off the frolic of the Three Wise Owls in WTMV's new idea. The owls are writers John Sneeberger, Charles Barnhart and Warren Champlin, who next begin to question each other on things they aren't supposed to know. Questioner must be able to answer his questions to the satisfaction of those to whom he directs them—which is funny enough in itself. The East St. Louis station reports a growing response to this feature, with listeners asked to send in questions.

2 NBC Commercials Renew for 52 Weeks

(Continued from Page 1)

"Vocal Varieties" on about 30 Red stations, Tuesdays and Thursdays, 7:15-7:30 p.m. Thursday show has a repeat to the mountain and Pacific Coast at 11:15 p.m. H. W. Kastor & Sons Adv. Co., Chicago, is the agency.

Himber, Hoff for "Hit Parade"

Richard Himber will resume his activities as director of "Your Hit Parade" next Saturday night, when he succeeds Leo Reisman as baton wielder on the CBS series. Himber previously conducted the "Your Hit Parade" programs when they were heard over NBC Wednesday nights prior to the advent of "Your Hollywood Parade."

Carl Hoff of the Al Pearce "Watch the Fun Go By" program is scheduled to follow Himber on "Hit Parade" Feb. 12, making his fifth term on the series.

WPEN Action Praised

Philadelphia—WPEN's dismissal of George Gerhardt, director of German programs, for alleged pro-Nazi propaganda has brought the station numerous letters of commendation from German-American organizations. Gerhardt also was dropped as a member of AGRAP.

"Aunt Jenny" Anniversary

"Aunt Jenny's Stories," airing over CBS for Lever (Spry), will mark a full year on the airwaves Monday. Show has been renewed for another year by the sponsor.

Gale Page to Hollywood

Chicago—Gale Page, NBC contralto, leaves for Hollywood this weekend to make a feature picture for Warner Bros. Mildred Stanley takes her place at NBC.

Higgins Does It

Edgar F. Higgins Jr. of NBC news and special events department, was married Tuesday to Louise Davis Ker of Delmar, Del.

AFM BOARD WILL DECIDE FURTHER RADIO MATTERS

(Continued from Page 1)

Jos. N. Weber of the AFM, who has been confined to his home by a cold, will leave for Miami in a day or two and various matters pertaining to radio will be taken up.

It is expected that a handful of network affiliates will not have signed on the effective date for the plan of settlement next Monday, and a reasonable time will be allowed to such outlets as are actually negotiating. Method of procedure against non-negotiating affiliates and non-network outlets will be set at the Executive Board meeting.

660,000 Took NBC Tour

The final count on the number of persons taking the NBC tour last year was 660,000, or \$264,000 in cash. This is the record figure for the tourist department. Over 100,000 more persons went through the studios last year than in 1936.

Godfrey on WABC for Hecker

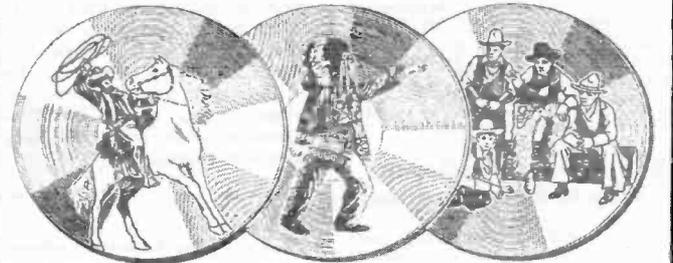
Hecker Products (H-O. Force, etc.) tomorrow will start Arthur Godfrey on WABC, 9-9:15 a.m. Program will come from WJSV, Washington, the same as the other WABC shows. Erwin, Wasey & Co. placed the account.

FCC Calls Conference On Higher Frequencies

(Continued from Page 1)

necessary to provide for occupancy of frequencies above 30,000 kcs. recently allocated to mobile press stations.

Rules are necessary, the Commission states, since type of service contemplated has not heretofore been recognized.



Popularity With Selling Power "THE LONE RANGER"

Tested and proven in America's four great markets—New York—Chicago—Philadelphia—Detroit—and in New York State, Michigan, Oregon, California (Don Lee).

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

TRANSCRIPTIONS READY
 FEBRUARY FIFTEENTH
 3 HALF HOURS WEEKLY

The "Lone Ranger" is popular with Men, Women and Children. Has no equal for Building Sales and Audience.

Write or Wire WXYZ, Detroit

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

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED
WRSP, Inc., Wisconsin Rapids, Wis. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S REPORTS
WGAR, Cleveland, Ohio. CP to increase power to 1 KW., 5 KW. LS. be granted. 1450 kc., unlimited.

KVEC, San Luis Obispo, Cal. Mod. of license to change power and hours of operation to 100 watts, 250 watts LS., unlimited. be granted. 1200 kc.

HEARINGS SCHEDULED
Jan. 17: Madison Broadcasting Co., Madison, Wis. CP for new station, 1450 kc., 250 watts, unlimited.

Four Lakes Broadcasting Co., Madison, CP for new station. 830 kc., 100 watts, daytime.

State Broadcasting Corp., Gretna, La. CP for new station. 1370 kc., 100 watts, 250 watts LS., specified.

Jan. 31: KVOD, Denver. CP to increase power and change frequency and hours of operation to 630 kc., 1 KW., unlimited.

KFEL, Denver. CP to increase power and change hours of operation to 1 KW., unlimited. 920 kc.

Scripps-Howard Radio, Inc., Denver. CP for new station. 630 kc., 1 KW., 5 KW. LS., unlimited.

WPIL, Philadelphia. CP to increase power to 1 KW., 5 KW. LS., 560 kc., unlimited.

Feb. 11: WAPI, Birmingham. Vol. assignment of license to Voice of Alabama, Inc. 1140 kc., 5 KW., share time.

Feb. 26: WRDW, Augusta, Ga. CP to change frequency and increase power to 1240 kc., 1 KW., unlimited.

March 7: KRMC, Jamestown, N. D. CP to change frequency and hours of operation and increase power to 900 kc., 500 watts, 1 KW. LS., unlimited.

March 8: KMAC, San Antonio. Vol. assignment of license to Walmac Co. 1370 kc., 100 watts, 250 watts LS., share.

March 15: WNEW, New York City. CP to increase power to 1 KW., 5 KW. LS.

March 16: King-Trendle Broadcasting Corp., Grand Rapids. CP for new station. 1010 kc., 250 watts, unlimited.

Pinellas Broadcasting Co., St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATION
WGRC, New Albany, Ind. CP to change frequency and hours of operation to 880 kc., unlimited, be granted. 250 watts.

KSTP Shows Civic Groups Way to Better Programs

St. Paul—KSTP, Minneapolis and St. Paul, is now using the "before and after taking" method in an effort to aid civic and educational groups toward better radio program production.

When the program goes on the air, the station records it; then, after the airing, the participants are gathered together, there is a quick rehearsal, and the station records its version of how the show should have been handled. The group responsible for the program is then gathered together and both platters played. The two are criticized, compared, and the good and bad points are pointed out. The practice is leading to some highly successful production from these groups, too.

Jules Harberg
—INSURANCE—
Insurance Specialists to the
Radio and Music Industries
JOHN 4-2800 BEKMAN 3-0275
80 JOHN ST., NEW YORK



● ● ● "Little Shots About Big Shots"—This should be recorded in a "How They Started" series—but here will do for the present....Martin Block, the "Make Believe Ballroom" tella, drove with his family all the way from California to New York in a dilapidated flivver. On arrival, we don't know how many people he saw seeking employment, but the records show this: He went to the offices of Milton Blow, head of the advertising agency bearing that name, who is also owner of WNEW....Martin gained an audience with Blow because he stated that William Paley, president of CBS, had sent him....Blow listened to his story, phoned an assistant at WNEW and had Block ushered in for an audition there....When Martin was on his way, the advertising tycoon phoned Bill Paley—and was told that the CBS ptexy never heard of Block before!...Blow then phoned WNEW and, instead of being peeved because a "last one" had been pulled on him, he chuckled, figuring that Block must have gone to some trouble learning who owned the station and where to locate him....With this attitude, Blow instructed his assistant to employ Block at \$25 weekly—and let him go after a month!...Today, Martin Block is the biggest asset WNEW has—AND receives more money weekly, monthly and yearly from the station—than its owner draws!

● ● ● Many people have asked who's the "Old Timer" on "It's Wheeling Steel" program, heard Sunday afternoons via WOR, WLW, WGN, WVVA and WPAY....He is John Winchcoll, who has been with Wheeling Steel Corp. since 1920....Next Monday the Sporting News' plaque for "outstanding service in broadcasting All-Star and World Series games since 1933" will be presented to Frances Laux of KMOX, St. Louis. Presentation will be aired via CBS, with Joe Medwick, Charley Grimm and Leo Durocher joining in the salute.WHN will repeat a tribute to Rozy by airing portions of his original "gang" tonite. David Mendoza, Jan Peerce, Viola Philo, Yascha Bunchuk, Wee Willie Robyn, Gladys Rice and Douglas Stanbury will participate.

● ● ● Ray Sinatra, the talented orchestra leader, is sending his son for piano lessons....Last week Ray decided that he would visit the teacher, Henry Levine, and see what's going on for his money....As he spoke to the teacher, Sinatra fingered the music sheets on the piano and noticed alongside each title figures running something like this: "Blue Moon—1,500,000," "Pagan Love Song—1,000,000" and so on. Puzzled at the figures, he asked Levine the significance of the numerals and was told that they were placed there by another pupil, Marshall Robbins, whose dad is the music publisher of the songs numbered—and the figures represented the amount of copies sold!...Vick Knight, Eddie Cantor's producer, who left N.Y. weighing over 200 lbs. and now tips the scales under 140, claims he's the first guy in show business history who sold Cantor one thing—and delivered less!

● ● ● Eddie Anderson, negro comic who has been playing Jack Benny's butler, "Rochester," will have a bigger role next Sunday....After the first "There Was a Woman" show on NBC last Sunday, dramatizing the life of Patrick Henry, Sterling P. Henry, Jr., a descendant of the original Henry, phoned the studios from his home in Jersey to laud the authenticity of the drama....Strange nobody squawked over yesterday's boner here regarding "Wm. Wrigley," who's been dead for years.

GUEST-ING

LUPE VELEZ, on Chase & Sanborn Hour, Jan. 16 (NBC-Red, 8 p.m.).

ROBERT K. CRISTENBERRY, managing director of Hotel Astor, on Kate Smith program, tonight (CBS, 8 p.m.).

BENNY GOODMAN, interviewed by Parks Johnson and Wallace Butterworth, Jan. 16 (NBC-Red, 3 p.m.).

JOHN BARRYMORE, on Al Jolson show, Jan. 18 (CBS, 8 p.m.).

JIMMY DURANTE, on Jack Oakie program, Jan. 18 (CBS, 9:30 p.m.).

BRODERICK CRAWFORD, HELEN BRODERICK, EMMA BOYNET, pianist, and LINTON WELLS in short wave interview with GILBERT REDFERN at Warsaw, on "Magic Key of RCA", Jan. 16 (NBC-Blue, 2 p.m.).

DUKE ELLINGTON, BARNEY BIGARD, REX STUART, COOTY WILLIAMS, IVY ANDERSON, JOHNNY HODGES, JOHN TIZOL and SWING SINGERS TRIO, on "Sunday Swing Concert", Jan. 16 (WNEW, 11 a.m.).

SHERMAN BILLINGSLEY of Stork Club, on Eddie Garr program, Jan. 19 (NBC-Blue, 8:30 p.m.).

C. AUBREY SMITH and MACK "KILLER" GRAY, on Ozzie Nelson-Feg Murray program, Jan. 16 (NBC-Blue, 7:30 p.m.).

HANNAH WILLIAMS and RICHARD BARTHELMESS, on "For Men Only", Jan. 17 (NBC-Red, 10:30 p.m.).

1937 Radio Set Sales
7 Per Cent Under 1936

Radio receiving set sales for 1937 totaled about 7,700,000 a drop of 7 per cent from the all-time record set in 1936, according to Radio Today. The December drop was the sharpest, nearly 45 per cent under December, 1936.

Werby Opens Branch Offices

Jack Werby, radio and film representative of Boston, has opened a branch in New York at 247 Park Ave., suite 908, and is now on his way to Hollywood, where he is opening offices at 1807 N. Argyle Drive. He is making stop-overs at Philadelphia, Charlotte, Miami and New Orleans, reaching the coast on Feb. 15.

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

DALE CARNEGIE

Colgate-Palmolive-Peet
(Shaving Cream)

WEAF—NBC-Red network,
Tuesday, 10:45-11 p.m.
Benton & Bowles Inc.

HOW TO WIN FRIENDS, ETC., IS DEMONSTRATED BY AUTHOR IN A PROGRAM FOR MEN.

New show out of Chicago moves along smoothly, utilizing the name and talents of Dale Carnegie, author, in helping listeners to get ahead. Each week a guest is to be brought to the mike with a definite problem and he obtains advice on how to solve it. Letters from the listeners are requested and Carnegie will seek to aid the writers.

Highlight on the first show was a demonstration by actors how to ask for a raise and how not to do it. First skit showed a Milquetoast type of employe ambling into the boss's office at an inopportune time and is easily talked out of it. Second skit finds the boss more amiable as the employe sold him a bill of goods before popping the question. Program should develop and hold a great deal of listener interest, whether or not the audience entirely agrees with Carnegie.

"It Can Be Done"

As the highlight of last Tuesday night's "It Can Be Done" program over NBC-Blue network, Edgar A. Guest dramatized the unusual and interesting career of Fred E. Baer, founder and owner of the Ghost Writers Bureau. Baer is the former newspaperman who made ghost-writing a big business—so big, in fact, that "names" are now doing interviews and articles on him right and left. In his guest shot on this program, after the dramatized preliminaries which took up a good part of the program, Baer gave an idea of his colorful activities. But there probably were many listeners anxious to hear more from Baer. In the natural course of his work, he doubtless has a vast fund of material adaptable to radio, without in any way conflicting with the ethics of his business, and it seems to this lis-

Heidt's 'Umph Night'

A special "Umph Night" playing on the new novelty song titled "You Gotta Have Umph," which is fast becoming a big hit, will be staged Saturday by Horace Heidt during his regular coast-to-coast broadcast with his Brigadiers Orchestra from the Bowman Room of the Hotel Biltmore. Heidt will personally select from his dancing audience of celebrities and guests the ones who are endowed with plenty of "umph" and will discourse with them and broadcast their names in the course of the special broadcast.

ORCHESTRAS - MUSIC

DUKE ELLINGTON and a selected group of musicians from his famous orchestra will be featured guest stars by invitation of Benny Goodman at the concert to be staged by the latter in Carnegie Hall on Sunday evening.

The Four Dons, novelty instrumental ensemble heard on WHO, Des Moines, left the Voice of the Middle-west this week for Omaha, where they will play an extended engagement at the Hill Hotel.

Sterling Young and his orchestra, now at the Palace Hotel, San Fran-

cisco, signed by MCA to open Jan. 25 at the Stevens Hotel, Chicago.

Iral Kemp and his band appearing at a Philadelphia theater for a week's engagement, was voted the outstanding band leader of the country in a poll held by the Daily Pennsylvanian, newspaper of the University of Pennsylvania.

Shirley Winters

Shirley Winters, heard over WMCA on Tuesdays and Thursdays at 11:15 a.m., is a singer with plenty of plaintive appeal in her contralto voice. Without apparent conscious effort, she puts across soulful numbers such as "That Old Feeling" as well as the lively hits of the day like "Bei Mir Bis Du Schoen," "Ten Pretty Girls" and others with equal effectiveness.

With only a piano accompaniment, Miss Winters by sheer vocal personality holds listener attention with pleasurable ease.

"How About It?"

This audience participation program, emceed by Sam Hammer on WHN, Tuesdays at 8-8:30 p.m., revealed itself on the opening show of this series as a forum style of entertainment with plenty of liveliness and laughs. Several teams comprised of a man and woman are chosen from the audience, the prize being \$10. To sender of winning questions, \$10 also is paid. Questions are along the lines of what the contestant thinks of a third term for Roosevelt or a woman for president, if parents have improved and other moot items. Has good potentialities.

NBC Reception to Gomez

NBC is throwing a cocktail party in Studio 8-G this afternoon for Vincente Gomez, hailed as the most unusual guitarist who has ever come to this country.

CARL BIXBY

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

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

NEW BUSINESS Signed by Stations

WTMJ, Milwaukee: Lever Bros., station breaks, through Ruthrauff & Ryan.

WCFL, Chicago: Durkee Famous Foods, Bleacherine Products, "Theater Lobby Chats"; Lydia E. Pinkham, "Voice of Experience", through Mutual; Battle Creek Food Co., Ed Burke's newscasts.

WBBM, Chicago: Mark Allen Co. (Two Drop hand lotion), "Safety Council," E.T.s.

KDYL, Salt Lake City: Union Pacific R. R., spots, through Caples Co., St. Louis; Aibers Brst. Milling Co., programs, through Brown, Wasey & Co.; Boston Store, time signals.

WHO, Des Moines, Ia.: Champion Milling & Grain Co., farm news, through Rogers & Smith; Olson Rug Co., "Olson Oddities" program, through Presba, Fellers & Presba.

WHN, New York: Washington State Apples, "Ida Bailey Allen Homemakers of the Air", participation, through J. Walter Thompson Co.; Clark Shoe Co., spots, through Friend Advertising Agency.

WEVD, New York: International Diamond Appraising Co., through Jay Lewis Associates.

★ Call
for
BRINCKERHOFF
RECORDINGS
29 W. 57th St. PL 3-3015

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

- Evelyn Law
- Al Tolson
- Marilyn Miller
- Fred and Adele Astaire
- Eddie Cantor
- Mac West
- Will Rogers
- Grace Moore
- Ed Wynn
- Fannie Brice
- Jessie MacDonald
- W. C. Fields
- Charles Butterworth
- Charlotte Greenwood
- Cliffon 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 Toops
- 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
- Pauliette Coddard

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 Wickerham 2-4300



THE CBS sustainer, "Hollywood Showcase," returns to the air this week with a salute to Walt Disney and his "Snow White and the Seven Dwarfs." Lud Gluskin's orchestra will play the entire score.

John Nesbitt is publishing episodes from his "Passing Parade" in book form, with the volume due off the press soon. Commentator is under contract at Metro-Goldwyn-Mayer, where the dramatic highlights of the series are being filmed as shorts.

The new series of five-minute transcriptions produced and recorded by Associated Cinema Studios for Mark W. Allen and Co.'s "Two Drop Hand Lotion" have been spotted on KNX at 1:40-1:45 p.m. Thursdays, starting Jan. 13, for an initial period of thirteen weeks.

Don Ameche has been loaned to Paramount by 20th Century-Fox to appear with Bing Crosby in his next picture, "Harmony for Three," from a script by Claude Binyon. Wesley Ruggles will direct.

Hector Chevigny, who wrote the May Robson "Lady of Millions" for Associated Cinema, has been advised by the Macmillan Co. that his recently-published book, "The Lost Empire," is going into a second printing this month. Chevigny was formerly on the scripting staff at CBS.

Lois Collier, CBS "Hollywood in Person" starlet, was grabbed by Republic Studios for a part in "Hollywood Stadium" with Neil Hamilton and Evelyn Venable.

"The Air Adventures of Jimmie Allen," adventure serial which ran for nearly five years on its previous appearance, has returned to KFAC.

KEHE has newly-added "News by Air" period at 7:45 each weekday evening, making six news broadcasts on the day. Mel Angle, chief of the station's new staff, personally delivers this one.

One of the applicants listed for interviewing on Hal Styles' job-finding "Help Thy Neighbor" program next Sunday is Lewis A. Weiss. Nothing unusual about that except that the name of the general manager of KJH and the entire Don Lee network is Lewis A. Weiss.

Bob Reynolds, former Stanford football star who more recently played professional football with the Detroit Lions, has joined the sales staff at KMPC.

HAROLD J. ROME

Writer of

"PINS AND NEEDLES"

Represented Exclusively by

FEATURED ARTISTS SERVICE, INC.
247 Park Avenue New York, N. Y.

★ PROMOTION ★

Civic Promotion

More than 35 local merchants have already purchased participation in new civic promotion program, airing daily for one hour over KYOS, Merced, California. Show is produced with Chamber of Commerce cooperation, and is devoted to boosting the city and all civic events. It combines a "Buy at Home" campaign and is scheduled for entire year. Merchants may participate one or six times weekly.

Reorganization, Expansion At KDYL, Salt Lake City

(Continued from Page 1)

and assistant production manager. The continuity staff, new feature, is being selected and put into shape by Snell.

In conjunction with these changes, Fox also announces an extensive building program. This entails the leasing of a new suite of offices on the seventh floor of the Ezra Thompson Building, which will house KDYL's commercial and sales departments. The new set-up for KDYL's staff orchestra entails the building of two complete new studios and an auxiliary control room. This building program is just nearing completion and will be finished within the week.

Fox also announces that construction will begin immediately on the new 5,000-watt ultra-modern transmitter and vertical radiator to be located on the grounds of the present transmitter site. The new station is expected to be in operation by May 1, and will operate at 5 kw. day, 1 kw. night.

WFBM, Indianapolis

Al Feeney, former Notre Dame grid star, has started "A Sportsman Remembers."

Gwen Short's "Apron Strings" takes half-hour spot every morning, offering items for women.

Ned LeFevre and Gwen Short are handling the revamped "Tea Time" program.

Marott's shoe store adds third weekly broadcast to its year-round bi-weekly series.

Thomas Paggain joins Bohemians, string ensemble.

WOPI, Bristol, Tenn.

A broadcast direct from the City Mission in Kingsport features the Happy Four Quartet in well-known spirituals.

W. A. Wilson, manager, announces that due to the overwhelming mail requesting copies of the stories broadcast by the "Story Lady" the station will publish the stories featured on the program. Copies are obtainable from the station for 15 cents.

Lone T. Proctor, manager of local field offices of Social Security Board, will give weekly talks on the various questions coming before the board.

Exploit "Package" Programs

First of a series of promotions exploiting "package programs" open to sponsorship has just been issued by WOPI, Bristol, Tenn.-Va. Piece, entitled "It's A Natural," is directed to food concerns marketing breakfast products and contains reprint of story on the WOPI "Breakfast Club" program, recently published in RADIO DAILY.

Radio Workshops Formed By 2 Northwest Schools

St. Paul—Two schools in the area this week began the organization of radio workshops as an outgrowth of the first northwest educational broadcasting conference held here last Fall under the auspices of KSTP, Minneapolis and St. Paul.

One of the workshops is being inaugurated at the Mary Miller Vocational high school, the other at the St. Cloud Teachers' College, a state institution. Thomas D. Rishworth, KSTP educational director, will supervise.

In the workshops, production, script writing and all phases of radio work will be taught, and in addition radio shows will be actually produced and criticized.

Several other schools also have notified Rishworth of their intention to establish similar radio workshops.

WRBL, Columbus, Ga.

Voted as one of the best mail pullers of the season, "Uncle Dudley and His Barn Dance Gang" are celebrating their first anniversary.

Station is holding auditions in public schools for talented children to participate in the Saturday afternoon broadcasts of the "Kiddie Klubbe."

"Evening Reveries," consisting of organ and poetry selections, has added a vocalist to the program.

WATL, Atlanta

As part of its educational plan, station is broadcasting debates, plays and glee club concerts direct from various high schools.

A newly initiated program is the Radio Bible Class, daily at 10:15. Churches of the city alternate in conducting the class.

"Your Middy Merry-go-Round" is a novel half-hour of mirth and melody with the staff announcers and artists joining in.

WBT, Charlotte

Grady Cole, news commentator, spent two hours Monday taking auditions for his new program to be aired for Aspertone, a Blackstone product. Jack Blackstone, president of the company, was in town to get a line on Cole's style. New program starts next Tuesday.

The Aspertone program replaces Cole's Castleberry Store broadcast which was heard at the same time.



KEN MURRAY and Oswald due to Kopen at Palace theater on Friday. Ella Logan and California Varsity Eight open at Chez Paree next Friday.

Johnnie Johnston, NBC tenor, is enjoying services of an accompanist. He usually plays the guitar himself but he has broken his wrist in a handball accident. Joe Wolverton is relieving him.

Sidney Strotz, program chief at NBC, is in New York for confab with Radio City bosses.

Duane Wanamaker, vice-president of Arbee agency at Terre Haute, in town contacting accounts.

Dorothy Lamour trained back to coast.

Hal Makelim, WIND salesman, to New York for Earle Bachman funeral and to look after business left unfinished at his sudden death.

Helen Johnson, formerly of WBBM press department, has joined Les Atlas secretarial staff at WJJD.

Stan Matas, WIND salesman, is back at work following an operation at Presbyterian hospital.

KDYL, Salt Lake City

Douglas Gourlay, former announcer, assuming new duties as continuity department assistant.

Charles Stockdale, technician, transferred from control room to transmitter.

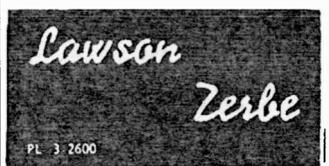
Jack Gregson, announcer, back from holiday jaunt to home town, Spokane.

John Baldwin, chief engineer, has drawn up plans rehousing station's traffic, continuity, program, studio and control room departments. He is also in charge of the physical reconstruction program.

Ted Kimball, program head, originated the only Mountain Time New Year's Eve radio broadcast. It emanated from the Mirror Room of Salt Lake's Newhouse Hotel, featuring George Kirk's Orchestra and stars.

Orders White to Post Bond

Federal Judge Fake in Newark yesterday ordered Roger White, New York radio producer, to post bond as security for costs in connection with his suit against WOR, Admiracion and Chas. Dallas Reach agency over the Tim and Irene show which was taken away from him.



PL 3-2600

THE OUTSTANDING

PROGRAM

STAR

ORCHESTRA

COMMENTATOR

SPORTSCASTER

OF 1937

TO-MORROW

IN

RADIO DAILY

AND

NEWSPAPERS

EVERYWHERE

**THE RESULT OF THE FIRST
RADIO DAILY POLL
OF THE**

**RADIO CRITICS
AND EDITORS**

OF THE UNITED STATES

ST. LOUIS

Neil Norman, recuperating in Hot Springs, Ark., is due back at WIL next week.

Bill Cook, KWK announcer, has revealed his marriage in Nov. to Ruth Kalde.

Clarie Harrison, KWK continuity head, and Allen Anthony, chief announcer, recovering after appendix removals.

Bert Igoe has been added to KWK production staff, sharing duties with Day Seyforth.

"Magic Key of RCA" originates via KWK on March 27.

Ken Church, KMOX sales manager, back from a Cincinnati visit.

Wesley A. Barton, tenor, has joined KMOX staff.

Shirley Waldman, kid sister of the Bailey Sisters, made her radio debut recently on WEW and will be used on Jack Norder's Saturday show.

Alex Buchan, WEW sports announcer, and Dorothy Piatt, secretary to Program Director Arthur T. Jones, are engaged.

WTAR, Norfolk

Campbell Arnoux, general manager, touring the agencies in the middle west. Gone two weeks.

John New, sales manager, home with la grippe. Expected back by end of week. Shirley Hosier, program director, just returned from ten day siege of the same.

Bill Davis, engineer, had a narrow escape when an oil burner in his home rampaged while he slept. His wife awoke in time to prevent serious damage, although they're still scraping soot out of the Davis home-stead.

J. L. Grether, chief engineer, has a new hobby: collecting motion picture projectors of different makes and ages.

John Carl Morgan, mikeman, back at work after a mid-winter vacation.

Since beginning operation at 6:30 a.m., WTAR has received an amount of mail from distant listeners from as far as Kansas, who listen to the Alarm Clock Parade. Station uses 1 kw. unlimited, and is one of few in its territory to operate 18½ hours daily.

WTAG, Worcester

Mrs. Mabel Andersen Pearson and George H. Wheeler, New England singers, are co-starred in a new sponsored musical program. Del Castillo is accompanist.

Out of nearly 6,000 hours that the station was on the air in 1937, service was interrupted for only 23 minutes.

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

January 13

Jeanne Harper Fayette Krum
Irving Morrow

★ Coast-to-Coast ★

GERTRUDE BERG's "The Goldbergs" cast must actually do three shows a day, despite the fact that the WOR and WHN transcriptions of the serial do not require their appearance. This is necessary because in order to keep well in advance of their schedule they must make two recordings a day in addition to their WABC broadcasts.

WINS, New York, is creating considerable early morning interest with its *Employment Agency of the Air* program, conducted by Ruth Gold, 7-7:30 a.m. Hundreds of men and women have been reported placed through this program which has a tieup with the Hearst paper, *Journal-American*, affiliated with WINS.

Cooperating with the management of the Hanna Theater, the only professional legitimate playhouse in Cleveland, WHK presented Helen Chandler and Bramwell Fletcher in a 15-minute version of the Coward cycle, "Tonight at 8:30." "Ways and Means," one of the nine plays in the group was the feature of the broadcast. This one act item was written down to 15 minutes for radio presentation. An interesting note is that while the play was presented on the air Tuesday, it will not reach the stage until tomorrow night.

The testimonial luncheon tendered to Louis Sobol for his services in behalf of the Federation Charities will be broadcast by WHN directly from the Astor Hotel tomorrow afternoon at 2:15-2:45.

John Brown, recently back from his Hollywood engagement with Fred Allen, and Alice Frost, currently starred in Orson Welles' latest Broadway hit, "The Shoemaker's Holiday," will be featured in the "On Broadway" cast next Sunday over NBC-Blue Network at 3 p.m.

First curiosity of almost every group of visitors to WOR-Mutual's Sunday evening "News Testers" concerns the "Star Reporter" of the show, who corrects wrong answers on the news. They ask if they'll be able to see "the man with the funny voice" on the broadcast. Carl Warren is the victim. P.S. Of course, his "funny voice" is the result of a filter, designed to produce a telephone effect.

KCKN's special events coverage came very near including a "leap by leap" jump of two aviators from their falling plane last Saturday. Owen Balch, KCKN special events director, who has to his credit a "jerk by jerk" broadcast of a milking contest; a "shovel by shovel" description of the official ground-breaking at a department store site and a "snip by snip" account of the

ribbon-cutting at a warehouse opening, chanced to be at the city editor's desk of The Kansas City Kansan, daily newspaper with which KCKN is affiliated, when word was received that an airplane had just plunged into a dwelling. Balch summoned Ralph Nelson, program director, and the two made a "flying run" to the scene of the disaster.

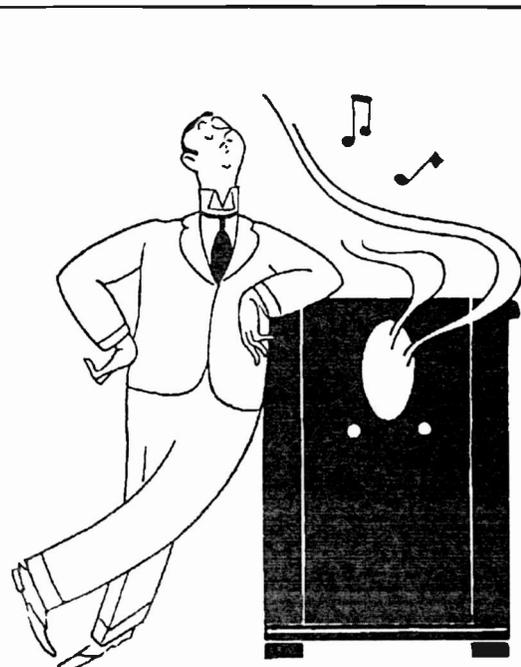
OKLAHOMA CITY

Allan Clark, WKY production manager, back on the job after an attack of flu.

John J. Hassler has announced his resignation as an engineer for the FCC to enter law practice.

Preparations in progress for the broadcast of beginning lessons in Spanish over WNAD by Dr. Stephen Scatori of the University of Oklahoma.

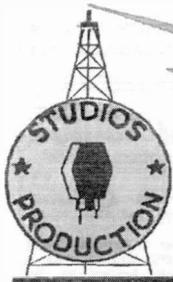
Paul Aurandt, announcer KOMA off on flight to Kansas. KOMA has two pilots in the organization, other being Bill Salathe.



Sweet . . . THOUGH LOWDOWN

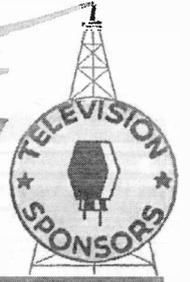
Perhaps it's the low sob of the bass viol, or a note plucked off in C minor. Whatever the sound, you'll find it faithfully reproduced on a WOR recording. Behind every WOR recording made stands the reputation of one of America's great stations, and a record of successful agency and advertiser service that's worth feeling chesty about. You pay nothing extra for this plus-skill and experience.

WOR ELECTRICAL TRANSCRIPTION
and RECORDING SERVICE



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 10

NEW YORK, N. Y., FRIDAY, JANUARY 14, 1938

FIVE CENTS

Chase & Sanborn, Jack Benny Top Nationwide Radio Editors' Poll

MOHAWK VALLEY WEB IS BEING DISSOLVED

The Mohawk Valley Broadcasting System will be dissolved before the end of the week. Network, comprising six New York State and two Vermont stations was organized last November by Burt Squire, ex-manager of WINS. Squire says he has no plans for the future to announce.

Bob Howard to Manage Hearst Detroit Office

Bob Howard of the Hearst Radio Chicago office will become manager of the new Detroit office which International Radio Sales will open soon in the General Motors Bldg. Howard joined Hearst last fall after he sold his foreign language rep firm.

(Continued on Page 3)

WSM Facsimile Service Gets Under Way Shortly

Nashville—Facsimile broadcasting will be started by WSM about the end of this month, under the only FCC experimental facsimile license thus far granted in the south. WSM will transmit reproductions on its regular clear channel of 650 kcs. and

(Continued on Page 3)

Dewey Long Joins WAPI

Birmingham—Dewey H. Long, formerly of WBT, Charlotte, is joining WAPI here to handle national spot business.

THE FAVORITES

(Figures represent points out of a possible 980)

PROGRAMS

| | |
|--------------------------|-----|
| Chase and Sanborn | 482 |
| Jell-O | 440 |
| Royal Gelatin | 296 |
| Kraft Music Hall | 287 |
| Town Hall Tonight | 260 |
| Lux Radio Theater | 188 |
| N. Y. Philharmonic | 185 |
| Chesterfield | 136 |
| Ford Sunday Evening Hour | 124 |
| Magic Key of RCA | 103 |

PERSONALITIES

| | |
|-------------------------------|-----|
| Jack Benny | 508 |
| Edgar Bergen-Charlie McCarthy | 491 |
| Fred Allen | 361 |
| Bing Crosby | 355 |
| George, Burns-Gracie Allen | 144 |
| Nelson Eddy | 138 |
| Rudy Vallee | 126 |
| Kate Smith | 111 |
| Bob Burns | 111 |
| Jeanette MacDonald | 108 |

ORCHESTRAS

| | |
|-------------------|-----|
| Guy Lombardo | 387 |
| Wayne King | 292 |
| Benny Goodman | 285 |
| Andre Kostelanetz | 242 |
| Hal Kemp | 187 |
| Tommy Dorsey | 160 |
| Horace Heidt | 143 |
| Paul Whiteman | 127 |
| Shep Fields | 105 |
| Raymond Paige | 94 |

NEWS COMMENTATORS

| | |
|------------------|-----|
| Edwin C. Hill | 432 |
| Boake Carter | 412 |
| Lowell Thomas | 328 |
| H. V. Kaltenborn | 226 |
| Paul Sullivan | 148 |

SPORTS COMMENTATORS

| | |
|----------------|-----|
| Ted Husing | 670 |
| Clem McCarthy | 259 |
| Bill Stern | 156 |
| Bill Slater | 108 |
| Red Barber | 61 |
| Graham McNamee | 61 |

Guy Lombardo, Ed. Hill, Ted Husing Also Lead Respective Groups

The Chase & Sanborn Hour was voted the best show on the air, while Jack Benny was rated the favorite personality, in the first comprehensive nationwide poll of radio editors and critics conducted by RADIO DAILY, which will make this an annual event.

Guy Lombardo led the list of popular orchestras, Edwin C. Hill was voted the favorite commentator, and Ted Husing topped the sports commentators. Complete list of winners and runners-up appears elsewhere on this page.

Newspapers from every state in the Union, as well as a number of periodicals, participated in the poll. Because the participants in the voting belong to a class that is more discriminating and has a keener sense of values than the layman, results of the poll reflect this higher selectivity. It will be noted, however, that the top-ranking programs are the generally acknowledged leaders, although many entertaining shows that have a wide following among the masses were not given a corresponding number of votes by the editors and critics.

Among points that make for some difficulty in arriving at a true popularity rating for various programs and personalities is the difference in number of stations that carry the respective shows. But on the whole, the best talent, costing the most mon-

(Continued on Page 7)

5 for NBC-Red

First five of the ten favorite shows, as picked by the nation's radio editors and critics in RADIO DAILY's poll are on the NBC-Red network. The next four are on the CBS schedule, while the final program is on NBC-Blue.

One of the CBS presentations, the New York Philharmonic-Symphony Orchestra, is a sustaining series.

Radio Accounts Placed Abroad Increased 225 Per Cent in 1937

Accounts placed by American advertisers on foreign stations during 1937 showed an increase of 225 per cent over 1936. Commitments already set for 1938 indicate that the current year will exceed the 1937 business by a minimum of 100 per cent, while number of advertisers who have increased their foreign distribution is now nearing 125. Spread of foreign station coverage continues mostly in South America, such as Peru, and Colombia, with the large Pacific islands getting a goodly share. Foreign coverage was formerly concentrated in Cuba, Argen-

(Continued on Page 7)

Leading Producer

Four of the ten winning programs in RADIO DAILY's nationwide radio editors' poll are handled by the I. Walter Thompson advertising agency. Shows are the Chase & Sanborn Hour, which won first place; Royal Gelatin Hour, Kraft Music Hall and Lux Radio Theater. Young & Rubicam has two, Jell-O and Town Hall Tonight.



Vol. 3, No. 10 Fri., Jan. 14, 1938 Price 5 Cts.

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

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FINANCIAL
 (Thursday, Jan. 13)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 149 | 148 1/2 | 148 1/2 | - 1/2 |
| CBS A | 21 1/4 | 21 1/4 | 21 1/4 | - 1/8 |
| Crosley Radio | 10 1/4 | 9 1/2 | 9 1/2 | - 1/2 |
| Gen. Electric | 44 1/2 | 43 3/4 | 43 3/4 | - 1/4 |
| RCA Common | 7 1/2 | 7 | 7 | - 1/4 |
| RCA First Pfd | 51 1/2 | 51 | 51 1/2 | + 1/4 |
| Stewart Warner | 11 1/2 | 11 | 11 | + 1/4 |
| Westinghouse | 106 1/2 | 104 1/2 | 105 1/2 | + 1/4 |
| Zenith Radio | 16 1/2 | 16 1/2 | 16 1/2 | - 1/2 |

NEW YORK CURB EXCHANGE

| | Bid | Asked |
|----------|-------|-------|
| Majestic | 1 1/4 | 1 1/2 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|-------|-------|
| Stromberg Carlson | 6 1/4 | 7 1/4 |

Darrell Martin Back on Air
 Pittsburgh — Billed as "America's First Radio Editor," Darrell Martin of the Pittsburgh Post Gazette, will return to WWSW airwaves today, in a weekly feature called "Martinetts." The program, designed for women listeners especially, will go on at 4:30 p.m. and will consist of questions and answers, philosophy, gossip and news about the radio fraternity locally and nationally. Martin, now in his fifteenth year of radio editing, began on the Pittsburgh Gazette Times in November, 1923. He is credited with having originated guest columns and the clock-style of listing radio programs now generally used by all newspapers. "Martinetts" will be sponsored by radio dealers in the Pittsburgh area.

MARTIN BLOCK'S
"Make-Believe Ballroom"
 A WNEW FEATURE
 1250 Kc.
 9:15 TO 11 A. M. 5:30 TO 7 P. M.

Southern Calif. Educators Offered Time on KFI-KECA

West Coast Bureau, RADIO DAILY
 Los Angeles—Harrison Holliday, general manager, and Jose Rodriguez, educational director of KFI-KECA, met Wednesday night with a group of Southern California educators for the purpose of offering unrestricted facilities of the twin stations for a series of educational programs along lines to be worked out. Plan is a follow-up of experiment made along similar lines in 1935.

Sloan Grants \$40,000 For Economic Broadcasts

Chicago—Alfred P. Sloan Foundation has made a grant of \$40,000 to Chicago University to make studies in general field of economics and to do exploratory work leading toward regular broadcasting of economic information.

Loses Copyright Suit

San Antonio—Plea of F. J. Minugh of Tulsa for an injunction to restrain E. Colopy of Los Angeles and W. W. McAllister, owner of KMAC, from using a merchants' Essay Contest on which he claimed to hold copyright was denied in Federal District Court here. Minugh testified that entry blank in contest here was almost identical with one he devised and copyrighted. Judge McMillian refused temporary injunction on grounds that use of similar scheme didn't involve violation of plaintiff's copyright.

New Radio Firm Chartered
 Albany—Sponsors Sales Service Inc., with capital stock of \$20,000, has been chartered to engage in "general radio advertising business." Sidney Freiberg, Theodore H. Schwartz and Lillian Lehrman, all of 521 Fifth Ave., New York, are directors.

New Book on Broadcasting
 "Both Sides of the Microphone", a new book on radio broadcasting written by John Hayes and Horace Gardner, will be published by J. B. Lippincott Co. on Feb. 17, 1938. Hayes, former program head at WIP, Philadelphia, is now Assistant Production Director at WOR, and Gardner is a well-known author of books for juveniles.

Pittsburgh Musicians Signed
 Pittsburgh—The radio musicians situation among local stations was settled with signing of Luke Riley by WJAS-KQV. Clair Meeder, president of Local No. 60, negotiated the deals which put Maurice Spitalny at KDKA, Earl Truxell at WCAE, Ken Martin at WWSW and Riley at WJAS-KQV.

Walton Newton at WIP
 Philadelphia—Walton Newton, formerly at KNOW, Austin, Tex., has replaced Sanford Guyer, resigned, as WIP staff announcer.

FCC Commissioner Brown Appoints New Secretary

Washington Bureau, RADIO DAILY
 Washington—Federal Communications Commissioner Thad H. Brown has appointed Franklin Cary Salisbury of Cleveland as his secretary, effective Jan. 24. Salisbury will succeed Joseph E. Keller of Dayton, who has resigned to enter private practice of law with Dow & Lohnes here. Each Commissioner may appoint and prescribe duties of secretary at annual salary not to exceed \$4,000.

21-Year-Old Chas. Batson New WFBC Program Head

Greenville, S. C.—Charles Batson, only 21 years old, became program director at WFBC recently, with departure of Frank Blair for WOL, Washington. Position of chief announcer was taken by Mason Dixon, formerly of WRVA, Richmond. Jimmy Little came from WPTF, Raleigh, to join regular announcing staff.

Another Probe Bill

Washington Bureau, RADIO DAILY
 Washington—Congressman Dies of Texas will temporarily shelve his pending movie probe resolution and instead will press for action on his bill introduced a few days ago asking a general Congressional investigation of radio, movies and all monopolies.

COMING and GOING

KATHRYN CRAVENS, Pontiac commentator, planned to Detroit yesterday. She plans to return tonight or Saturday.
JACK HOWARD, president of Scripps-Howard Radio Inc., is visiting WMPS, Memphis. He is supervising the last minute touches on the new studios.
FRED RAFAEL, program director of WHN, has returned from a southern vacation.
MIKE RILEY and his band leave for Detroit on Jan. 23.
MARTHA RAYE is due in New York within two weeks.
GRACE MOORE arrives from California today to appear at the Metropolitan Opera House tomorrow.
LOWELL THOMAS is in Chicago and will do his broadcast tonight from the NBC studio there.
WILLIAM BAKER JR., Coast head of Benton & Bowles, is back in Hollywood after a trip to New York for conferences with agency heads.
AL SCHILLIN and **HY LEVY** returned this morning on the Queen of Bermuda from their Caribbean cruise.
IRMA PHILLIPS, script writer, will arrive in town on Jan. 21 from Chicago for a visit with Compton and Pedlar & Ryan radio executives.
A. T. SIMMONS, manager of WADC, Akron, is in town.
JERRY BELCHER will be in West York, Pa., on Sunday for his "Interesting Neighbors" broadcast over NBC.
CECIL MASTIN, manager, WNBC, Binghamton, expected back from Florida in a few days.

Tom Kearns Joins WOR

Tom Kearns, joins the press staff of WOR today, under G. W. Johnstone, head of the department. Kearns has had wide experience in the radio and theatrical field and will do general exploitation and publicity work.

THE 66th BLOW!

SEE PAGE TWO MONDAY—

Bob Howard to Manage Hearst Detroit Office

(Continued from Page 1)

to Van Cronkhite Associates. He was at one time radio time buyer for Campbell-Ewald Co., Detroit.

WSM Facsimile Service Gets Under Way Shortly

(Continued from Page 1)

with its regular 50,000 watts, according to Harry Stone, g.m. Chief Engineer Jack DeWitt is enthusiastic about the possibilities of facsimile.

Carnegie Hall Considering Popular Orchestra Policy

A contemplated change in management at Carnegie Hall will call for a new series of popular orchestra concerts to be heard following Sunday's appearance of Benny Goodman. The change in policy, it has been learned, will come after some sessions of the board during which the financial success of the coming appearance will be closely followed. New policy will call for booking of leading radio bands that have large followings.

NEW BUSINESS

WHN, New York: Libby, McNeill & Libby, "That's My Story," ETs, through J. Walter Thompson; Procter & Gamble (Drene), spots.

WNEW, New York: Frank H. Lee Co. (Lee Water-Bloc Hats), Thornton Fisher, spots.

WJJD, Chicago: Oyster Shell Products Corp., announcements, through Husband & Thomas; M. J. Breitenback Co. (Gude's Pepto Mangan), ETs, through Morse International; Father Coughlin; Rio Grande Citrus Valley Exchange, ETs, through Leche & Leche; Kemp & Lane (Orangeine Headache Powders), announcements, through Hughes, Wolff & Co.

WIND, Gary: Chicago, Milwaukee, St. Paul & Pacific R. R., test announcement campaign, through Roche, Williams & Cunningham; Gospel Broadcasting Ass'n. talks by Rev. Fuller, through R. H. Alber Agency.

WAAF, Chicago: Prudence Life Insurance Co., news commentary; Libby, McNeill & Libby (evaporated milk), "Kitchen Advisor."

KVOR, Colorado Springs: Alka Seltzer, "Comedy Stars of Broadway"; Syrup of Pepsin, "Monticello Party Line."

KTHS, Hot Springs, Ark.: Benton County Nursery, programs, through Shaffer-Brennan; Malt-O-Meal, announcements; United Drug Co., programs, through Spot Broadcasting; Sterling Casualty Insurance Co., programs, through Frankel-Rose; Campagne Parisienne Perfume, ETs, through North West Radio Advertising; American Pad & Textile Co., announcements, through Rogers & Smith; Carter's Chickery, announcements, through Shaffer-Brennan.

WAKO
ALBANY, NY
Under One Tent
★ POWER
★ MARKET
★ POPULARITY
Newly Equipped for Super Power

NEW PROGRAMS—IDEAS

English for Beginners

Ultimate thought of this ambitious undertaking is preparation of foreign groups for citizenship. Chief features at present is teaching of the English language to major alien groups in the city. Program airs daily (except Sunday) over WOV, New York, presented by the Board of Education. Originally it was just an experiment. Now there are nearly 2,000 "pupils" regularly submitting their "homework," consisting mostly of questions on language study and government. It's a morning airing, and according to Miss Hyla Kiczales, managing director of the station, 80 per cent of the listeners are women. That's fine, she says, for the women in these alien groups exert the greater influence in the molding of devotion to the country.

New Radio Game

Aren Beverage Co. has started new weekly quarter-hour game over WISN, Milwaukee. Titled "Arenco," idea of stunt is for listeners to match telephone numbers chosen at random in WISN studio. Cash prizes to winners. Big response has made it necessary for station to install three special telephones in studio for program.

Ewing Joins WMAS

Springfield, Mass.—Albert W. Martin, manager of WMAS, announces that Gordon W. Ewing of Boston, former sales manager of WBZ and WBZA, has been appointed sales director of WMAS to succeed Edward J. Samuel, resigned. Ewing was with NBC for three years.

Samuel plans to open an advertising agency.

Students' Plays on Workshop

As unique presentations in its experimental series, Columbia Workshop is soon to offer three plays by members of the Radio Script and Continuity Writing Class of the Division of General Education of New York University. First of these programs by a student of the class, which is conducted by Max Wylie, CBS director of continuity, will be heard over CBS on Jan. 22 at 8 p.m.

James Roosevelt to Talk

James Roosevelt, eldest son and secretary of the President, and Representative Pettengill will discuss the administration's plan for reorganizing the government during "America's Town Meeting of the Air", Jan. 20 at 9:30 over NBC-Blue.

Second Anderson Play

Maxwell Anderson's second play for NBC, titled "Second Overture", will be presented over NBC-Red on Jan. 29 at 9:30-10 p.m. James Church will produce, with Morgan Farley, Burford Hampden, George Gaul, Charles Webster and others in the cast.

WOW Streamlines News

Foster May of WOW, Omaha, is now conducting his "WOW News-towers" in streamline fashion, a step toward a definite format for news presentation on the air. Its purpose is to eliminate formless and patternless presentations of news. Here's the form of May's "streamlined" broadcast:

Each piece of copy is rewritten according to the station's own style sheet. Each broadcast starts with up-to-the-minute weather news. Then the announcer presents a news index, or table of contents, in brief fashion. Then the dispatches and stories are detailed in program or related form.

"Burning Questions"

Comedy takeoff on street interviews is new starter over KFOX, Long Beach, Cal., with Hal Nichols handling microphone in mythical interviews with mythical people, all fixed by Lou Huston, laugh scripter. Wayne Hart assists Mr. Nichols in carrying the mythical mike cord.

"Just Visiting"

And the visits are to laundry customers, for remote broadcasts, of course. Show goes on thrice weekly over WKY, Oklahoma City, with Associated Laundries sponsoring.

Neal Barrett Maintaining Okla. City Headquarters

Oklahoma City—Neal Barrett, newly appointed vice-president of Hearst Radio Inc., has announced he will maintain headquarters of the southwestern division of the chain here. He has just returned following an inspection tour of the Hearst stations in Waco, Austin and San Antonio.

Explain Gerhardt Dismissal

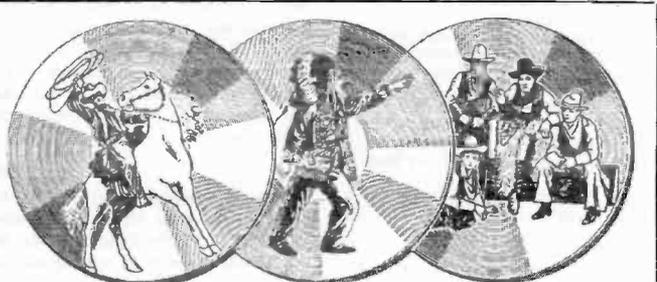
Philadelphia—In a statement clarifying dismissal of George Gerhardt, former German program announcer, WPEN states that action taken was not because of Gerhardt ad-libbing pro-Nazi propaganda but for failure to follow orders.

KARM, KROY for Durkee

KARM, Fresno, and KROY, Sacramento, the two new CBS affiliates, will be added to Durkee's Pacific coast show Sunday. Program is heard at 7:30-8 p.m. (PST). Botsford, Constantine & Gardner, San Francisco, is the agency.

Sweetheart Soap Spots

Manhattan Soap Co. (Sweetheart soap) on Thursday will start a three-week series on WEAF with William Scott's orchestra. Sponsor is also starting spot announcements on WHN. Peck Advertising Agency has the account.



**Sponsors Want RESULTS
Stations Want AUDIENCE
ANSWER: "THE LONE RANGER"**

TESTED AND PROVEN COAST TO COAST

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

**TRANSCRIPTIONS
WILL BE READY
FEBRUARY 15TH**

Make Reservations for Territory Now Write or Wire WXYZ, Detroit

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

RADIO DAILY

★ F. C. C. ★
ACTIVITIES

EXAMINER'S RECOMMENDATIONS

Curtis Radiocasting Corp., Evansville, Ind. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited, be denied.
William C. Smith, Bogalusa, La. CP for new station. 1310 kc., 100 watts, unlimited, be denied.
Sims Broadcasting Co., Globe, Ariz. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited, be granted.
Gila Broadcasting Co., Safford, Ariz. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited, be granted.
Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime, be granted.

CALL LETTERS ASSIGNED

W. E. Whitmore, Hobbs, New Mex. New station. KWEW.
J. K. Patrick & Co., Athens, Ga. New station. WGAU.

HEARINGS SCHEDULED

Feb. 23: Frank Ray, Dickinson, N. Dak. CP for new station. 1310 kc., 100 watts, 250 watts L.S., unlimited.
KPAC, Port Arthur, Tex. CP to change frequency and hours of operation and increase power to 1350 kc., 1 KW., unlimited.
Jonas Welland, New Bern, N. C. CP for new station. 1370 kc., 100 watts, unlimited.
L. B. McCormick, Greenville, N. C. CP for new station. 1370 kc., 250 watts, daytime.

APPLICATIONS RECEIVED

WSAN, Allentown, Pa. Mod. of license to increase power to 1 KW.
Charles S. Sharpe-Minor, Pasadena, Cal. CP for new station. 1170 kc., 250 watts, limited.

CKLW, Windsor-Detroit

Frank Burke, emcee who has a big following among shut-ins, has been given an extra half-hour on Wednesday afternoons.

Bill Lewis, baritone, accompanied by Gordon Fleming, organist, also has many faithful listeners.

WPG, Atlantic City

Station's new staff orchestra under direction of Joseph Terlitzky takes the air from Neptune Studio on Monday.

Father Coughlin returns to the schedule Sunday afternoon.

WOKO-WABY, Albany

Harold E. Smith, g.m., is on the road to recovery and will be back in his office within 10 days. After catching up with work, he goes to Florida for a vacation.

Amateur program over WABY emceed by Billy Rose has a new sponsor, Shapiro Jewelers' in connection with RCA Victor dealers.

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

MAIN STREET
OL' SCOOPS DAILY

● ● ● Nelson Eddy leaves the Chase & Sanborn hour this Sunday to concentrate on a concert tour, and his spot will be filled by John Carter on the 23rd. . . . Ford has increased its budget for gueststars on the Al Pearce show and, beginning with Lou Holtz's appearance on the 25th, will feature Big Names. . . . Cornelius Vanderbilt Jr. lunched with P. Lord at the Ambassador the other day to work out a deal whereby the former will take an active stab at radio. . . . Lady Esther, while cancelling the Wednesday Wayne King show, plans a variety show from Hollywood to take over that spot. . . . Fred Keating was auditioned by Lord & Thomas the other day for a Lucky Strike show. . . . "Melody Puzzles," heard on WOR and NBC, cancels the former show—but may use that time for another test show. . . . Charmee Allen is subbing for Florence Malone on the "Aunt Jenny" show. . . . Mitzi Gould has been the secret bride of Walter Pick, a mouthpiece, since June. . . . NBC is planning a series of ten 15-minute shows in which they'll feature the ten leading swing pianists in the country. . . . Bob Prescott left the Kate Smith show to handle sound on the "Goldbergs". . . . Al Donahue waved the baton in front of Ruby Newman's band at the Rainbow Room opening Wed. nite—because Newman was sick in bed.

● ● ● KSTP's Thomas Rishworth, educational director, is turning teacher. . . . This week he inaugurates a new class in radio at the St. Paul YMCA which will be open to everyone—also classes at the College of St. Catherine. . . . While the "Y" courses will be of general nature, those at the college will be script writing exclusively. . . . Bill Bivens, rotund young announcer at WBT, Charlotte, N. C., is making quite a name for himself as a nimrod around those parts. Practically every moment Bill is not on duty around the station, he's out stalking the feathered prey. . . . Frances Bloom, secretary to Louis K. Sidney, is engaged to Dr. Saul Freedman. . . . So much curiosity has been aroused by those teaser ads appearing on page 2 of RADIO DAILY that we've been offered as high as steen bucks to tip off the identity of the advertiser and the tragedy of it is that we don't know.

● ● ● Gabriel Heatter's "We, The People" made its final "repeat" show for the coast last nite. Hereafter the "east show" will flash direct to California coming through in the afternoon. . . . James Hall, who emceed a MBSHOW recently, is reported set to return to the airwaves with Hollywood gossip. . . . Life mag. in sending a crew of photographers to the studios for unusual shots to be used in a Feb. issue, is ignoring all bands. . . . Beatrice Lillie who was to be commentator for Benny Goodman's swing concert at Carnegie Hall on Sunday—won't, because of a rush call to the coast for retakes. . . . Goodman was propositioned to give a second concert there—with a guarantee of a sellout within 48 hours. The last 15 minutes of the concert will feature a jam session. . . . Carl Hoff does a one-time shot on "Hit Parade" Feb. 12 as an audition, with R. Hlmbert returning for the 19th and 26th shows. . . . Madeline Gray, CBS' "Dear Teacher," was secretly married to Robt. Rubenstein, N.Y. attorney, after last Thurs. show. . . . Wilbur Evans, Open House baritone, has joined the CBS coast basketball team. . . . Nan Wynn will be the first vocalist to attempt to sing lyrics to Raymond Scott's weird compositions. . . . Howard Phillips has been shoved into a few more evening spots—because of sponsor-interest. . . . Doris Rhodes, CBS' latest find, gets a 7:30 Monday spot PERMANENTLY for build-up purposes.

● ● ● Harry Creighton, sports announcer at WAAF, Chicago, claims the distinction of being one of the very few American broadcasters who announce polo games. . . . WIL, St. Louis, has a songster who changed his name to Johnnie Sharpel because his real tag is: Hana Josef Mihim Sharpel Aikikikie Fram Shina Minti Mazera Ferdibian—and Bart Slattery swears it's the McCoy handle.

PROMOTION

"Willie Talks"

Willie is a ventriloquist's dummy, but no Edgar Bergen makes him articulate. Instead, the engineering department of KFRO in Longview, Texas, installed a speaker inside of him, and made him a member of the promotion department. Willie is taken around town, where he gives performances, via clever scripts, before many local service clubs, working in some plugs for the station. He has already appeared at the Lion's Club, and is slated for Kiwanis and Rotary shortly, to say nothing of the Junior Chamber of Commerce.

"What's On the Air"

Logged as "What's on the Air Tonight," this is a program resume over KFRO, Longview, Texas. But it covers more than the Longview station and airs five minutes nightly under sponsorship. Program is carefully edited to choose best programs available to East Texas listeners for each half-hour throughout the evening. Since radio store is the sponsor, several "hard-to-get" stations are included, and listeners are advised to visit sponsor if their sets can't bring in the program.

WDRG, Hartford

Joseph Blume will lead the new studio orchestra.

Alfred Odell, ventriloquist, and his dummy, Jerry O'Toole, started a regular series Wednesday.

Two CBS programs, Colgate's "Stepmother" and Arthur Godfrey for Barbasol, have joined the schedule.

ARTISTS
MANAGEMENT
Presents
PAUL
WHITEMAN
TOMORROW NIGHT ONLY
ONE FULL HOUR ON
C.B. SWING
SESSION
6:30 P.M. EST
Tonight
Chesterfield
CBS 8:30 P.M. EST
17 E. 45th St.
N.Y.C.
MU 2-1888

PROGRAM REVIEWS

BEN BERNIE

U. S. Rubber Co.
WABC-CBS Network, Wednesday,
9:30-10 p.m.
Campbell-Ewald Co.

MAESTRO RETURNS WITH SUPPORTING TALENT MAKING FOR GOOD MUSICAL AND COMEDY ENTERTAINMENT.

Bernie has the assignment of handling the last half-hour opposite Fred Allen and if he succeeds in bringing with him his usual following his sponsor should have nothing to worry about. With Bernie are Lew Lehr, comedian, and Jane Pickens and Buddy Clark, vocalists. From a comedy and laugh angle, competent orchestra, fine singing, and fast moving production, apart from the maestro, the program for a first show was certainly an attractive proposition. Gags clicked on all cylinders. Lehr may have some material not considered new, but it went over nicely. Bernie himself did okay on comedy, also reading wires from such celebs as Cantor, Benny and Winchell. As usual, Bernie worked cleverly with the rest of the cast. Toward the close there was a hill-billy travesty skit.

U. S. tire credits introduced a novel approach, as though the manufacturers were actually in the biz of public service in producing a non-skid product, the listeners being sold on safe driving, etc., and it sounded very convincing. Show should not only bring with it the Bernie following but add many additional listeners. Eddie Cantor, incidentally, on his show an hour earlier on CBS, requested the audience to tune in on his pal Bernie.

"Gang Busters"

Colgate - Palmolive - Peet for its shaving creams, continues its gangster-police story series on CBS at 10-10:30 p.m. Wednesdays, with Col. H. Norman Schwartzkopf now in role of conductor. Schwartzkopf is former head of the New Jersey state police, which he organized, and of course is known to many through the Lindbergh case connection. Opening story presented by the Colonel was based on the Buffalo "phantom robber" who unmercifully beat his victims as well as robbing them. Police Chief Higgins of Buffalo was on hand, telling the story to Schwartzkopf in a room loaned for the purpose by Commissioner Valentine of New York at headquarters. Dramatic action unfolded and told the story in above average manner. It was an excellent production. "Crime clues" broadcast at the close of the program appears to be somewhat of an



ORCHESTRAS - MUSIC

KAY KYSER and his orchestra have received 25,000 letters from radio fans in the past seven weeks as a result of the MBS "College of Musical Knowledge." On Monday, program gets a new night spot, 12:30-1:30 a.m.

Leo Zollo and his crew present a new and original idea in his "Laughing Interludes" on his new series over WIP, Philadelphia, three nights weekly from the Georgian Room of the Ben Franklin Hotel.

Ray Sinatra's new WOR - Mutual program, starting Jan. 27 at 8-8:30 p.m., will be titled "Poetic Dance Moods." Jack Arthur, Sylvia Froos and the Key Men will appear with him.

Jimmy Noel, one of the Paul Whiteman Rhythm Boys, has arrived in New York to organize his own band. This will make the 18th Whiteman

incoherent proposition to the average listener who may not be following the show.

"MANHATTAN AFTER DARK"

with Eddie Garr
Bromo-Seltzer
WJZ-NBC-Blue, Wednesdays,
8:30-9 p.m.

J. Walter Thompson

VISITS TO BROADWAY NIGHT CLUBS SHOULD DEVELOP INTO INTERESTING SHOW.

Though the initial broadcast of this new series, which replaces Sidney Skolsky's Hollywood chatter, didn't set any houses afire, it shapes up as a good idea that can be developed. With Eddie Garr as emcee, plan is to take listeners behind the scenes of Broadway night clubs, with the International Casino as the first spot. Some of the performers at that rendezvous were briefly interviewed, and Garr did some singing and comedy splicing which will probably get better as he becomes acclimated and works up better material.

Briefly

"Broadway Melody Hour," on WIIN-WOR, last Wednesday night offered one of its unusually good programs. Col. Jay C. Flippen is the nimble emcee, with vocalists including Helen Yorke, Ethel Shepard and an unannounced baritone who sounded plenty swell. Max Gilbert in dialect comedy and a couple of bird imitators also clicked. Don Albert wielded the baton in absence of Irving Aaronson, who is laid up.

Among the more cheery voices of the air—and one that can be clearly understood—is that of the telephone girl in "Hecker's Daily Information Service" on WOR. The voice belongs to Amy Sedell, an up-and-coming young actress who has been heard on various programs. The bright manner in which she handles the hello-girl role with its limited

protege to branch out with a musical aggregation of his own.

Mike Riley has written a novelty tune called "It Looks Like A Cruller, Doughnut?". He will feature it on his forthcoming road tour, which includes Detroit, Providence, Cincinnati and Cleveland.

Tommy Dorsey's sustaining broadcasts will be temporarily discontinued when he leaves the Hotel Commodore for personal appearances the end of this month. During February he will play theater and college dates.

Jack Jenney's new band will feature Adelaide Moffett, daughter of the ex-Federal Housing Commissioner, as vocalist on his radio broadcasts. Miss Moffett clicked in several of Manhattan's smart spots in her professional debut this season.

BOSTON

Bill Cunningham's sports review on WNAC and the Yankee web has been renewed by Kellogg.

Mac and Moore, WBZ-WBZA funsters, make their first NBC coast-to-coast appearance on "Little Variety Show."

Gillette Razor and Plymouth Rock Gelatin Co. are new participation programs on Yankee network.

LINCOLN

Chuck Miller has assumed the chief announcer's post at KFAB, vacated by J. B. Lake, who has gone to Hutchinson.

Jim Cox, KFAB-KFOR continuity staffer, is writing all the Chamber of Commerce weekly shows with exception of five which are the labors of J. Gunnar Back's radio writing class at the University.

WELI, New Haven

Mrs. William Phillips, conductor of "Tell Me a Story" weekly children's program, is conducting a contest, inviting every child who has written either a poem or story to participate.

Vera Cruse is featured on the new "Kressel and Wolf Swing Session" commercial, Sundays at 3, with Dave Hudkins and orchestra.

Returning to the fold: the Dargan Brothers, Mary Morrissey, Sylvia Feldman.

possibilities augurs well for Miss Sedell.

Lawrence Tibbett is putting an additional sock into those already highly popular Chesterfield programs with the Andre Kostelanetz orchestra over CBS on Wednesday nights. Tibbett's rendition of the "Figaro" song on the last broadcast again proved he has peers in this number, among others.

AGENCIES

MASON BRITTON has been elected chairman of the board of the Advertising Federation of America, succeeding the late E. H. McReynolds. Britton has been a director of the organization since 1935. George W. Slocum, president, announces the election of Henry Obermeyer as a director of the federation to succeed McReynolds.

H. A. BATTEN, president of N. W. Ayer & Son Inc., has been elected a director of the First National Bank, Philadelphia. In this position he follows in the footsteps of two late presidents of the national advertising firm—F. Wayland Ayer and Wilfred W. Fry.

COL. K. G. MARTIN of Charles W. Hoyt Co. Inc. has been elected a director of the Norwegian Chamber of Commerce.

GUEST-ING

VIOLA PHILO and CORINNE FREDERICK, on "Radio City Music Hall of the Air," Jan. 23 (NBC-Blue, 12:30 p.m.).

RICHARD CROOKS, on Ford Sunday Evening Hour, Jan. 23 (CBS, 9 p.m.).

JEAN STARR UNTERMEYER, on "Book of the Month Club," Jan. 15 (WQXR, 9 p.m.). J. B. PRIESTLEY, same program, Jan. 16; PEARL BUCK, Jan. 17.

ALICE FAYE, TYRONE POWER, ALICE BRADY, BRIAN DONLEVY, in scenes from "Old Chicago", on "Hollywood Hotel", Jan. 21 (CBS, 9 p.m.).

New WMPs Comm'l Manager

Memphis—Bill Kirkendale has been appointed commercial manager of WMPs. He was formerly with WCPO, Cincinnati. Both stations are owned by Scripps-Howard Radio Inc.

Results COUNT MOST

CKWX
VANCOUVER, B. C.
The Popular Station of Canada's Third Largest City

WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Dedicates Mobile Unit To Texas Public Service

Dallas—Mindful of the great part radio has come to play in public emergencies, Martin B. Campbell, general manager of WFAA here, has dedicated the station's new mobile unit transmitter, KAXD, to the "public interest, convenience and necessity" in the 178 Texas counties throughout the station's primary coverage area.

Brochures giving complete information on the unit, and offering it to the public service in emergencies, have been mailed to mayors, police chiefs, county judges and sheriffs, American Red Cross chapters and newspapers in north, northwest, central and east Texas.

WFBM Adds Equipment

Indianapolis—Equipment recently added by WFBM here includes two new adjustable boom-stands to facilitate handling musical programs and two Collins 40-watt high frequency transmitters covering four different frequencies in relay broadcast band, which were added preliminary to announcement of new mobile unit.

Chief studio engineer R. B. Renaker has completed installation of a selective monitor system.

Install Sound-Proof Doors

Evanston, Ill.—Irving Hamlin, manufacturer of the Evanston Sound-Proof Door here, has announced orders for the product from CBS, to be added at Station WCCO. Doors are of the modified type, similar to those recently installed at WBBM, Chicago, and the NBC studios at Merchandise Mart, Chicago. Installations have also been made at KMOX, St. Louis; KOA, Denver; WBR, Baton Rouge, La.; KVOO, Tulsa, and WISN, Milwaukee.

Charles Edward Stahl

Upper Montclair, N. J.—Charles Edward Stahl, President of Arcurus Radio Tube Co., Newark, died yesterday after a short illness of pneumonia at his home here. He had been with the concern when it was organized and returned in 1930 as general manager. He was made president last month.

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.

- 2,104,011—Radio Signaling System. Edwin H. Armstrong, New York.
- 2,104,012—Multiplex Radio Signaling System. Edwin H. Armstrong, New York.
- 2,104,028—Aircraft Blind Landing Beam System. Francis W. Dunmore, Washington, assignor to the Government of the United States, as represented by the Secretary of the Navy.
- 2,104,075—Radio Direction Finder. Charles S. Franklin, Foidhu, near Mullion, England, assignor to RCA.
- 2,104,087—Automatic Volume Control. Alfred A. Linsell, Sydenham, London, England, assignor to RCA.
- 2,104,100—Superheterodyne Converter Network. Walter van B. Roberts, Princeton, N. J., assignor to RCA.
- 2,104,107—Automatic Gain Control. Adrianus H. M. van der Ven, Eindhoven, Netherlands, assignor to RCA.
- 2,104,128—Gas Discharge Tube Delay Circuit. Richard K. Honeman, Bloomfield, and Leland K. Swart, Mountain Lakes, N. J., assignors to American Telephone and Telegraph Co.
- 2,104,160—Adjusting Device in Particular Electrical Condenser. Kari Hengel, Berlin, Germany.
- 2,104,253—Luminescent Screen and Method of Use. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television Inc.
- 2,104,318—Multiple Phase Modulation. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.
- 2,104,324—System of Compensating Automatic Volume Control. R. Lee Hollingsworth, Riverhead, N. Y., assignor to RCA.
- 2,104,533—Method and Means for Controlling Gas-Filled Tubes. Leon L. von Kramolin, Berlin-Wilmersdorf, Germany.
- 2,104,541—Modulation System. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.
- 2,104,566—Electron Tube. Loury C. Maloff, Philadelphia, assignor to RCA.
- 2,104,569—Variable Mechanical Means for An Oscillation Circuit. Herbert Muth, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.
- 2,104,610—Antenna and Coupler System. Robert B. Dome, Bridgeport, Conn., assignor to General Electric Co.
- 2,104,616—High Frequency Receiver. George W. Fyler, Stratford, Conn., assignor to General Electric Co.
- 2,104,635—Means and Method for Suppressing Interference in Radio Reception. Harry B. Breedlove, Memphis, Tenn.
- 2,104,682—Amplifier Control Circuits. Bernardus D. H. Tellegen, Eindhoven, Netherlands, assignor to RCA.

Overhaul Transmitter

San Francisco—Paul Schulz, KYA chief engineer, has announced complete overhauling and modernization of station's auxiliary transmitter, installed in same building with new 5,000-watter. Auxiliary will be used only if new transmitter fails.

Alter KSL Studio

Salt Lake City—Alterations are now in progress on KSL's Studio A to accommodate greater production and for technical improvement. Enlarged orchestra and ensemble work has required new floor covering, rearrangement for greater audience observation, and redecoration.

McElrath on Coast

Hollywood—George McElrath, NBC supervising engineer in New York, is here on a survey of the local set-up and for conferences with Don Gilman, v.p., before continuing a swing around network affiliates on the coast.

New Low in Distortion

Charlotte, N. C.—WBT here, recently installed engineering equipment in its 50,000 watt transmitter which reduces its distortion to six-tenths of one per cent—just about as low as possible with present radio equipment.

Announcers' Rack

Springfield, Mass.—Chief Engineer Hillis Holt has installed a new rack in the small studio for holding announcement copy.

Eight Years with KSL

Salt Lake City—Eugene Pack, chief engineer of KSL here, this week marked his eighth year with the station. A member of the I.R.E., he came to KSL after having been connected with KLO, Ogden, Utah, and Western Union. He's a graduate of the University of Utah with a degree of B.S.

Saxton Moves Quarters

Hollywood—A. H. Saxton, chief engineer of the NBC Western division, has moved his headquarters from San Francisco to Hollywood, marking final transfer of departmental heads to NBC here.

Station Improvements

New Orleans—WJBW has applied to the FCC for a construction permit to make changes in equipment, increase power from 100 watts to 100 watts night, 250 watts day, install vertical antenna, and move transmitter.

Mandan, N. D.—FCC has before it request from KGCU to change hours of operation from specified to unlimited time. Station would also install vertical antenna and move transmitter from 111 First Avenue, N.W., to new site still to be determined.

Clovis, New Mexico—KICA is seeking license to cover construction permit for new antenna and move of transmitter.

Most High Power Stations Now Vertically Equipped

Eighty-six per cent of all high-powered regional stations (over 1,000 but less than 50,000 watts) are now equipped to broadcast the vertical-cut Wide Range programs produced by World Broadcasting System, Norton Cotterill, WBS vice-president, has announced. The trend appears to be spreading to stations of all sizes.

"Vertical" coverage is 100 per cent among stations of 50,000 watts or over. In the 1,000 watt "regional" class, 213, or 64 per cent have vertical-cut reproducers, while in the 100 watt classification, 121 stations have made the financial investment necessary to provide their listeners with "four-color" program reproduction.

The WBS survey, of which these figures are a part, shows an increase of exactly 100 per cent since 1935 in the total number of vertical-equipped stations.

Improvements for Tabernacle

Salt Lake City—Construction has been started on an ultra-modern radio control room in the great Mormon Tabernacle on Temple Square here. Room will house most up-to-date developments in studio control equipment, with facilities provided for monitoring and mixing 7 microphone channels. Installation will be used in origination of nationally known Tabernacle Choir and organ broadcasts heard over CBS coast-to-coast each Sunday, and in other broadcasts from the building.

"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 5-6741

C. & S., JACK BENNY TOP NATIONWIDE POLL

(Continued from Page 1)

ey, is bought by sponsors who use full national coverage.

There is also the case of Paul Sullivan, whose high number of votes is explained by the fact that WLW, over which he is heard, is the country's most powerful radio station (500,000 watts) thereby giving him a wider listening range even from a single station.

By and large, however, a poll of editors and critics representing every section of the country has been found to be the most reliable consensus in evaluating excellence in entertainment.

In the voting, many radio editors designated as their favorite personality a star who belongs to a program other than the same editor's favorite radio show. This accounts for Jack Benny heading the list of "personalities," while his program was second in the list of favorite shows. The Chase & Sanborn hour, on the other hand, was rated tops as a production, due to its more elaborate cast make-up, while the latter program's Edgar Bergen and Charlie McCarthy, taken by themselves, were second in the "personality" list.

The vote for orchestras shows less popularity than expected for the "swing" group. Ted Husing's walk-away in the sports commentator class was another highlight of the poll.

KFRO, Longview, Tex.

Morris Ming, formerly chief engineer at KIUL, Garden City, Kan., is now here as assistant c.e.

Station recently supplied music by remote for the Lions Club annual banquet and installation.

Following a big fire some time ago, broadcast over the station, sales department sold a local insurance agent to sponsor future fires—and now they're still waiting for fires.

Kids' Favorites

Joe Penner is the favorite of juvenile radio listeners, with Eddie Cantor second, according to the second annual Children's Preference Survey conducted by Erwin M. Frey & Associates, public relations counselors, for The Boys' Athletic League.

Favorite radio stars designated by boys were: Penner, Cantor, Lone Ranger, Jack Benny, Bing Crosby, Jack Oakie, Kate Smith, Marika Raye, Dick Powell, Nelson Eddy, Tom Mix, Charlie McCarthy, Al Pearce, Al Jolson, Bob Ripley and Pick and Pat.

The girls voted: Penner, Cantor, Benny, Crosby, Burns and Allen, Deanna Durbin, Jolson, Benny Goodman, Eddy, Rudy Vallee, Phil Baker, Charlie McCarthy, Powell, Kate Smith, Jeanette MacDonald, Oakie.

Data On Program Winners

CHASE & SANBORN HOUR

Sponsored by Standard Brands Inc. for Chase & Sanborn Coffee; Sundays at 8-9 p.m. on NBC-Red Network.

Agency: J. Walter Thompson Co.

Cast: Don Ameche, emcee; Nelson Eddy and Dorothy Lamour, vocalists; Edgar Bergen and Charlie McCarthy, Stroud Twins, and a different weekly guest star. W. C. Fields also appeared during present program's first several months.

Orchestra: Robert Armbruster.

JELLO PROGRAM

Sponsored by General Foods Corp. for Jell-O; Sundays at 7-7:30 p.m. on NBC-Red Network.

Agency: Young & Rubicam Inc.

Cast: Jack Benny, Mary Livingstone, Kenny Baker, Andy Devine, Sam Hearn (Schlepperman), Don Wilson.

Orchestra: Phil Harris.

ROYAL GELATIN HOUR

Sponsored by Standard Brands Inc. for Royal Gelatin; Thursdays at 8-9 p.m. on NBC-Red Network.

Agency: J. Walter Thompson Co.

Cast: Rudy Vallee and guest talent, with Tommy Riggs and Betty Lou as a recent steady feature, and Graham McNamee as announcer.

Orchestra: Rudy Vallee.

KRAFT MUSIC HALL

Sponsored by Kraft-Phenix Cheese Corp.; Thursdays at 10-11 p.m. on NBC-Red Network.

Agency: J. Walter Thompson Co.

Cast: Bing Crosby, Bob Burns and guest talent.

Orchestra: John Trotter.

TOWN HALL TONIGHT

Sponsored by Bristol-Myers Co. for Ipana and Sal Hepatica; Wednesdays at 9-10 p.m. on NBC-Red Network.

Agency: Young & Rubicam Inc.

Cast: Fred Allen, Portland Hoffa, Harry von Zell and guest talent.

Orchestra: Peter Van Steeden.

LUX RADIO THEATER

Sponsored by Lever Bros. for Lux toilet soap; Mondays at 9-10 p.m. over CBS.

Agency: J. Walter Thompson Co.

Cast: Guest talent changed weekly, with Cecil B. De Mille as director.

N. Y. PHILHARMONIC-SYMPHONY ORCHESTRA

Sustaining; Sundays at 3-5 p.m. over CBS.

Conductor: John Barbirolli.

Commentator: Deems Taylor.

CHESTERFIELD PRESENTS

Sponsored by Liggett & Myers Tobacco Co. for Chesterfield cigarettes; Wednesdays at 9-9:30 p.m. over CBS.

Agency: Newell-Emmett Co. Inc.

Cast: Andre Kostelanetz's Concert Orchestra, with guest soloists; Deems Taylor, commentator; Paul Douglas, announcer.

FORD SUNDAY EVENING HOUR

Sponsored by Ford Motor Co.; Sundays at 9-10 p.m. on CBS.

Agency: N. W. Ayer & Son Inc.

Cast: Ford Symphony Orchestra and Chorus, conducted by Eugene Ormandy, plus guest soloists, and talks by W. J. Cameron.

MAGIC KEY OF RCA

Sponsored by Radio Corp. of America for all RCA products; Sundays at 2-3 p.m. on NBC-Blue Network.

Cast: Guest talent and specialties, with Milton Cross, John B. Kennedy and Ben Grauer as commentators.

Orchestra: Conducted by Dr. Frank Black.

BIZ PLACED ABROAD UP 225% LAST YEAR

(Continued from Page 1)

tina, Brazil, West Indies and Mexico, with an important showing made in Hawaiian Islands, Australia and the Philippines. Considerable number of American advertisers are getting away from the electrical transcription angle and are using local live talent.

On the Continent, Station Luxembourg continues to be in a class by itself, covering the British Isles with English programs and obtaining the highest rate in the world for its sold out Sunday time, running into as much as \$2,000 for an hour, with a long waiting list on tap.

WKAT, Miami Beach

Station's "I Want a Job" program, with Ted Coughlan as interviewer, has drawn an unusual audience response. Program presents fully qualified citizens of greater Miami and is devoid of sentiment or the usual type of hard luck appeal.

Ted Husing was presented as guest announcer on a remote pickup of the Club Continental.

KGER, Long Beach, Cal.

William Davidson is the latest addition to sales staff.

Station has formed a Public Events Department, to be run in conjunction with its news bureau. Cleo Roberts, news editor, and Fred Henry, announcer, are in charge. The new portable recording outfit will be used in the work.

KVOR, Colorado Springs

Hugh B. Terry, manager, leaves this week-end for several days in Oklahoma City.

Dudley Tichenor of the sales staff, and wife, took a little vacation.

Carl Druemeller, substituting for Bob Taylor, chief engineer, who is ill.

John Bissell, baritone, and Pike's Peak Melodeers, male quartet, are featured in "Way Back When," new 30-minute show starting Sunday.

| | | | | | | | | | | | |
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| 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

January 14

George Anastro Spencer Bentley
Hendrik Willem Van Loon
Seymour Simons

January 15

Goodman Ace Henry Burr
H. S. Goodman Helen Yorke
Kathleen Wilson

January 16

John B. Kennedy Ethel Merman
Irving Mills Babs Ryan
Charles Stark



★ Coast-to-Coast ★



A FULL-HOUR swing session will be aired by CBS from here tomorrow with Paul Whiteman and his orchestra. Connie Boswell, Raymond Scott Quintet, Louis Armstrong, "Fats" Waller, Joe Venuti, Jerry Colonna and Jack and Charlie Teagarden. The show will be the first of the "Saturday Night Swing Club" programs to be heard for a full hour. Phil Cohan is producing the show.

"Beauty Question Box" is a new quarter hour show on KMTR, Mondays at 4:15-4:30.

Charles Tazewell, radio scripter, has been added to the writing staff on the Warner-Lucky Strike show by Tom McAvity, producer for Lord & Thomas. Writer was formerly of CBS continuity staff, also contributing scripts for several commercials, including Irvin Cobb's "Paducah Plantation."

Mark Kelly, accompanied by Bernard Weinberg, producer, went to San Francisco to corral "Shing'n' Sam" Baugh, star of the Washington Redskins professional football team for his CBS Pacific Coast broadcast Thursday night.

Clover Kerr will be heard on KFWB via transcriptions for a week or ten days while the sunshine girl revels in the sunshine of Palm Springs for a like period.

Paul Whiteman threw a party at the Grove for Al Lewis, Hank Garson and Tom Langan, who script the Whiteman-Chesterfield show.

Warren Stokes is recording a program for 20th Century-Radio Productions which embraces features of his "Pick of the Pictures," "Hollywood Newstreet" and "Hollywood Question Box." Interviews Montagu Love on the first transcription.

Meredith Willson, head of the NBC music department, has been signed to continue as musical conductor-arranger for "Signal Carnival" through 1938. Maestro also conducts the Maxwell-MGM "Good News" show.

TEDDY BERGMAN is making disks for Alka-Seltzer. Talent set by Sound Masters Inc.

"Community Breakfast Table," featuring Florence Maxwell and Louts Fehr, is now a WMCA morning feature at 7:45-8 a.m.

WHOM aired the Jersey City Chamber of Commerce 15th anniversary by remote control from the Hotel Plaza, J. C., Wednesday night, with Mayor Frank Hague among speakers.

The Brown Sisters are vacationing from WICC, Bridgeport, for two months.

Tino Rossi, French tenor, arrived in Montreal this week to open a tour of his "Continental Varieties."

"The Musical Hour" on WAAF, Chicago, has passed its 250th consecutive Sunday broadcast under same sponsor. Program Director Jack Odell arranges and announces the program. On same station, Bob Hawk is rounding out six years of his "Red Hot and Lowdown," recordings and chatter.

"The Editor Speaks," WMCA's weekly digest of editorials appearing in the New York City newspapers presented for 15 minutes on Saturdays at 7:45-8 p.m., is being revised to include the opinions of listeners on the subjects editorialized in the newspapers. The new show, expected to start in a few weeks, will be extended to half an hour.

Ivy Dale of Ed Smalle's choral group has been signed by the Salmaggi Opera Company. She is the third member of Mr. Smalle's chorus who has been put under contract by an opera company.

The Magazine of the Air, on WABC, Sundays at 5 p.m., becomes a concert program starting this week. It

features Channing Pollock as commentator; Morton Bowe, tenor; Genevieve Rowe, soprano; and Mark Warnow's orchestra and chorus. Vera Brodsky and Harold Triggs, pianists, are the guest artists.

John S. Young, radio director of the New York World's Fair, will pinch-hit for Bryce Oliver on the Monday night "New York News" program over WHN at 9-9:15 p.m. Oliver is vacationing in the West Indies.

WORC, Worcester, announces that an agreement has been signed with its employees. The announcement was made by E. E. Hill, station manager.

Two special shortwave pickups will highlight a broadcast of the Los Angeles opening of 20th Century-Fox's "In Old Chicago" over the Mutual network at 11:30 tonight. Alice Faye, Alice Brady, Don Ameche and Tyrone Power, who head the cast of the production, will greet listeners from the lobby of the theater. Emcees will be Jack Haley and George Fischer.

WOR is offering to feed every radio station in New Jersey with its pick-up for the inauguration of Harry A. Moore into the Governorship next week. Stations may either take the program off the air and rebroadcast it, or take it off the nearest line point. If the latter is done, station must pay the line charges.

Star Radio Programs has just signed a new Canadian station, CFGP in Grande Prairie, Alberta, for the "Morning Bulletin Board" program and the Star Commercials. Star has also signed KATE, Albert Lea, Minn.

Vera Brodsky, young American pianist, returns to solo work in a new CBS program series starting Jan. 17 at 3:45-4 p.m.

SAN ANTONIO

J. C. Jannett has been added to the sales force at KTSA.

"Sonny" Garden, singing-guitarist, is drawing a nice amount of fan mail at KABC.

Vivian Vorden, gal ork leader, formerly heard via KONO, tied the nuptial knot recently.

Ruby Wright of the Broadway show, "Music in the Air," recently joined Barney Rapp's New Englanders on the Saint Anthony Rainbow Terrace.

N. J. Names Publicist

Trenton, N. J.—Lockwood Barr, New York publicity man, has been appointed to handle the New Jersey Council's \$150,000 advertising and publicity campaign, in which radio promotion will play a part.

PITTSBURGH

WCAE now feeding 12 programs to Mutual.

Cliff Daniel had Alexander Woollcott (gratis) on his program the other night.

Phyllis Morton, radio poetess, missed her first program in three years because of a "flu" attack.

Eloise Drake, a real soprano discovery, never on the air, is keeping her fingers crossed as both WCAE and KDKA bid for her services. Harvey Gaul, noted critic and composer, rated Miss Drake "the tops" in a newspaper interview and offers came thick and fast.

Elsie Lichtenstul soon will have a "double bill" on WCAE. Her present 15 minute spot on Sunday will be followed the next 15 minutes with a program paid for by another sponsor.

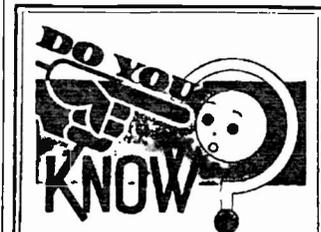
ONE MINUTE INTERVIEW

GEORGE GRIFFIN

"It is deplorable that avenues for entry into the field of broadcasting are daily narrowing. The dropping off of amateur hours is a blow to ambitious tyros and the networks are daily becoming less amenable to the auditioning of aspirants to professional fame. All an embryonic artist wants is a chance to show his talents before an audience. And this, after all, is the best and fairest way to determine whether or not the tyro's talents are worthy of development."

"Melody Puzzles" New Talent

Vocalist changes by Lucky Strike for its NBC and WOR "Melody Puzzles" programs include Songsmith Quartet joining the Monday night stanza on NBC-Blue network, and Jimmy Shields replacing Buddy Clark on the WOR show.



Jane Pickens has won three music fellowships at Julliard Institute, where she is studying opera.

MacDonald Carey of "Woman in White" is taking singing lessons. Says it improves his speaking voice.

Smiling Ed McConnell is now Flying Ed McConnell. Spending the winter at Pass Christian, Miss., he flies up every weekend for his Acme White Lead program at NBC.

Fort Pearson, NBC news commentator, next Sunday launches a new program of his own building on WMAQ, titled "News Highlights of the Week."

Driskill Wolfe, WAAF romantic tenor, is away on vacation.

Estelle Barnes has launched a new classical piano series on WAAF.

"Home Marketing Hints" with Jean Abbey and Carolyn Price will be aired over WGN Fridays. Geyer-Cornell & Newell is the agency.

Sally Jo Nelson is here visiting friends at WGN where she used to work. She has been offered a part in a Broadway musical and is also set for Chevrolet transcription series.

Bob Bailey, NBC actor, has been written out of "Dan Harding's Wife," and is vacationing in Miami.

Al Hollender, WJJD and WIND publicist, flew to Dallas on first leg of vacation. Expects to spend some time at Hot Springs, Ark.

Lee Francis, WBBM pianist, has worked up a class of piano pupils.

Roger Krupp, "Arnold Grimm's Daughter" announcer, is back after a week of illness.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 11

NEW YORK, N. Y., MONDAY, JANUARY 17, 1938

FIVE CENTS

90% of Affiliates Sign AFM Deal

NBC IS SPANKED BY FCC FOR MAE WEST BROADCAST

By PRESCOTT DENNETT

Washington Bureau, RADIO DAILY
Washington—Though admitting it could take no action, the FCC, in a letter made public Friday, severely reprimanded NBC for the Mae West skit aired recently. The letter, sent by Frank R. McNinch, FCC chairman, to Lenox R. Lohr, president of NBC, follows in full:

The Commission has carefully considered the transcript of the "Adam and Eve" feature by Don Ameche and Mae West and the dialogue between Mae West and Charlie McCarthy, sponsored by Chase & Sanborn and broadcast by NBC, on Dec. 12. It is our considered opinion that both of these features were far below even the minimum standards which should control in the selection and production of broadcast programs.

We commend your company for having apologized over the radio and through the press for these features and again in your letter to the Commission. We are unable, however, to accept the view expressed in your letter that the broadcasting of these features was only a "human error in judgment."
(Continued on Page 3)

New WHB Aviation Show Put Over in Big Style

Kansas City—With an exploitation campaign in behalf of Bill Moore's newest aviation show, "Angels in Blue," WHB's Don Davis proved again this month his penchant for publicity, and set the town a-gog for a "world premiere" broadcast yesterday over WHB. Campaign got underway Dec. 27 with small teaser ads in the Journal-Post querying: "Is it candy, a movie, a radio program, a stage play, a novel? Watch, wait, listen, for Angels in Blue!" A contest with \$100 in cash prizes for listeners was the bait.

Simultaneously, WHB went on the air with mysterious teaser announcements and airplane sound effects. The romantic adventure of an airliner
(Continued on Page 3)

Wrong Democrat

Boise—A KIDO announcer changed the course of history for a few minutes the night of the annual Democratic Jackson Day rally. In presenting the local station's broadcast from banquet hall, one of the "Voices of Idaho" looked a six-foot portrait of President Jackson square in the face and blithely pronounced the broadcast as originating at the "Annual Jefferson Day Banquet".

LOCAL MONOPOLY CURBED BY NEW POLICY OF FCC

By GEORGE W. MEHRTEKS

Washington Bureau, RADIO DAILY
Washington—In a new policy designed primarily to curb monopoly in the radio industry, Chairman Frank R. McNinch of the FCC at his press conference Friday declared that the
(Continued on Page 8)

Harriet Parsons Replaces Eddie Garr in Bromo Spot

Eddie Garr, after just one broadcast, stepped out of the Bromo-Seltzer series on NBC-Blue, and Harriet Parsons in "News of Hollywood" takes over the spot Wednesday at 8:30 p.m. The short-lived Garr program, "Manhattan After Dark," succeeded Sidney Skolsky's gossip from Hollywood. Harriet Parsons is the daughter of Louella.

WTMV Adds Space

East St. Louis, Ill.—Due to need for more facilities, WTMV has taken over two more rooms in Hotel Broadview, giving station the entire segregated portion of mezzanine floor.

Majority of 273 Independent Network Stations Have Accepted Musicians' Plan Which Goes in Effect Today

D. E. KENDRICK MANAGING WEST VIRGINIA NETWORK

Charleston, W. Va.—Appointment of D. E. "Plug" Kendrick to the newly created post of managing director of WCHS, local CBS affiliate, and also as managing director of the West Virginia Network, is announced by John A. Kennedy, president and general manager. Other stations in the network are WPAR, CBS outlet in Parkersburg, and WBLK, Clarksburg.

Present WCHS executives continue in their respective offices. They include E. B. Ferguson, local commercial manager; Nicholas Pugliara, program director, and Odes E. Robinson, technical director and chief engineer.

Puritan Beans Starts New England Campaign

The Puritan Baked Beans Co., of Portland, Me., has inaugurated a series over six New England stations: WSPR, Springfield; WTAG, Worcester; WTIC, Hartford; WHDA and WCOP, Boston, and WJAR, Providence. Louis R. Korn of Portland is the agency in charge.

WHK Granted Facsimile

Cleveland—FCC has granted WHK special experimental authorization to operate regular transmitter for facsimile between hours of 1 and 6 a.m., using 1 kw.

Formal notice of the IRNA Plan of Settlement becoming effective today (as printed in last Tuesday's RADIO DAILY) was released Saturday in a statement by Joseph N. Weber, president of the AFM; Samuel R. Rosenbaum, chairman, and Emile J. Gough, secretary of the IRNA negotiating committee. Statement said that 90 per cent of the 273 affiliates had signed up. Contracts received later will be retroactive to today.

Key stations of the three major networks have turned in their contracts and a further statement signed by Rosenbaum and Gough, urged that unsigned stations hasten to fulfill their obligations in order to minimize
(Continued on Page 3)

REVISED NAB PROPOSALS SUBMITTED TO MEMBERS

Washington—James W. Baldwin, managing director of the NAB, has sent notice to all members regarding the reorganization plans to be submitted to the membership for approval or rejection at the convention here opening Feb. 14, the proposals as listed in the NAB Reports dwelling on the changes made since the proposals were considered by the committee on Jan. 5.

Important changes include: provision for 17 district directors instead of 15; dues have been rewritten and classes A to O provide for monthly membership fees based on a minimum of \$15,000 range of income to over \$2,000,000, the former to pay \$5 monthly and the latter \$500; time and place of annual meeting may be
(Continued on Page 3)

K. C. Television

Kansas City—Midland Television Inc. is now making two television broadcasts daily for demonstration and experiment. Using concentric cables, the pictures are transmitted from one floor to another, where they are picked up on a 80-line screen. A 441-line screen is now under construction. J. R. Duncan is chief engineer.

★ THE WEEK IN RADIO ★

... IRNA Plan Is Operative

By M. H. SHAPIRO

BEGINNING today, the IRNA Plan of Settlement is in effect as per AFM decision after conferences with Emile J. Gough and Samuel R. Rosenbaum, representing the IRNA Special Advisory Committee. Over 200 stations have signed contracts, with 78 still in process of negotiation early last week. Committee for the affiliates will disband shortly and it is expected that those not yet in the fold will obtain additional time. . . . as the committee stated, however, it

is not known what procedure the AFM will take toward the unsigned affiliates not represented in current negotiations. . . . The AFM Executive Board begins a one-week meet today in Miami to discuss, among other things, unfinished radio business phases. . . .

CBS formed an adult education board to furnish guidance for a series of educational programs in evening hours definitely reserved for the pur-

(Continued on Page 6)

Vassar on WGNV

Newburgh, N. Y.—On invitation of Peter Goelet, owner of WGNV, radio became an extra curricular activity at Vassar College last week. Studio facilities have been set up at the college in Poughkeepsie and two programs will be aired weekly over WGNV, including music, drama, talks, forums, etc. Faculty will cooperate with students in planning broadcasts.



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

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FINANCIAL

(Saturday, Jan. 15)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, Crosley Radio, Gen. Electric, RCA Common, RCA First Aid, Stewart Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Hazeltine Corp., Nat. Union Radio.

Atlas Increases Series

Atlas Radio Corp. has added to its 1938 production. The comedy show, "Bits of Life," has been increased from 26 to 32 episodes. This program of dramatized short stories features Barbara Luddy, leading lady of "First Nighter," and Martha Wentworth, NBC actress.

WLS Biz Running Ahead

Chicago—Business at WLS not only is ahead of 1937 for the current month, but indications are that February and March also will top the same months last year, according to William R. Cline, sales manager.

New WBNX-ARTA Contract

American Radio Telegraphists Ass'n has signed a new agreement with WBNX, effective Feb. 1. New deal calls for increased wages, closed shop, longer vacation periods and time and a half for overtime.

WAKO Albany, NY Under One Tent POWER MARKET POPULARITY Newly Equipped for Super Power

Results Win Radio Convert

Utica, N. Y.—Maher Brothers Clothiers tested WIBX and radio last Christmas, and sales jumped so far above estimates that a strict 63-year-old press-advertising policy stayed broken. January promotion, exclusively radio, cleared remnants with convincing speed, and last week the account adopted the microphone method by signing a long term contract. Mason Taylor writes the show.

CBS H'wood Cornerstone Is Being Laid Tomorrow

West Coast Bureau, RADIO DAILY Los Angeles—Cornerstone-laying ceremonies at the new \$2,000,000 CBS Hollywood home will take place tomorrow, with Donald W. Thornburgh, v.p. in charge of coast operations, officially setting the stone in place. The event will be broadcast via KNX at 12:15-12:45 p.m. More than 30 dignitaries of state, city, press and industry will participate. Gary Breckner has been selected to emcee, while Lud Gluskin, CBS musical director here, will handle the musical end, and George McCall will do some commenting.

Organist Joins Mertens-Price

West Coast Bureau, RADIO DAILY Los Angeles—Madame Carolle Paralta, for the past three years organist in the ballroom at the Waldorf-Astoria in New York, and previously organist in Balaban & Katz theaters in Chicago, has joined the "Home Folks" production unit at Mertens & Price Inc. in support of Wade Lane, who, incidentally, has just completed a 16-page gift volume of original verse and prose in his homey vein, which will be distributed by sponsors of his 15-minute transcribed program of dialog and song in the U. S., Canada and Australia.

Radio Aids Paralysis Drive

Under chairmanship of O. H. Caldwell, publisher of Radio Today, the radio industry is being organized to raise funds for the National Foundation for Infantile Paralysis.

Jan. 17th to 23rd is KGLO WEEK

in celebration of FIRST ANNIVERSARY

Get details of market covered by fastest growing station in America from Weed & Company.

KGLO, Mason City, Ia. CBS OUTLET

Mort Lewis Gives Up Pick and Pat Scripting

Mort Lewis, who has written the Pick and Pat scripts for 91 consecutive weeks, has severed his connection with the program due to pressure of theatrical work. He is at present rewriting a Broadway musical show in collaboration with Tom McKnight.

COMING and GOING

E. K. COHAN, head of CBS in England, sailed Saturday aboard the Ile de France for Europe. FRANCIS SALABERT, French music publisher, and his wife, sailed for Europe Saturday. COMMANDER E. F. McDONALD JR., president of Zenith Radio Corp., left Chicago for New York on Friday and will return in a week to wind up affairs before going on a cruise to South America. EDWIN K. COHAN, CBS director of engineering, and HAROLD PRATT, vice-president and chief engineer of Mackay Radio, sailed Saturday on the Ile de France enroute to the International Radio conference at Cairo. ROY C. WITMER, in charge of NBC sales, arrived in Hollywood on Friday for conferences with Don E. Gilman, vice-president, and Sydney Dixon, head of coast sales. Trio will visit San Francisco following huddles there. HENNY YOUNGMAN and his family leave for Hollywood tomorrow for an engagement there.

THE 83rd BLOW!



SEE PAGE TWO TOMORROW—

"It's the 101st blow that tells . . ."

NBC IS SPANKED BY FCC FOR MAE WEST BROADCAST

(Continued from Page 1)

ment." The care with which the public has a right to expect, and which is, we understand, the practice, in the writing and editing of the manuscripts and in the rehearsing of such features would seem to exclude the elements of accident and surprise.

The admittedly objectionable character of these features is, in our opinion, attributable to the lack of a proper conception of the high standards required for a broadcast program intended for reception in the homes, schools, automobiles, religious, social and economic institutions, as well as clubs, hotels, trains and other places, reaching in the aggregate a much larger number of people daily than any other means of communication and carrying its message to men women and children of all ages. A clear recognition of the social, civic and moral responsibility for the effect upon listeners of all classes and ages requires such a high standard for programs as would insure against features that are suggestive, vulgar, immoral or of such other character as may be the cause of the general public's right-thinking, clean minded American citizens.

While the right to reap a reward or profit in the proper use of the license granted by the Government is clearly recognized, this right and all other considerations are entirely subordinate to the interest of the listening public; and, if the present system of licensing private agencies to broadcast is to ultimately win the favor and approval of the American public, this favor will be won chiefly through the excellence of the programs broadcast and their freedom from commercialization at the expense of propriety and quality.

In our present system and the statute under which the FCC functions, the Commission has no power of censorship but this power and responsibility rests squarely and unavoidably upon the licensee. The right to continue operation under a license can be justified only so long as public convenience and necessity are served through programs broadcast to the listeners. Licenses are granted without any compensation by the licensee to the Government and solely for the purpose of serving the public interest and, hence, the broadcaster must accept, along with the privilege granted, a definite inescapable and high public trust in the use of the facilities licensed.

It is believed that a true conception of this public trust would lift the general standards of the programs to a higher level and would condemn as unworthy not only the features herein specifically referred to but other material which has been broadcast.

The Commission notes that, while the features above referred to were originated by your company, these features were broadcast over 59 stations over your network, and, while the primary responsibility for this program rests with your company, the stations that carried it cannot be excused for carrying this program on the ground that such program was received over the network under a contract for program service. Each licensee carries his own definite responsibility for the character of programs broadcast and be must and will be held to account regardless of the origin of the program. All who are interested should, therefore, take notice that trespasses against the public interest will be charged against every station engaging in such trespass.

In view of your recognition of the objectionable character of the program in question and of your assurance that greater care and caution will be exercised in the future, the Commission has decided to take no further action at this time than the writing of this letter in condemnation of the program. However, upon application for renewal of the licenses of the stations carrying this broadcast, the Commission will take under consideration this incident along with all other evidence tending to show whether or not a particular licensee has conducted his station in the public interest.

WOPI "The Voice of the Appalachians"
BRISTOL - TENNESSEE
- VIRGINIA

NEW PROGRAMS—IDEAS

WLBC News Show

Muncie News Agency is sponsoring this one to push sales of Sunday New York Mirror and News, via WLBC, Muncie, Indiana. Title is "Questions That Should Be Answered," and spots Henry Marks as commentator with Al Lee announcing. Script is by Ottis Roush, production manager, and is reported to be drawing well in weekly quarter-hour spot.

WQXR Film Finding Service

A free film-finding service for radio listeners has been inaugurated by Sidney Kaufman on his program, "Cinema Comment," over WQXR on Mondays at 9:45 p.m. By arrangement with film booking offices, Kaufman is able to advise applicants the next time any requested film is booked for exhibition at New York theaters. Responses indicate the service has been badly needed.

Revised NAB Proposals Submitted to Members

(Continued from Page 1)

determined by either the membership or board of directors; Article VII has had extensive revision and pertains to the board of directors which is to be increased from the originally proposed 21 to 23, section 2 now stating that directors at large shall be chosen as two from large stations, two from medium stations and two from small stations; (It also makes mandatory representation on the board of every type station); 17 sub-organizations are to be set up with each district electing a director in advance of any NAB annual meeting. Change here reads "elect" instead of "nominate"; Article IX has been changed to provide machinery for district associations to tie into the national body.

Reorganization committee, comprised of Edward A. Allen, Edwin W. Craig, E. B. Craney, Walter J. Damm, John Shepard 3rd, Mark Ethridge and Philip G. Loucks urges every member to attend the annual meeting in February, also that it believes the new setup will become so valuable to its members that every station will be proud of the membership and consider it an honor.

Ted Church Joins Collins

Theodore Church has resigned from the NBC press department to become assistant to Ted Collins, Kate Smith's personal representative. Church was at one time with WJSV, Washington, later resigning to join the Republican National Radio Committee in 1936. He takes over the new post today.

Cantor Nursing Throat

West Coast Bureau, RADIO DAILY
Los Angeles — Eddie Cantor, who had to do his broadcast last Wednesday with a nurse at his side, was still nursing a bad throat infection Saturday. He spent the week in the hospital.

WOR Recording Rate Card

WOR has issued a new rate card for its recording and transcription service, including studio recording, off-the-air, off-the-line and portable recordings. Complete costs are listed as well as spot announcement recording data. Partial list of WOR service users are given, numbering 20 leading advertising agencies.

90% OF AFFILIATES SIGN AGREEMENT ON MUSICIANS

(Continued from Page 1)

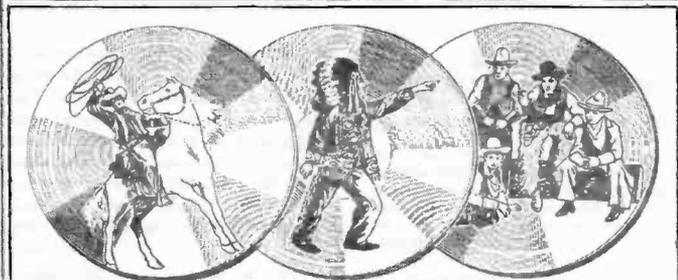
mize any measures that the AFM may decide to take. Committee will hold itself available for another two or three weeks, but must disband after that since it is desirous of attending the NAB meet in Washington next month and wants everything out of the way by then. Committee also thanked the affiliates for their cooperation and the "splendid and unselfish manner" in which the networks helped in the unprecedented emergency. As per original plan, the affiliates will add \$1,500,000 to their musician payrolls and the networks around \$600,000 annually. Weber believes well over 1,000 musicians will be added.

KHJ Live Television

West Coast Bureau, RADIO DAILY
Los Angeles—KHJ of the Don Lee network is preparing to start live talent television broadcasts in about 60 days.

Issues Broadcasting Atlas

Walter P. Burns & Associates have prepared a new Radio Broadcasting Atlas showing primary area coverage of stations by wattage groups, also a special table of broadcasting station ranges. Maps were made up from material supplied by the broadcasters. One chart also shows radio homes per square mile.



Radio's Greatest Audience Builder "THE LONE RANGER"

TRANSCRIPTIONS READY

FOR CONTRACTS TO STATIONS AND SPONSORS

FEBRUARY FIFTEENTH
3 HALF HOURS WEEKLY

The program feature that builds Audience Volume And Sales "Single Handed."—A 4 year test in Big Cities and Small Towns Shows Supremacy of Audience: Boys, Girls, Men, Women

Write or Wire WXYZ, Detroit

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

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS GRANTED

Southern Minnesota Supply Co., Mankato, Minn. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

W5YB, Rutland, Vt. CP to move transmitter locally and increase hours of operation to unlimited.

WHK, Cleveland. CP to operate experimental facsimile station from 1-6 a.m. 1 K.W.

APPLICATION DENIED

WSMB, Inc., New Orleans. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

SET FOR HEARING

KFQB, Anchorage, Alaska. Auth. to transfer control of corp. to E. K. McDonald. 780 kc., 250 watts, limited.

Orrin A. Henzel, Rochester, N. Y. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Peter J. Caldarone, Providence. CP for new station. 1270 kc., 250 watts, daytime. Jonas Weiland, Goldsboro, N. C. CP for new station. 1500 kc., 100 watts, daytime.

APPLICATIONS RECEIVED

WRBL, Columbus, Ga. Authority to transfer control of corp. to J. W. Woodruff, Jr. 500 shares common stock.

Cascade Broadcasting Co., Inc., Everett, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

KDB, Santa Barbara, Cal. Invol. transfer of control of corp. from Don Lee to Thomas S. Lee, R. D. Merrill, Beatrice Norton, 1000 shares common stock.

EXAMINER'S RECOMMENDATIONS

WSAY, Rochester, N. Y. CP to increase power and hours of operation to 100 watts, 250 watts LS., unlimited. 1210 kc., be granted.

WAAB, Boston. Mod. of license to increase power to 1 K.W., be granted. 1410 kc., unlimited.

KGAR, Tucson, Ariz. CP to change frequency and increase power to 1340 kc., 250 watts, be denied.

AGENCIES

MARSHALK & PRATT INC., New York, has been elected to membership in the American Association of Advertising Agencies.

GERALD PAGE-WOOD, for the past year v.p. in the Chicago offices of Campbell-Ewald Co., has resigned.

N. W. AYER & SON of Canada will handle the advertising account of Province of Quebec Tourist Bureau.

Gerald Lyons on CBS Staff

Gerald Lyons, recently connected with Edwin C. Hill as news editor, has joined the staff of the CBS publicity department. Among his assignments will be Major Bowes "Amateur Hour". Lyons was formerly with the Albany Evening News, the Wilkes-Barre Record, and the Worcester Evening Post, in editorial capacities.

Arthur Hayes a Father Again

Arthur Hayes, WABC sales manager, is the father of a boy born Friday at Port Chester. Mrs. Hayes is the former Florence Gruber, an ex-Campbell-Ewald Co., Detroit, employee. Newcomer, named Joseph, is his second child.

LISTEN TO DORIS RHODES

7.15 P. M. WABC-CBS Network Mondays

MANAGEMENT
COLUMBIA ARTISTS, INC.



PETTY CASH VOUCHER

Week ending Jan. 14th.

• • • Saturday.... While in Lakewood, N. J., we encounter Lanny Grey of NBC's Lucille and Lanny. A game of billiards with Lonie Taps who beats us and then is beaten by CBS' Herb Rosenthal. Zeke Manners plays ping-pong with Doris Rhodes and wins—but not only does Doris take us over, but we succeed in breaking three "Harry Richman balls"... Phone rings with a concise report of Judy Starr's birthday party at the Tavern which brings Dorsey, Duchin, Bill Corum, J. C. Flippen, a crowd from the Shuberts—and oh so many music people.

• • • Sunday.... While driving thru the pines and inhaling the fresh air we listen to WSM, Nashville, which comes over as clear as WLW, Cincy, does.... Hear that "Abraham Cohen" is the name of the Negro preacher heard via WKAT, Miami.... Another call reports that Bobby Feldman's testimonial dinner at the Astor is a huge success—and Hy Gardner's special edition of "Life"—and loves of Bobby Feldman" is creating plenty of laughs.... Another call tells us that Leon & Eddie's party for Freddie Martin is running full blast.

• • • Monday.... Martin Starr is appointed ass't dramatic critic to Harry Hershfield at WMCA by Donald Flamm.... A flash comes through that Herbert R. Ebenstein, president of Atlas Radio Distributing Corp., flew 8,000 miles last week, covering branch offices of his company—and is listening to airplane salesman to purchase a private airship.

• • • Tuesday.... Dinner at the Tavern with Teddy Powell, Jack Robbins and Mitchell Parish and a decision to view the Benny Goodman broadcast meets with the approval of the group. At the playhouse the page boys reflect the personality of CBS prexy Bill Paley with their willingness to oblige.... Later to Toby Wing's opening at the Paradise where she entertains Milton Berle and his girl, Judy Malcom, Mitzi Green, Abe Lastvogel, Frances Arms, Abe Lyman, Louis Sobol, Jack Bregman, etc.... Following this to the Famous Door for Louis Prima's "Where Have We Met Before?".

• • • Wednesday.... We take the flux out of the mothballs and erase the dirt from the shirtfront to visit the Rainbow Room, where Ruby Newman was to open—but didn't because he's ill.... Teddy Powell and Judy Starr joins us in admiring the swinging and swaying of the rumba as executed by Columnist Dan Walker with Irene Delroy.... Not wanting to waste the clean shirt we go to Reubens for a snack and there find Lawrence Tibbett nibbling a sandwich with his frau—and his shirt's much cleaner than ours.

• • • Thursday.... Learn that a saddle ordered by Paul White-man when he played in Texas is now ready for delivery—wherever he wants it sent. It costs over \$2,000.... For an actual view of "Right This Way" and see Rudy Vallee's "April" in action—we discover, on the aisle, Patricia Norman and her constant escort, Mill Weiss of Metro's publicity staff.... To Una Wyte's debut at Leon & Eddie's after seeing Monie Hellinger and Sid Peirmont argue with Toots Shor.

• • • Friday.... Arise too late to attend Louis Sobol's luncheon (wonder how he got up in time?) but learn it's a hit.... Hear that Al Meltzer has left Geo. Lozman—as have a few others from that office. TOTAL EXPENSE: Forty-five cents for broken ping-pong balls! AUDITOR'S REMARKS: Request denied. So you're already breaking your New Year resolution and trying to cheat me!

NEW BUSINESS

Signed by Stations

WICC, Bridgeport: Larus Bros. (Edgeworth tobacco), "Alias Jimmy Valentine."

KPO, San Francisco: Remington Rand Co., through Franklin-Bruch Ad. Corp.; Aibers Bros. Milling Co., through Erwin Wasey Co.

KGO, San Francisco: E. Fougere & Co., through Small & Siefert; Chicago Engineering Works, through James R. Burke & Associates; Quaker Oats Co., through Fletcher & Ellis, Inc.; Union Pacific R.R., through The Caples Co.; Milton Bradley Co., through the J. D. Bates Co., Crystallac Labs & Mfg. Co., through Howard E. Williams.

KNX, Los Angeles: Lorol Shampoo, Fray and Braggiotti, ET's (also on KSFO), through Milton Weinberg.

WISN, Milwaukee: Holland Furnace Co., spots.

WOR, New York: Oxo, Limited (Oxo Beef Cubes), Martha Deane, through Platt-Brobes Inc.; National Livestock and Meat Board, Martha Deane, through Campbell-Ewald.

Mennen Show May Extend

Mennen Co., through H. M. Kiesewetter, starting a variety program on five NBC-Red network stations on Wednesday at 7:45-8 p.m., may extend to the west coast later.

Show is titled "Cheer Up America," with production details arranged by Adam J. Yung, head of Kiesewetter radio department, and talent submitted by Ben Rocco.

Talent includes Henry Burbig, Ray Murray, Funnyboners trio and Frank Novak's orchestra. Murray and Burbig will do comic dramatizations. First one will be "Grand Street Hotel", then "A Fairy Tale in Swing" and third show will have "Goldilocks."

Stations are WEAJ, KYW, WTAM, and WENR-WLS, with broadcast set for Jan. 20 at same hour over WLW.

Show for Warm Springs Fund

A 45-minute program studded with stars was aired over NBC-Red on Saturday night from Hollywood as a promotion for the Warm Springs Foundation Fund and the President's Birthday Ball to be held Jan. 29. Among stars who volunteered their services were Rudy Vallee, Edgar Bergen, Harry Elstein (Parkyakarkus), Joe Penner, Al Jolson, Walter O'Keefe, Lanny Ross, Nelson Eddy, Jeanette MacDonald, Tony Martin, Alice Faye, Phil Baker, Kenny Baker and others.

New Writers for Oakle

West Coast Bureau, RADIO DAILY, Los Angeles—Ira Ashley and Irving Murray are here from New York to work on the Oakle-Camel program by Savington Crampton, producer of the show for William Esty. Ashley will function as continuity editor, and Murray will work on script.

TRY RADIADS

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ANNOUNCEMENT SERVICE

WRITE FOR SAMPLE
RADIAD SERVICE

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PROGRAM REVIEWS

Benay Venuta Revue

New morning musical variety program headed by Benay Venuta, on WOR-Mutual at 10:45-11:15 a.m. Fridays, got off to a fast start. For a before-lunch show, it was an unusually slick and lively affair, strong on diversified tunefulness and snappily routined.

Besides Miss Venuta, who emceed and contributed a good deal in the vocal line, the program had Paul Roberts, a baritone of ample ability; Pauline Alpert, who can certainly make the ivories fly, and the Leo Freudberg orchestra, which likewise was wide-awake. Show compared favorably with many evening features of the same type.

Blue Barron Orchestra

Heard from the Green Room of the Hotel Edison over NBC-Red network, the Blue Barron Orchestra provides a very neat little show. When caught, last Friday at 6:45-7 p.m., the routine included a nice assortment of new and old numbers, with just the right amount of vocalizing and even a bit of whistling, while talk was kept down to a minimum. It made a very pleasing dinner-time program.

Barron has a style of his own in the interpretation of music, and it's very likeable, either for dancing or for just listening. He also broadcasts Wednesdays at same time, Saturday midnight at 12:30-1 and on NBC-Blue Sunday at 11:05-11:30 p.m.

"Hammerstein Music Hall"

Anybody who isn't sick of hearing "Bei Mir Bis Du Schoen" would have liked the way Alan Roberts sang it on "Hammerstein Music Hall" over CBS last Friday night. Roberts puts nice feeling into his vocal efforts, giving rounded fullness to the melodic content of a number instead of mutilating it with unintended trimmings. Also on the bill were a couple of other star vocalists, Sylvia Froos and Tex Fletcher, and the Hammerstein regulars.

Molly Picon

Sponsored by Maxwell House Coffee, this weekly variety show is designed for Jewish-English audiences. Initialer Friday at 7:30-8 p.m. was somewhat incoherent and jerky. There was too much work for Molly Picon, who essayed almost everything from star role to commercials. She revealed a pleasant radio voice, a fine flair for comedy song-bits, anecdotes which were not too effective, and a breathless diving on and off

ORCHESTRAS - MUSIC

BLUE BARRON'S music is clicking at Hotel Edison in New York, where he'll remain in the Green Room until April with NBC wires.

Charles Costello and ork, with the three Le Brun Sisters, have been placed by CRA at the Commodore Club, Detroit, with an NBC wire.

Bob Crosby tonight follows Benny Goodman into the Hotel Pennsylvania, New York, airing over CBS.

Eddy Duchin leaves the Plaza on Jan. 20, with Pancho replacing.

Russ Lyons, former Cleveland and Detroit ork leader, has been added to CRA's New York sales staff, it is announced by Stanford Zucker, g.m.

Rudolph Friml Jr. takes Richard Himber's MBS spot at Essex House this week.

George Ande's Orchestra set for six weeks at the Country Club, Oklahoma City, then back to the Oklahoma Club. Both programs aired over WKY. Now making dates for road tour.

Lee Grant and his orchestra, currently featured on WMCA's "Grandstand and Bandstand" commercial, will make a short for Paramount Pictures based on Grant's musical novelty, "Nursery Rhyme Jam".

"Spud" Murphy, well known swing arranger, makes his debut as a baton welder conducting his newly organized orchestra over KEHE.

More Sports Activities Being Added by WHBQ

Memphis—WHBQ is expanding further in its extensive sports activities by adding two new broadcasts. In addition to a heavy football season, out-of-town games of the Memphis Baseball Club, and weekly wrestling bouts, WHBQ has started a weekly bowling series, to continue through the City tournaments held in March, also a weekly series of handball bouts featuring Sam Atcheson, 1937 National YMCA handball champ, and 1936 National AAU champ.

Latter series will include twice daily handball broadcasts during the National AAU handball tournament to be held in Memphis in March or April. Bob Alburty will man the mike on these occasions. All WHBQ sports broadcasts are sponsored by Coca Cola Bottling Co., who also present Singin' Sam five times weekly over same station.

5,000 Write El Paso

El Paso—The El Paso Chamber of Commerce has received more than 5,000 letters in response to a broadcast of the New Year's Day Sun Carnival Parade, originated by KTSM here for WLS, Chicago, and KMBC, Kansas City. The hour-and-a-half parade, "A Pageant of the World", was described by a KTSM staff announcer, and photographs of some of the 65 floats were offered to those who would write the Chamber of Commerce.

Father Coughlin Adds WHBI

WHBI, Newark, has been added to the Father Coughlin network. J. J. Devine set the deal for the station.

the airwaves which doubtless was chargeable to the scripting. Supporting cast from the Second Avenue Theater was helpful, and high spot was musical direction. For the most part, show is done in English, and general audience might find it appealing when the wrinkles are straightened. Introduction was a honey, though not too original, following the "Town Hall" tradition.

More Educational Series For Los Angeles Stations

West Coast Bureau, RADIO DAILY
Los Angeles—Educational programs seem to be the order of the day, with prominent educators being given free rein on KFI-KECA by General Manager Harrison Holliday, and the Los Angeles schools readying programs to begin a series on KNX on Jan. 20 to run through until the end of the school year on June 23, with a 15-minute period turned over to educators each Thursday at 2:30-2:45 p.m., and the total school population tuned in on the 400 receiving sets already installed in local schools.

Lawrence on "Dr. Christian"

West Coast Bureau, RADIO DAILY
Los Angeles—Bill Lawrence, CBS announcer-producer, takes over production reins on the Jean Hersholt "Dr. Christian" show for the McCann-Erickson agency, with Dorothy Barstow returning East for other production assignments for the agency. Lawrence continues his various CBS chores, which include production of "People's Choice" and "Your Witness."

Nancy Turner's Scoop

Baltimore—Nancy Turner, WFBR's director of Women's Programs, scored a beat last week by interviewing United Airline's Helen Stanbury, the only woman executive in aviation. Miss Stanbury motored to Baltimore and WFBR after a White House luncheon engagement with Mrs. Franklin D. Roosevelt.

Form New Radio Firm

Oklahoma City—Alma M. Shaw, Etta Howland and John Woodworth have organized Radio Productions, Inc., and will announce plans shortly.

GUEST-ING

GLADYS SWARTHOUT, on Elza Schallert program, Jan. 27 (NBC-Blue, 11:15 p.m.).

FRIEDRICH SCHORR, on Philadelphia Orchestra program, Jan. 24 (NBC-Blue, 9 p.m.).

FREDERICK LEWIS ALLEN, author, on "Book-of-the-Month Club Concert", tomorrow (WQXR, 10 p.m.).

EDWARD ARNOLD and BOB HOPE, on "Your Hollywood Parade", Jan. 19 (NBC-Red, 10 p.m.).

JAMES MELTON, on "Songshop", Jan. 21 (CBS, 10 p.m.).

FRANCIS LEDERER and MARGARET BOURKE-WHITE, on Kate Smith Hour, Jan. 20 (CBS, 8 p.m.).

CLIFFORD ODETS, Jan. 18 (WOR-Mutual, 6:45 p.m.).

BERT KALMAR and HARRY RUBY, on "30 Minutes in Hollywood", Jan. 23 (WOR-Mutual, 6:30 p.m.).

W. C. Wester in Sales Post

Green Bay—W. C. Wester, for the past two years connected with WHBY Inc. and for the past six months director of radio sales for WTAQ and WHBY, owned and operated by WHBY Inc., has been appointed to the sales department of the new Wisconsin Radio Network. Sales offices will be maintained in the Bellin Building here for the present.

Stockholders' Meet on Air

Cincinnati—Federal Land Bank of Louisville bought time on WCKY last week in order to bring to Land Bank stockholders, meeting at various points in Ohio, Kentucky, Indiana and Tennessee, an address by Myron G. Grigg, vice-president and treasurer of the bank.



A NEW RADIO SERIES STARRING MOVIE STUNT MEN

A striking new radio thriller, dramatizing experiences of Hollywood stunt men. This copyrighted transcription show is ideal for once-a-week major broadcast. 30 quarter-hour episodes available at a cost local advertiser can afford. Write now for details.

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WMCA

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1697 BROADWAY CI 6-2200

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Freelance originator of

RADIO SWAPS HEARD DAILY OVER WWSW

Pittsburgh, Pa.



JOE PENNER took a bow Sunday when he was officially notified that he was the winner in the "Annual Child Preference Survey" of the Boys' Athletic League in New York.

Mary Lou Cook, formerly featured vocalist with Larry Kent's orchestra, has been signed as a staff artist at KNX-CBS, and will be spotted in a network sustainer shortly.

Lou Bring and his orchestra will be on the CBS program celebrating the 35th anniversary of the famous old Hollywood Hotel tonight.

Frederick C. Dahlquist, president of American Radio Features, is in the Santa Monica Hospital for an appendix removal, while Lucille D. Ross, secretary of the concern, is at the Cedars of Lebanon for a nasal operation.

CBS will remote Phil Harris from the Palomar every night from 15 to 45 minutes.

Summer Prindle, young American pianist of note, inaugurates a Sunday concert series on KHJ-Don Lee on Jan. 16 at 2-2:15 p.m.

Irving Fogel, head of Irving Fogel Radio Productions, is in Cedars of Lebanon for an operation.

"Traffic Mixups of the Mix Family" is the title of a new dramatic program on KEHE, Friday nights at 8:15, sponsored by the Traffic Bureau of the Police Department. Station also has "Hollywood Tattle Tale," conducted by Bob Garrett, bowing in on the same night at 9:45.

Beryl Carew, 14-year-old soprano from Vancouver, B. C., has been signed to appear on NBC's "Signal Carnival" for a minimum of 39 weeks and bows on the program Jan. 23.

R. A. Calhoun has been appointed sales manager for R. U. McIntosh & Associates, transcription producers, and Cecil Davis is now Chicago representative.

Bill Kelso, aggressive KMTR special events reporter, grabbed the first interview with Elsie Berdan, nurse on the tragic cruise of the yacht Aaeje.

Red Nichols, Ann Douglas, Cappy Barra's Harmonica Band, and Olsen and Johnson will guest for George Jay this week on KFVB's "Hollywood Matinee" at 3 p.m. Last week Jay interviewed Connie Boswell, Betty Grable and Phil Harris.

KFAB-KFOR Hire 8 Men

Lincoln—Local studios of KFAB and KFOR have hired eight musicians with leader under new AFM agreement.

Entertain News Folk

Buddy Clark, Lew Lehr and Pickens Sisters entertained at a party given by MacFadden Publications on Friday night at Hotel Woodstock to the distributors of Interborough News Co.

★ THE WEEK IN RADIO ★

... IRNA Plan Is Operative

(Continued from Page 1)

pose... International Radio Sales, the new Hearst Radio subsidiary, will represent WLS and KOY as the first of a new list of stations to be represented as per new policy... Changes in staff of N. W. Ayer & Son reveal expansion plans as to radio activity both in New York and Phila...

Radio accounts placed abroad by American advertisers showed an increase in 1937 of 225 per cent over that of 1936... commitments already in for 1938 expected to increase this year's business over 1937 by at least 100 per cent... A. E. Joscelyn assumed the post of Eastern sales manager for Radio Sales, CBS subsidiary, succeeding Arthur Hayes, who is to devote full time to local biz on WABC...

Lucky Strike started a fourth network show, this one on the NBC-Red, Monday nights... WBRE joins NBC-Red and Blue Jan. 30... WRVA was recommended by FCC examiners for clear channel and 50,000 watts... WWL, CBS affiliate, which will go to 50,000 watts around July 1, will up the rates 37 per cent...

ANA annual meeting will be held Sept. 28-Oct. 1 at Hot Springs, Va... FCC called a press conference for Jan. 27 for the purpose of informal discussion of rules and regulations

pertaining 30,000 kcs. recently allocated to mobile press units... Crowell Publishing Co., after taking a smack at radio, starts a test campaign today for one of its publications... another of its mags has been on the air for some time... Ruthrauff & Ryan Chicago office set a new record for its Feb. billings... after having billed a record-breaking Jan. ...

Chicago again has trouble with its remote band situation due to the new service charge required by outlets for airing the sustainers from night spots et al... MPPA will distribute a new high in fees collected for transcription and other small rights for the current month... Six stations linked in new Alabama regional... while four more outlets joined the Wisconsin net...

AFRA held more conferences this past week with major network committees and ad agencies... the actors' union laying its cards on the table... AGRAP committee vote favored a CIO affiliation, but the matter will be left to a membership vote... First annual radio poll by RADIO DAILY revealed the favorite programs and personalities of leading radio editors throughout the country...

Await Football Action By Big Six Conference

Oklahoma City—It has been learned here that action on broadcasting of football games from the University of Oklahoma will be postponed until a meeting of the Big Six Conference has decided to supervise granting of broadcasting privileges and set up regulations under which games will be aired. Conference includes U. of Oklahoma, Missouri, Nebraska, Kansas State, Iowa State, and Kansas.

Give Young Composer Chance

Bangor, Me.—A local 10-year-old composer, Evarts T. Leighton, begins a musical career Jan. 26 when his original composition is presented on the "Preacher and His Wife" program over WLBZ here and WRDO, Augusta. The song is said to show unusual promise.

Wurlitzer on WIL for 52 Weeks

St. Louis—Wurlitzer Co. signed with WIL for a Saturday morning 30-minute show for 52 weeks. Program is to be a revue featuring all outstanding Wurlitzer Studio talent. Jeff Salter will produce and emcee the show remote from Wurlitzer's downtown studios.

McCosker's Daughter Engaged

Angela France McCosker, daughter of Mr. and Mrs. Alfred J. McCosker, is engaged to Sheldon Van Dolen of South Orange. Date of wedding has not been set.

KWTO'S 1937 Revenue Increased 25 Per Cent

Springfield, Mo.—Best year in history was chalked up by KWTO in 1937, with more than 25 per cent increase in gross revenue, according to Manager Ralph D. Foster. Increase in national accounts for the 5,000-watter was especially big, about 65 per cent.

Station also has a good start for 1938, with Oxydol, Dr. Caldwell, Smith Bros., Seven-Up, Pet Milk, Purina, Skinner Mig., Tydol-Veedol, Household Magazine, Coca-Cola, Mantle Lamp.

Maurice Spitalny Sendoff

Pittsburgh—The two-hour broadcast staged by KDKA last Thursday night from the Stanley Theater as a sendoff to Maurice Spitalny, station's new musical director, was a big success. Among those on the program, part of which was aired over NBC-Blue network, were Maurice's two brothers, Phil Spitalny and his all-girl orchestra, appearing here, and H. Leopold Spitalny, who conducted a number from New York.

Payne's Talk in Record

Washington Bureau, RADIO DAILY
Washington—The talk of FCC Commissioner George Henry Payne at the recent educational conference in Chicago has been introduced into the Congressional Record by Congressman Robert L. Bacon of New York. Payne criticized advertising of deleterious foods and drugs and sophisticated programs.



ARAGON and Trainor ballroom orchestras—currently Dick Jurgens and Bill Carlisen—have switched from WGN, Mutual outlet, to the Ralph Atlass WIND, now that all major stations are charging \$100 a week service charge from all remote dance spots.

Kay Chase, author of "Painted Dreams," flew to Miami on extended vacation which will take her also to Haiti, Panama and Mexico City. She will airmail scripts home for a month or more.

Bob Elson, WGN sportscaster, to address the Clinton, Ia. chamber of commerce on Wednesday.

Ed Smith, radio director of General Mills, Minneapolis, is spending some time here getting "Valiant Lady" serial under way.

When Roy Brower failed to show for "Aunt Jemima" broadcast the other morning, Gil Gibbons, production director, did his tenoring for him.

Carl Meyers, WGN chief engineer, back from a business trip to Washington.

Singers who have been added to the WAAF roster include Gay Matthews, balladeer; Pat Casey, Irish tenor, formerly with Freddy Martin's band; James Mitchell and Aurelia d'Este.

WJR Show from Book-Cadillac

Detroit—WJR started a new mid-night show from the Casino room of the Hotel Book-Cadillac last Friday. Harry Wismer emceed the half hour program, introducing Ted Weems and Elmo Tanner, now playing at the Fox Theater. Bronko Nagurski, wrestling champion and star fullback of the Chicago Bears, and Stark Ritchie, University of Michigan half-back. Ernie Holst's music is at the Book and furnished the background. The show will continue throughout the Winter at the same hour each Friday as Wismer introduces stars of stage, screen, radio and sports.

Boice Writes on Radio

"Radio," a discussion for executives who already know the ABC's of the business, by H. K. Boice, vice-president in charge of sales for CBS, has been published in pamphlet form for trade distribution. The booklet, a reprint from "Handbook of Advertising," published by McGraw-Hill Co., discusses many aspects of radio, from size to effectiveness.

WHBQ Staff Additions

Memphis—Recent additions to the WHBQ personnel include Jack Morgan, staff pianist, and M. C. Vosse, sales staff. Morgan recently was with Henry Halstead and his orchestra during Los Angeles engagements. Vosse was with advertising sales department of Memphis Press Scimitar.



RADIO LAW

Does the law protect a title of a program?
Does the law recognize a property interest in a news broadcast or does news belong to the public?
Does the law protect the broadcasting of sports events?
Does the law protect the name and personality of the artist?
To what extent does the right of privacy protect a public figure?
To what extent does the dramatization of a news event interfere with the rights of the personalities depicted?
Can a stage name be registered in Washington?
Can the title of a program be registered in Washington?
Will the law protect an imitation of a voice or an impersonation?
Does the law protect a mere idea?
To what extent does the copyright law or patent law protect an idea?
Does the law imply a contract when an idea has been used?
How is the law of unfair competition applied to ideas which have been improperly used?

FULLY COVERED

IN

**"RADIO PROGRAMS and
new LEGAL CONCEPTS"**

BY

LOUIS NIZER

PROMINENT MEMBER OF THE NEW YORK BAR AND AUTHORITY ON
THE LAW OF STAGE, SCREEN AND RADIO

Lecturer on Motion Picture Law at New York University and Hunter College; author
of book entitled *NEW COURTS OF INDUSTRY*; author of *Analysis of Standard
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Local Monopoly Curbed By New Policy of FCC

(Continued from Page 1)

Commission heretofore would refuse to grant additional permits to applicants already operating a broadcasting station in the same city.

The FCC decision to adopt a new policy in regard to the granting of applications was coincident with the denial of the application of WSMB for a construction permit to operate another station in New Orleans.

"In denying this application," McNinch stated, "we are trying to encourage wholesome competition among broadcasting stations and take some steps toward preventing monopoly in the field." The announcement, he said, would not necessarily mean the revocation of licenses now held, but added that further steps toward the prevention of monopoly may be taken in the future.

Asked if this policy would apply to newspapers operating radio stations, McNinch replied he did not see how it could apply since in this instance it would be dealing with two entirely different fields of communications. In denying the WSMB application, McNinch stated that the Commission found it was not in the public interest to erect another station in that area.

McNinch also stated in essence that the new policy would have no effect upon chair broadcasting where several stations were owned and operated by one radio chain.

The new edict is expected to affect sale of WAAV, Omaha, to Central States Broadcasting Co., which is awaiting FCC approval.

Marjorie Whitney's New Venture

Chicago — Marjorie Whitney, for three years "queen" of the King's Jesters, has signed a management contract with Leo Salkin, who will book her with a new band to be known as Marjorie Whitney and the King's Lads. King's Jesters now auditioning for a new gal singer.

Dudley to Address Women

Bide Dudley, WOR-Mutual drama critic and commentator, will address the Corning, N. Y., Woman's Club tomorrow, at 3 p.m., on "The Season's New Plays."

ONE MINUTE INTERVIEW

W. B. LEWIS

"The air is pretty well filled now with commercial variety shows. To round out the entertainment Columbia offers, it is the program director's job to broadcast programs of a different type. There is some effort made by sponsors, to be sure, to induce CBS to specialize also in variety programs in order to serve as a training ground for entertainers who fit that type of show best. However, our first duty is to the audience. If listeners heard nothing but variety shows, there would soon be no variety—not listeners."

★ Coast-to-Coast ★

LAWSON ZERBE, talented young dramatic star who is featured on many of the leading radio shows, is making a series of shorts for Educational Pictures based on characterizations of famous men. Zerbe also will be starred in three new Carleton Also radio productions which will debut shortly. The programs, written by Stouffer Stephenson and directed by James Allen, are entitled, "Starved Satan; Has A Guest," "We All Make Mistakes" and "Once Upon A Time," an operetta with an original score.

Wesley Wallace, program director at WPTF, Raleigh, has been fighting flu.

Art Jarrett, the Hollywood and radio singing star, is headlining the current Fanchon & Marco variety revue on the stage of the Roxy Theater. On the screen is "I Met My Love Again," with Henry Fonda and Joan Bennett.

Ida Bailey Allen, home economist, today will conduct her 300th broadcast over WHN and her 2,500th broadcast since she entered radio in 1926. Celebration will continue throughout the week.

A new series of 15 minute talks of interest to collectors of paintings, antiques, autographs and books will be heard over WQXR at 9 p.m. on Mondays. Karl Freund will conduct.

"The Voice of Experience," broadcast over WMCA Mondays through Fridays will be heard at a new time starting today, when program moves to 11:45 a.m.

The Ray Block Varieties program will be heard Thursdays instead of Wednesday afternoons hereafter. The time is the same, 3 o'clock. The first Varieties show on the new schedule marks the return of Ray Heatherton as guest star. Also heard will be Louise Raymond, popular California nightingale, who has appeared more than a half dozen times on Bing Crosby's show.

Thomas J. Donovan, administrative assistant to Grover Whalen, will speak on the World's Fair (instead of John S. Young who was originally scheduled to appear) over WHN tonight at 9. Donovan will pinch-hit for Bryce Oliver, who is vacationing.

Lesley C. Paul has been placed in charge of press relations and promotion of the Westinghouse Electric & Manufacturing Co. radio stations and will be located at Chicopee Falls, Mass. He was formerly manager of Westinghouse's press bureau in East Pittsburgh.

Connie Stevenson, former publicity director at KOL, Seattle, has moved into a similar berth at KMTR, Hollywood.

John W. Haigis, owner of the new WHAI, Greenfield, Mass., has announced the appointment of Mrs. Jean Conway as executive secretary of the soon-to-be-opened station.

"Dorothy Groom and Her Dinner Guests", a program of favorite vocal and instrumental themes from the classics, will be a weekly feature of WCKY, Cincinnati, on Mondays at 6:15 p.m. Miss Groom, a student of the Cincinnati Conservatory of Music, will each week invite a fellow student to be her guest on the program. She is a daughter of W. S. Groom, Cincinnati advertising man associated with Thompson-Koch Co., a leading agency.

"Kamp Kapers," a new type of morning broadcast, will make its debut over WINS today at 11:30 a.m. It will take the form of a variety show, with orchestra and soloists, set against the background of an adult camp. Drawing on his own experiences as social director at a number of summer camps, Billy Kern, a new radio personality, will act as emcee at the mythical "Kamp Katchakutie" where the scene of the broadcast will be laid. The script is by Ed Cleland.

David Ross has been set for five Paramount shorts by Columbia Artists.

Dan Seymour and Leith Stevens have been signed to appear on the two "Big Town" broadcasts originating from New York tomorrow and Jan. 25 over CBS at 8 p.m.

Perole Quartet on WQXR

The Perole String Quartet will be heard over WQXR on Thursday, opening its first radio series for a commercial sponsor on radio's first daily commercial program of the best in classical music sponsored by the Book-Of-The-Month Club.

Leonard Warren Wins Prize

Leonard Warren, former member of Radio City Music Hall Glee Club and now heard on WOR three times weekly, yesterday was awarded the \$500 prize as the month's winner in the Sealtest "Rising Musical Stars" series on NBC-Red.

WATL, Atlanta

Station has made arrangements to broadcast weekly concerts direct from Griffith School of Music.

Ralph Carroll is now handling "The Big Brother" program, twice daily. Show receives regularly a large mail response.

A new program featuring the Adrian Rollini Quartet, has been scheduled for five periods a week. Station is broadcasting weekly speeches by the Women's Chamber of Commerce.

Hugh Porter, tenor, has been added to the artist staff. He has his own program every morning at 10:45.

New WHB Aviation Show Put Over in Big Style

(Continued from Page 1)

hostess is the background for the story.

Teaser ads and radio announcements were stepped up in size during campaign's second week, with photos on radio pages of Captain Moore as a war-time aviator in France in 1918 and as a commercial test pilot in Kansas City in 1929. Mystery as to the "Angels" was unveiled Jan. 9, when WHB presented a half-hour "Saga of Aviation" tracing the history of American flying from the Wright Brothers to the China Clipper. At the same time, the world premiere of "Angels in Blue" was announced for 4 o'clock Jan. 16 and details of prize contest were broadcast. Listeners are to divide \$100 in prizes for the 14 best letters on what they think of "Angels in Blue," and for a statement as to why they want to hear more episodes in the story.

Last week, Davis pulled out all the stops and went to town with exploitation including TWA tieup bringing pretty hostesses to the mike, and climaxing with a full page ad in Journal-Post, photogenic with a smash photo of Audrey McGrath, Chicago radio actress who is star of the show. Bill Moore's photo was also used; and a 1,000-word biography of Moore's career as a flier, radio writer and producer. Moore authored the "Air Adventures of Jimmie Allen" and produced some 700 quarter-hour episodes at World's Chicago studios. Story was later filmed by Paramount as "The Sky Parade." Recently he sold another kid aviation show to N. W. Ayer Kellogg, to be used in Canada and in the U. S. by transcription in cities where Kellogg does not sponsor baseball. Show is tagged "Howie Wing—A Saga of Aviation" and will run four quarter hours a week, starting last of this month.

"Angels in Blue" is Moore's latest, and is soon to be offered national sponsors, for network or transcription campaigns. Two quarter-hour audition episodes, written and produced by Moore, have been recorded by World, and were used in the WHB premiere Sunday.

Listener reaction, as evoked by letter-writing contest, is expected to provide Moore with ideas for story development, sponsor angles, etc.

BIRTHDAYS

| | | | | | | |
|----|----|----|----|----|----|----|
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

Greetings from Radio Daily

January 17

Irv Brecher
Frank Foster
Jeanne Poli

Minetta Ellen
Warren Hull
Fayvelle Schulman



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3. NO. 12

NEW YORK, N. Y., TUESDAY, JANUARY 18, 1938

FIVE CENTS

CIO Boycott on Carter

Looking On ... AND LISTENING IN

CENSORSHIP Now that the FCC has publicly rebuked NBC for erring with Mae West, and NBC acknowledged its slip-up, which was one of those accidents that can happen whenever the human element is involved, the case should be considered closed.

But it probably won't.

Censorship advocates already are using the incident to support their contentions that a radio censor is needed.

To this department, however, the Mae West episode is clear proof that the most effective surveillance of radio will be accomplished without official meddling.

The public's quick reaction to anything considered in bad taste is the best possible assurance that broadcasters will exercise the greatest care in radio material.

This form of self-policing, imposed by radio listeners at large, will prove far more in the public interest than political censorship in the hands of a small and arbitrary body who would only restrict effort without any guarantee against blunders.

POLL Response and results in RADIO DAILY's first nationwide poll of radio editors not only was most gratifying but indicates that this annual event will in due time assume the same authoritative position in the radio industry that FILM DAILY's "Ten Best Films" poll enjoys in the movie field.

Because of vast number of programs, constant changes, and other complicated factors, it is far more difficult to ascertain the various favorites in radio than in any other line of entertainment.

But a good start has been made, thanks to the fine co-operation of the country's radio editors and critics, and future polls promise to be of increasing interest and importance.

—D. C. G.

Close Figuring

Springfield, Vt.—A few days ago Phil Hoffman, WNEK manager, told his salesmen that arrangements had been made with a dog kennel to offer a scotty pup free over the air to the one submitting the best name for the dog. Bob Kelly sold the "same the dog" stunt to a local dairy on hour and a half before the pup was born.

WOR WILL EXPERIMENT WITH HIGH FREQUENCY

WOR will enter the realm of ultra high frequencies next week with a new short wave transmitter operating from the 44th floor of 1450 Broadway, on the upper end of the block housing WOR offices in this city. New equipment, under the call letters of W2XJ1, will transmit Mutual network and WOR programs, but due to the characteristics of ultra high frequency signals its reception will be

(Continued on Page 7)

New Upstate Network May Join Major Web

Plattsburg, N. Y.—Newly created network comprising WMFF here, WNBZ at Saranac Lake, and WDEV, Waterbury, Vt., now operating independently, is expected to affiliate with a major web in the near future, according to George F. Bissell, general

(Continued on Page 3)

Ironized Yeast Signs "Good Will Hour" Series

Ironized Yeast on Sunday takes over sponsorship of "Good Will Hour" continuing the show on the WMCA-Inter-City and Mutual networks. True Story dropped sponsorship of the series last Sunday. Complete Inter-City network of 11

(Continued on Page 3)

WHAM Celebration

Rochester—WHAM has issued invitations to a dinner on Jan. 27 in the Sagamore Hotel marking its tenth anniversary and dedication of its new vertical radiator. Station is owned and operated by Stromberg-Carlson.

NBC New Orleans Stations Face Strike of Musicians

James Douglass Appointed Program Director for CSB

Omaha—James C. Douglass, assistant manager of WAAW, has been named program director of Central States Broadcasting System by Don Searle, general manager. Douglass

(Continued on Page 3)

Union Issues Ban on All General Foods Products If Commentator is Sponsored by Company

Eye to Bizness
Pensacola—WCOA not only beat the fire department to the draw in airing news of a recent fire before the alarm was in, but followed up by running several spot announcements on a fire sale of shoes—and sold out the store.

HEARST EXECS TO MEET IN CHICAGO MARCH 3-5

Chicago—Elliott Roosevelt has called a meeting of Hearst station managers and International Radio Sales executives to be held here March 3-5. Plan is to coordinate sales activities, standardize methods and report on operations.

Ed Heaton is to remain under Naylor Rogers, new local manager. Homer Hogan, whom Rogers succeeded, went to New York on business yesterday.

CKLW to Open Offices In New York and Chicago

Chicago—CKLW, Detroit-Windsor, will open branch offices here and in New York about Feb. 1. George Roesler, lately with McGillvra, will be in charge of local office. He left yesterday for Detroit to confer with Frank Ryan, managing director. James Blevin replaced Roesler at McGillvra.

Philadelphia—Industrial Union Council (CIO), at its regular meeting here, passed a resolution to boycott all General Foods products if Boake Carter, commentator, is sponsored by the firm. Carter was described as an "anti-labor reactionary commentator", who was "not renewed by Philco Radio & Television as its spokesman for the Liberty League" because of fear of a CIO boycott. Labor papers here, in New York and elsewhere carried the full list of subsidiaries and products put out by General Foods Corp.

Boake Carter is still on CBS for Philco, but has been reported as scheduled to start for General Foods on the same network Feb. 28.

CBS COMMERCIAL TIME DIVERTED TO EDUCATION

After an all-day meeting by the newly formed CBS Adult Education Board headed by Lyman Bryson yesterday, President William S. Paley of CBS announced that plans would be formulated at once to carry out the board's recommendations and that

(Continued on Page 3)

William Roux Appointed Hearst Promotion Head

William Roux has been appointed promotion manager of Hearst Radio Inc. Roux was formerly with the NBC sales promotion division in charge of publication advertising. He was with the web for five years.

Guest To Be Guest

Detroit—Edgar A. Guest, noted poet and radio celeb who has his own Household Finance Corp. program on CBS, will be special guest when the Household "Musical Clock" on which his son, Edgar A. Jr., is regular newscaster, starts its fifth year on WJR, Friday. Ralph Pat. emcee, promises live talent for the event.

New Orleans—Coincidental with the IRNA Plan of Settlement being declared operative by the AFM, the newly elected board of directors of the AFM local here voted to call a strike against NBC affiliates, WDSU and WSMB. Strike call is effective Friday midnight. Stations have refused to sign contracts which call

(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Monday, Jan. 17)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg |
|-----------------|------|------|-------|---------|
| Am. Tel. & Tel. | 148½ | 146¼ | 146½ | -2¼ |
| CBS A | 22 | 21½ | 21¾ | -½ |
| CBS B | 21¼ | 21¼ | 21¼ | 0 |
| Crosley Radio | 10¼ | 9¾ | 9¾ | -½ |
| Gen. Electric | 44½ | 43¾ | 43¾ | -½ |
| RCA Common | 7¼ | 7 | 7 | -¼ |
| RCA First Pfd | 50½ | 50½ | 50½ | 0 |
| Stewart Warner | 11¼ | 10¾ | 10¾ | -¾ |
| Westinghouse | 109 | 106¼ | 106¼ | -3 |
| Zenith Radio | 16¾ | 16 | 16¾ | -¾ |

NEW YORK CURB EXCHANGE

Nat. Union Radio. 13-16 13-16 13-16 -1-16

OVER THE COUNTER

Stromberg Carlson Bid 6 Asked 7

B. Charles-Dean Resigns From British-American

B. Charles-Dean has resigned as president of British-American Productions and will hereafter devote himself exclusively to his new radio advertising campaign firm, B. Charles-Dean Co.

Stokes' Discoveries

Chicago—Harold Stokes, through Mutual show "On A Sunday Afternoon," has pitched up several amateur singers who have clicked. Among these are Marion Frances, signed by Frankie Masters, on NBC "It Can Be Done," Gilbert Mershon, who has landed commercial spots on WBBM and WJJD; Danny Ryan now singing with Carl Shreiber's band, and Patricia Long, who has had several nibbles.

WQXR

NEW YORK'S FASTEST GROWING STATION

INTERSTATE BROADCASTING CO.
730 FIFTH AVE., NEW YORK

Coming and Going

HOLLACE SHAW and MARGARET DAUM, CBS singers, to Washington on Jan. 24 for personal engagements.

PAULA NICOLL, MBS sales department, flies to coast on Friday for a one-week vacation.

GEORGE FAULKNER, director of 2DU in Dubbo, Australia, is at the Ambassador in Hollywood for two weeks before sailing for Antipodes.

ALEXANDER BRAILOWSKY, Russian pianist, arrives today for his first visit to the United States.

ARTHUR SCHNABEL, Austrian pianist, and KAREN BRANZELL, contralto of the Metropolitan, arrive from Europe today aboard the Berengaria.

CLARK ANDREWS, producer of the "Big Town" series, preceded Edward G. Robinson and Claire Trevor to New York from Hollywood.

DON SERVICE, attorney for the Broadcasting

Service Ass'n in Sydney, Australia, sailed from the west coast Saturday for Honolulu for two weeks before returning home.

STAN LEE, Major Bowes talent scout, is spending a few days in the studios of WEEL, Boston, holding auditions for talent.

W. C. ALCORN, vice-president and general manager of WBNX, New York, and his wife, sailed Saturday for a 30-day cruise to Rio.

BOBBY FELDMAN, in charge of remotes for WMCA, is in Florida, recuperating from the testimonial dinner tendered him last week by friends.

WILLIAM WEISMAN, vice-president of WMCA, leaves for a Florida vacation early next month.

IVAN BLACK, p.a. of WPA Federal Theater Radio Division, is back from a southern cruise.

DAVID O. ALBER returns today from Philadelphia.

Boston Artists Service Is Discontinued by NBC

Boston—Artists Service of Massachusetts, formerly associated with NBC and headed by Cleon B. White, will close its affiliation with the network Feb. 1. White will open and operate his own bureau in the Hotel Bradford. It will be known as the Cleon B. White Entertainments. White said the company made him an attractive offer in New York, but after 25 years he figures he would do better on his own in New England where all his friends and contacts are located.

Get Phillies Games

Philadelphia—General Mills (Wheaties) and Socony-Vacuum Oil will jointly sponsor the National League local baseball games over WCAU this summer. On days when Phillies are not playing at home, General Mills and Socony will alternate in sponsoring a two-hour variety show over the station.

Fizdale Moves Chicago Office

Chicago—Tom Fizdale, national radio publicist, has moved his local office from 20 North Wacker Drive to 360 North Michigan Avenue, accommodating an augmented staff. Fizdale flew to Hollywood last week for campaign details on new business expected to complement eight major agency accounts added within the last month.

La Tour with Simon Agency

Arthur La Tour, for the past eight years associated with NBC and CBS, will be in charge of the radio department for the Simon Agency.

Hal Doolittle Dead

Asbury Park, N. J.—Hal Rushmore B. Doolittle, 21, announcer for WCAP, was found dead from carbon monoxide gas Saturday at his home here.

Peabody for Hipp, Baltimore

Eddie Peabody, currently in Philadelphia, goes into the Hippodrome, Baltimore, next month for a long run as producing emcee.

18-Piece Staff Band Is Organized by WJSV

Washington—WJSV has retained an 18-piece staff orchestra to augment its present entertainment facilities, it is announced by A. D. Willard Jr., manager of the station.

Frederick A. Long, program director, says John Salb will have charge of the orchestra's personnel. Crew will be known as the WJSV Columbians, with Meyer Goldman as conductor for the first two weeks, John Slaughter the second two weeks, and Leon Brusiloff the third two weeks.

Cugat Extended

Xavier Cugat and his orchestra, with Don Reid, tenor, and Valdez, baritone, have been signed for five more appearances on the RCA Victor program, starting Feb. 3. Show airs on NBC-Red, Thursdays at 11 p.m.

THE 100th BLOW!



SEE PAGES 4 and 5 TOMORROW—

"It's the 101st blow that tells . . ."

CBS COMMERCIAL TIME DIVERTED TO EDUCATION

(Continued from Page 1)

evening broadcast periods have been withdrawn from sale in order that the proposed programs might reach a maximum audience of grownups.

Board recommended (1) establishment of a series of half-hour evening programs dramatizing the processes of learning, (2) establishment of a series of dramatic studies of "America at Work" radio portraits, employing the average American's curiosity in what his neighbor is doing, in art, business, science, government, etc., and (3) continuous use of evening periods withdrawn from the commercial schedule and definitely reserved for experimental broadcasts in the educational field, these programs to be designed to win listeners and appeal to the radio audience in competition with commercial entertainment.

Ironized Yeast Signs "Good Will Hour" Series

(Continued from Page 1)

stations and four MBS stations (WOR, CKLW, WGN, WLW) will take the show. Former web will air a full hour, 10-11 p.m., with Mutual taking the first half-hour.

John J. Anthony and Bob Carter will continue in the same capacities. Deal is set for 18 weeks through Ruthrauff & Ryan Inc. Ironized is an extensive user of spot broadcasting but this is its first network effort in years.

Maj. Ridge for Congress?

Greensboro, N. C.—Major Edney Ridge, managing director of WBIG, is expected to announce his candidacy for Congress in the near future. The Major, like a good politician, never confirms or denies anything said about him, but the Carolina press has pointed out his qualifications, background and extensive civic activities in support of the rumors. Major Ridge formerly was publisher of Greensboro Record and is very active in American Legion, Veterans of Foreign Wars and other organizations.

Bowes' 150th Show

Major Bowes will mark his 150th amateur program Jan. 27 over CBS. Since the program became a network feature in 1935, more than 3,000 amateurs have been presented, selected from about half a million applicants, CBS announced.

The Perfect Sales Combination!
(Now in its third year.)

THE MORNING BULLETIN BOARD
AND
GOOD MORNING NEIGHBOR
Write for your Sales Brochures
STAR RADIO PROGRAMS INC.
250 Park Avenue New York City

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Jan. 15, 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 |
|--|-----------|--------------|
| True Confession (Famous Music Corp.) | | 44 |
| Bei Mir Bist Du Schoen (Harms Inc.) | | 39 |
| You're A Sweetheart (Robbins Music Corp.) | | 39 |
| I Double Date You (Shapiro-Bernstein Corp.) | | 35 |
| Sweet Someone (Leo Feist Inc.) | | 35 |
| Rosalie (Chappell and Co.) | | 34 |
| Once In A While (Miller Music Inc.) | | 31 |
| I Wanna Be In Winchell's Column (Leo Feist Inc.) | | 27 |
| Bob White (Remick Music Corp.) | | 24 |
| Dippy Doodle (Lincoln Music Corp.) | | 24 |
| In The Still Of The Night (Chappell and Co.) | | 24 |
| There's A Gold Mine In The Sky (Irving Berlin Inc.) | | 22 |
| Mama, That Moon Is Here Again (Paramount Music Corp.) | | 21 |
| I See Your Face Before Me (Crawford Music Corp.) | | 19 |
| Nice Work If You Can Get It (Chappell and Co.) | | 18 |
| You Took The Words Right Out Of My Heart (Paramount Music Corp.) | | 18 |
| Silhouetted In The Moonlight (Harms Inc.) | | 17 |
| Sail Along, Silvery Moon (Select Music Co.) | | 16 |
| Sweet As A Song (Robbins Music Corp.) | | 16 |
| Thrill Of A Lifetime (Mario Music Co.) | | 15 |
| When The Organ Played O Promise Me (Joe Morris Music Co.) | | 15 |

New Upstate Network May Join Major Web

(Continued from Page 1)

manager of WMFF, which is the key station for the group.

New net was created to furnish blanket coverage of the area along Canadian border in New York State and Vermont. System is at present carrying the Father Coughlin series.

James Douglass Appointed Program Director for CSB

(Continued from Page 1)

will be in charge of all programs on the three stations in the Central group — KOIL, Omaha, and KFOR and KFAB, Lincoln. Heretofore the system had a program director for each station. Bob Cunningham, KOIL program director, has resigned.

KEHE Personnel Changes

West Coast Bureau, RADIO DAILY

Los Angeles—Executive personnel changes at KEHE announced by Hearst Radio Inc. in New York, include: Howard Esary, only recently made program director, now heads International Radio Productions on the Pacific Coast, with headquarters at KEHE. Al Poska, former chief announcer and emcee on various programs, succeeds to the program directorship vacated by Esary. George Irwin becomes chief announcer. Gurdin Mooser of the auditing department goes to KYA, San Francisco, as chief accountant.

RCA Victor Loses Plea

Federal Judge Knox yesterday denied RCA Victor the right to intervene in the case of Paul Whiteman vs. WNEW in which the maestro seeks to prevent station from playing his phonograph records.

NEW ORLEANS OUTLETS FACE MUSICIANS' STRIKE

(Continued from Page 1)

for a closed shop. The musician union contended that a closed musician shop would not interfere with other operations of the stations. Immediate result of the strike would be discontinuance of the WPA orchestra and all remote broadcasts from night clubs.

At WWL, which recently signed with the union calling for an augmented orchestra of 14 pieces, Irving J. Vidacovich was engaged as musical director, a position he formerly held at the station. WWL is affiliated with CBS.

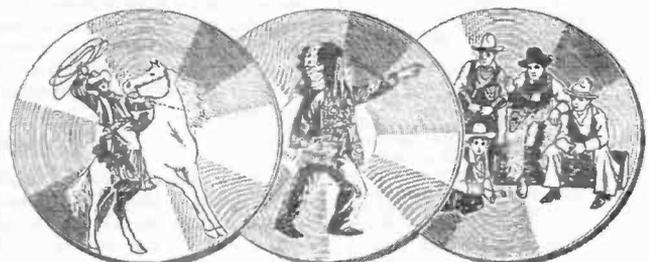
At AFM headquarters in New York, nothing official was known of the strike order against WDSU and WSBM. It was stated in the absence of President Weber that the order is strictly a local proposition since both the outlets have hired but few, if any musicians, in the past. Regarding network programs, it was stated that such shows could not very well be stopped since NBC held contracts with the outlets which had to fulfill its obligations. The New Orleans strike call would be confined to local matters.

Jack Harty in Hospital

Jack Harty, WMCA traffic manager, is seriously ill in the Lenox Hill Hospital.

KYFR Tower Attracts

Bismarck, N. D. As evidence of interest created by KYFR's new 704-foot vertical radiator, dedicated last week, Manager F. E. Fitzsimmonds reports 697 persons visited the new transmitter location between 2 and 6 p.m. Sunday.



SPECIAL NOTICE!!

TO ADVERTISING AGENCIES, THEIR CLIENTS, AND ALL RADIO STATIONS.

"THE LONE RANGER"

TRANSCRIPTIONS

Will Be Placed on the Market February Fifteenth

Tested and Proven as Radio's First Place Audience and Sales Builder

Write or Wire WXYZ, Detroit

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

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

GUEST-ING

HELEN MENKEN, IVAN VANTZOFF, DORIS RHODES, LEE WHITNEY and BOB MacGIMSEY, on "Hammerstein Music Hall," Jan. 21 (CBS, 8 p.m.)

HELEN VINSON, on Paul White-man show, Jan. 21 (CBS, 8:30 p.m.)

NORMAN CORDON, on "Hit Parade," Jan. 22 (CBS, 10 p.m.)

DUKE ELLINGTON and SIDNEY PHILIPS, on "Swing Club," Jan. 22 (CBS, 7 p.m.)

PAUL LUKAS, on Jack Eigen program, today (WMCA, 6:45 p.m.)

SIDNEY BLACKMER, on Radio Harris program, Jan. 19 (WOR-Mutual, 7:45 p.m.)

COL. GILBERT T. HODGES and JOHN BENSON, on "Citizens' Forum," Jan. 25 (WNEW, 8:30 p.m.)

AGENCIES

JACK WARWICK, vice-president of Cecil, Warwick & Legler Inc., will speak on "Advertising Agency's Responsibility to Its Clients" before a dinner of the Advertising Women of New York Inc. at the Advertising Club today.

ASHLEY BELBIN has resigned from Blackett-Sample-Hummert Inc., Chicago, to become a partner in the Charles Daniel Frey agency. Other partners are Lorry Northup, general manager of the agency, and Arthur B. Sullivan, director of production, both of the Frey firm.

FRIGIDAIRE will hold its 1938 sales convention at the Hotel Astor on Feb. 1.

Nationwide Syphilis Talk

Dr. Thomas Parran, surgeon general of the U. S. Health Service, Gen. John J. Pershing, chairman of the National Anti-Syphilis Committee, and Ray Lyman Wilbur, ass't chairman, will speak on the syphilis campaign over the combined NBC-Blue and CBS networks on Feb. 2 at 10:45-11 p.m.



6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN

are advertising headquarters for radio stations which are leading sales influences in their respective markets.

John Blair & Co.

CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES SEATTLE

MAIN STREET
OL' SCOOPS DAILY

● ● ● Shaw and Lee leave the Wrigley show on completion of contract. Jack Fulton will become a permanent feature of the Sunday show. Wrigley is being talked to about the CBSwing Session... Jack Pearl, without benefit of fanfare, got into his car last Wed. with Wini Pearl and drove to the coast—but here's the tip-off: Sam Lyons went west on Thursday... Cahn & Chaplin appear on the Ford show tonight doing a medley of tunes including their "Bel Mir B. D. S."... CBS "People's Choice" quit the Sunday spot and Harry Conn's "Earaches" will be moved back into the 8-8:30 stanza... Eddie Cantor's show will be in Cleveland on March 12 for the Shrine Convention and do the March 16 show from there with the 23rd set to come from N. Y.... Andrews Sisters may go on the U. S. Rubber show—if they aren't renewed next week by Wrigley... Morton Downey has shelved 28 lbs. but sprouted a soup-trainer... Fibber McGee and Molly have been signed to a 3-pictures-per-year deal by Paramount with former CBS Workshop director, Irving Relis, set to write their first.

● ● ● Last Saturday nite's special NBC-Red show in behalf of the President's Birthday celebration and the infantile paralysis campaign fund had one of the most glittering arrays of radio stars ever heard on a single hour's program... Originating on the coast, lineup included Al Jolson, Walter O'Keefe, Rudy Vallee, Joe Penner, Phil Baker, Jack Benny, Edgar Bergen, Dorothy Lamour, Kenny Baker, Alice Faye, Lanny Ross, Tony Martin, Nelson Eddy, Jeanette MacDonald, Eddie Cantor (from his hospital bed), Don Wilson, Ken Carpenter and Meredith Willson's band... Fred Palmer, manager of KOY, Phoenix, Ariz., has gone western in a big way. He is remembering his eastern friends by sending them stuffed gila monsters mounted on a piece of cactus wood... Lloyd C. Thomas, g.m., and John C. McCloy, program director of WROK, Rockford, Ill., are recipients of bronze cards presented by the American Legion post in recognition of their outstanding service to the world war veterans' organization.

● ● ● There's talk that the Chase & Sanborn show will come from N. Y. shortly... John S. Young will hand in his report on coming radio activities of the World's Fair by Jan. 24... Paul Whiteman's band will supply music for a fashion show to be aired by NBC from Coconut Grove Jan. 26... Stan Lomax will interview Ted Collins on basketball via MES tomorrow... Dan Seymour will announce the Edward G. Robinson "Big Town" show for the next two weeks, with Leith Stevens' band set to supply the music... Nadine Conner will come to N. Y. for a guesting on "Song Shop"... Mary Livingstone and Gracie Allen will do a "sister act" at the Ted Healy coast benefit the 22nd.

● ● ● Joe Maland is v.p. of the Central Broadcasting Co., manager of WHO, Des Moines and a director of the NAB... Earl May owns KMA, Shenandoah, Ia., and also runs the general store and a little nursery business with a reputed turn-over of several million dollars annually... You'd think they'd be pretty busy with all these responsibilities—but no! Maland admits to being the cow-milking champ of the NAB—and now comes Earl May scoffing at Maland's alleged supremacy as an udder-stripper—and challenges him to a contest, winner take all... Most programs must be on the air at least once to draw fan mail, but the mere announcement via KOIN, Portland, Ore., that it was to launch an educational show to assist parents in the correct rearing of young children—brought a number of letters of approval from local leaders in the field of education and public welfare. Show called "The Child Ways Counselor" debuted Sunday afternoon.

ORCHESTRAS
MUSIC

BENNY GOODMAN's swing concert in Carnegie Hall on Sunday night was a vociferous success as far as the audience was concerned. Some 3,000 followers of swing music and jam sessions all but went wild over the performance. Individual members of the orchestra were given chances to strut their stuff, and all of them got big hands. Music critics of the newspapers who reviewed the concert did not think so highly of swing, however. They predict this form of melody will soon be forgotten.

Corinne Frederick will play a 600-year-old clavichord on next Sunday's Radio City Music Hall Orchestra program directed by Erno Rapee over NBC-Blue at 12:30 p.m.

Allan Grant, NBC pianist in Chicago, has sold four songs to Chicago and New York publishers. They are titled "Jade," "Barcarolle," "Spanish Serenade" and "Waltz Scherzo."

Tommy Tucker and his orchestra busily engaged in waring 30 sides for Victor in Hollywood. Amy Arnel vocalizes.

Eugene Jelesnick has moved his Continentals into Empire Dining Room of Hotel Utah, Salt Lake City, and two remote dance spots per week over KSL in Salt Lake City. Russ Stewart announces the Thursday and Friday nighters.

Jay Whidden and his orchestra step into the Coconut Grove, Los Angeles, to fill a three-day engagement between the departure of Whiteman on Jan. 27 and the arrival of Eddy Duchin on Feb. 1.

Erskine Hawkins and His Orchestra are now under the management of Gale Inc. The one night dance stands will be booked through Consolidated Radio Artists.

"Toast to Town" to S. F.

San Francisco—Cella Grape Juice variety show, "A Toast to the Town," moves here and will originate from KSFO studios to CBS Pacific network. Albert White, KSFO musical director, conducts the orchestra, with Walter Guild as emcee and Allen Sheppard as announcer.

BIRTHDAYS

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|----|----|----|----|----|----|----|----|----|----|
| 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

January 18

Bradley Barker Art Kassel
Ruth Lyon Lucille Wall

★ F. C. C. ★
ACTIVITIES

HEARINGS SCHEDULED

Jan. 18: KSO, Des Moines, CP to increase power to 1 KW., 5 KW., LS. 1430 kc., unlimited.

KSTP, St. Paul, CP to increase power to 50 KW. 1460 kc., unlimited.

WJSV, Washington, CP to increase power to 50 KW. 1460 kc., unlimited.

Jan. 20: Dr. Wm. States Jacobs Broadcasting Co., Houston, CP for new station. 1220 kc., 1 KW., unlimited.

Great Lakes Broadcasting Corp., Cleveland, CP for new station. 1270 kc., 1 KW., 5 KW., LS., unlimited.

Fall River Herald News Publ. Co., Fall River, CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Sharon Herald Broadcasting Co., Sharon, Pa. CP for new station. 780 kc., 250 watts, daytime.

Allen T. Simmons, Mansfield, O. CP for new station. 780 kc., 1 KW., daytime.

Jan. 21: WISN, Milwaukee, Mod. of license. 1120 kc., 1 KW., unlimited.

WJBO, Baton Rouge, CP to increase power to 1 KW. 1120 kc., unlimited.

WAPQ, Chattanooga, CP to change frequency and increase power to 1120 kc., 500 watts, unlimited.

APPLICATION GRANTED

Southern Minnesota Supply Co., Mankato, Minn. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

APPLICATION DENIED

WSMB, Inc., New Orleans, CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

WTMJ, Milwaukee

Clarence Berlin, purveyor of hot trumpet and leader man for Johnny Olson's "Rhythm Rascals" for Penn Tobacco, is papa. It's a girl.

Katherine Bennett, actress with a yen for a "rest cure," chose Arizona because she heard so much about it from Nancy Grey, whose sojourn there has been a hot air topic.

Russ Winnie, sports commentator, has been emphasizing the "show must go on" stuff. He got up from a bed of flu to do two basketball games, thence to bed again.

Clair Hazel, former "Honey Chile" with Bob Hope, was picked up by "Around the Town" when Bob Heiss took the feature back stage at a matinee of "Brother Rat."

Bill Evans is making the world safe for doughnut dunkers with a slick gag on his "Top O' the Mornin'" show.

NEW PROGRAMS—IDEAS

Dental Series on WCCO

Thirteen lessons in dental health will be broadcast by the Minnesota State Dental Association and the Minnesota Department of Health in an educational series over WCCO, Minneapolis. The speaker will be Dr. Vern D. Irwin, superintendent of dental health in the Child Hygiene

Division of the Minnesota Department of Health.

The radio series is being launched over WCCO in line with the Minnesota State Dental Association's campaign of educating laymen throughout the state in how to take care of their teeth. Instruction for children will also be included in the broadcasts.

ST. LOUIS

Bob Convey, KWK prexy, and the family have motored to Florida. Another KWK traveler is John Conrad, who is due back this week from the east.

Harry W. Flannery of KMOX addressed the West End Kiwanis Club luncheon last week.

France Laux, KMOX sports announcer, will be handed a trophy today by St. Louis Sporting News for his outstanding work as baseball miker.

Cantor's Talent Hunt

West Coast Bureau, RADIO DAILY

Los Angeles—Eddie Cantor will announce a search for new talent on his show tomorrow, and at the same time introduce another of his discoveries in the person of 10-year-old Perry Kilbourne, who will make his bow in a dramatic sketch. The "search" will continue for five weeks.

Cantor and his troupe, who go East on March 10, will be in Cleveland for the Shrine Convention on March 15-18. Other personal appearance dates are being lined up.

Previews for Oakie Show

West Coast Bureau, RADIO DAILY

Los Angeles—Jack Oakie and his campus cutups have gone for the "preview" idea and will clock each week's show for laughs at the CBS Playhouse on Monday nights at 10:30, with audience reaction presumably determining whether lines and situations are in or out on the following day's airing.

In the Air—And On It

Andre Kostelanetz has been selected by four leading eastern airlines for the second year as the country's No. 1 airline passenger. The conductor has flown more than 136,000 miles, it is estimated.

100 Stations for "Hoel"

West Coast Bureau, RADIO DAILY
Los Angeles—When "Hollywood Hotel" starts on 26 additional Canadian stations Jan. 28, the show will be heard on an even 100 stations.

KGVO, Missoula, Mont.

Lec Nash, news editor, is the father of a girl.

Announcer Bob Young is emcee of a new Saturday night "Hayloft" swing period.

"Reminiscent Rhythm" is another new program, Wednesday nights.

Manager A. J. Mosby addressed the Missoula Park Board, of which he is a member.

NEW ORLEANS

With WWL and WSMB both in the market for new transmitters and the possibility that a third station will be a purchaser shortly, the town looks like a convention of radio equipment salesmen. One chief engineer hasn't had to buy a meal in a week.

The New Orleans Civic Symphony will go on the air twice for half an hour from the Municipal Auditorium when WSMB picks up part of its adult and youth concerts Monday and Tuesday.

Press Strike Aids Stations

Portland, Ore.—Typographical union strike causing suspension of three local newspapers has resulted in heavy use of radio for news periods and advertising. Theaters are among those using extensive radio plugs.

Energetic Speaker

Boise—With his address before the Rotary Club last week, C. G. Phillips, manager of KIDO, passed another milestone. He has now made a complete circuit of all Boise civic organizations, addressing each meeting on the subject "What NBC Means to Idaho."

Roger Doulens to Fizzdale

Chicago—Roger Doulens has resigned as Earle Ferris' representative here to join Tom Fizzdale Inc. He leaves immediately for New York and later will go to the Hollywood office. Edward Reynolds of the Ferris office in New York replaces Doulens.

Kayser Joins Rockwell-O'Keefe

Joe Kayser, one night booker, formerly connected with CRA and in business for himself, has joined the Chicago office of Rockwell-O'Keefe. He will be in charge of all one nighters in the midwest branch. Bob Weems, who formerly handled the one night bookings for the Chicago office, will contact Hotels and Night Clubs.

On Ball Committee

Dr. Orestes H. Caldwell, former Federal Radio Commissioner and now editor of Radio Today, has been appointed chairman of the Radio Industry Division in the New York campaign of the National Foundation for Infantile Paralysis, in connection with the President's Birthday ball. Jim Sauter is chairman of the general events committee.

NEW BUSINESS
Signed by Stations

WFIL, Philadelphia: RCA Manufacturing Co., spots, through Lord & Thomas; Lever Bros. (Spry), spots, through Ruthrauff & Ryan; American Chidet Co. (Sen-Sen) spots, through Badger, Browning & Hersey; Sears-Roebuck, participation, through Lavinson Bureau.

KYW, Philadelphia: Manhattan Soap Co., spots, through Peek Adv. Agency.

WNBX, Springfield, Vt.: U. S. Rubber, Ben Bernie program (CBS); Woman's World magazine, spots; American Popcorn Co., program, through Coolidge Agency.

WGN, Chicago: Scott Paper Co., through J. Walter Thompson; Lamont, Corlies & Co. (Cocoa), through Cecil, Warwick & Legler.

WNBX, New York: Gude's Pepto-Mangan, foreign language announcements, through Morse International.

KSL, Salt Lake City: Holland Furnace, spots; Hudson Bay Fur Co.

WBTM, Danville, Va.

S. C. Ondarcho, vice-president and general manager, has returned from a trip to Richmond, where he attended a meeting of VBS members.

Rosser Fowlkes Jr. "Alarm Clock Revue-er," is claiming a new "rapid response" record. On the Fowlkes "eye opener" recently, a Danville department store advertised a group of merchandise which was sold out two hours after the airing.

Addition to staff: Howard Brown, apprentice announcer.

"HIGH FIDELITY" INSTANTANEOUS RECORDING

Highest Quality Recording attained by

★ Most expensive modern instantaneous recording equipment.

★ Expert Electrical Transcription wax recording Personnel (graduate and licensed engineers).

REMOTE CONTROL by permanent lines.

OFF THE AIR by special filtered antennae.

STUDIO—60' x 30' double ceiling broadcast studio. Dynamic microphones.

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VANCOUVER, B. C.
The Popular Station of Canada's Third Largest City

COUNT MOST

WEED & COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO



MERTENS & PRICE INC. reports more inquiries and sales in the first two weeks of 1938 than in the closing two months of 1937. Recent renewals on "Sunday Players" program include: Hawaiian Electric Co., Honolulu, for 28 weeks on KGU; Woodlawn Cemetery, Detroit, similar period on WXYZ; and Oaklawn Memorial Park, Charlotte, N. C., for WSOC, with Ward Lane's "Home Folks" also going to the same station on a new 52-week contract.

Clarence Muse is back in town following personal appearances in mid-west theaters during the holiday season. Set to guest with George Jessel on "Thirty Minutes in Hollywood" on Jan. 23.

Fellowes' Syrup of Hypophosphates will have a daily spot announcement on KNX every day except Sunday during 1938, and the local office of La Salle Extension University has contracted for participation in "Sunrise Salute" through the Hixon-O'Donnell agency.

Art and Mrs. Fulton, both of Associated Cinema Studios, will celebrate their second wedding anniversary with a second honeymoon at Catalina.

May Robson has completed 100 transcriptions of "Lady of Millions" at Associated Cinema and will rest at Palm Springs for two weeks before resuming her recording.

The Tussy Lipstick program, "Hawaiian Moon," has returned to KNX here and KSFO, San Francisco, on a twice-weekly schedule, Monday and Thursday nights at 9:45-10, with Ivan Dltmars' orchestra and Ray Hendricks vocalizing. Thomas Freebairn-Smith will be announcer, and Carlyle Stevens is the CBS producer assigned, with Bill Goodwin handling the show for the William Esty agency.

The Cappy Barra harmonica band will appear with George Jay on his "Hollywood Matinee" over KFWE and the CRS tomorrow at 3 p.m. Bert Fiske is musical director.

KEHE has a new remote with George Redman and his band from Omar's Dome on a varying week day schedule for both matinee and late-at-night sessions.

Jerome Schwartz, former script writer at WOSU, Columbus, Ohio, and prior to that a newspaperman, has joined the KMPC staff as continuity writer.

Lou Salter and His Piano is a new KMTR nightly feature from the Hollywood Knickerbocker.

Frank Russell, KFI-KECA announcer, is the papa of a new girl. KMPC now offers "Hollywood Casting Office" each Sunday night at 9:30 to 10. Variety show designed to give talented but little known tyros a break. Handled by Dude York and Ralph Bickle, with a studio casting director and prominent picture personality guesting each time.

Radio Chalks Up Another

Philadelphia—William Ware, in his news broadcast over WCAU yesterday morning, mentioned that the One Hundred Club was giving a luncheon same day to Philly's four living mayors (one in office and three ex). It happened that one of the mayors, J. Hampton Moore, had not been notified of the lunch. He was returning from Florida by boat and heard Ware's broadcast while sailing up the Delaware. Moore immediately arranged for a tug to speed him to the pier, and arrived at the scene of the lunch ahead of time.

LINCOLN

Mott Johnson is handling publicity now for KMMJ, Clay Center, Neb. Works directly under Randy Ryan, G.m.

Harry Johnson, KFAB sports announcer, was named head of radio relations in connection with the national semi-pro baseball tourney covering 48 states with finals in Wichita.

KFAB's master singers, Art Barnaby, Wally Reusch, Bob Bellamy and Bill Miller, are doing vaude dates.

After taking Jack Wells from KFOR here to his band as a singer, Anson Weeks also grabbed Helen Nash from the local talent list.

WTMV, East St. Louis, Ill.

Lester E. Cox, prexy, was in town from Springfield, Mo., for a visit.

Paul Reetz, continuity writer and announcer, has started a nightly German program, with news, folk music, etc.

Billy Knight, oldtime vaudeville and showboat actor, song plugger and radio engineer, now a WTMV salesman, goes back on the boards and air with a special quiz show from Washington Theater. Being a salesman, Billy sold himself.

Bill West, g.m., back from Florida, but only for a few days. His family remains there and he will rejoin them shortly.

"Susie, the Gal from the Hills", with a "stump me" program, auditioned by Montgomery-Ward store.

WKY, Oklahoma City

"Arkansawyers," one of the most popular programs for more than a year and one of the biggest fan mail pullers, begins immediate sponsorship by Superior Feed Mills under 52-week contract.

First half of "Sunrise Review" sold to Household Magazine.

WGPC, Albany, Ga.

A half-hour program, "Beauty Spot of the Air," has become quite popular with the women of Albany. Show consists of helpful beauty hints by leading beauticians of the city.

Two new programs started last week, namely, "Queen of Pep," a musical, and "Town Topics," resume of local news.

KWK, St. Louis

Dan Seyforth, talent director, believes he has a new find in little Kay Travis, who will be heard Tuesday and Thursday in "Today at 2".

Claire Harrison, continuity chief, is back on the job after an illness.

Allen Anthony, chief announcer, also on deck again after an appendix divorce.

PITTSBURGH

KDKA's welcome for Maurice Spitalny played to a capacity house at the Stanley Theater. A. E. Nelson was a good sport, shelling out some 300 ducats to friends of the station. Mary Ann Bock, Pittsburgh girl with Phil Spitalny, drew much applause. A feature of the presentation, which was fed to the network, was the production of an actual drama, "The Avalanche," with sound effects 'n' everything right on the Stanley stage.

Engaged: Dorothy Rosenberg, originator and arranger for "Those Three Girls," to Philip W. Latterman.

Jack Paar, formerly at WCAE, now at WGAR, writes that it's a pleasure to introduce Sammy Kaye in person from the Statler Hotel, Cleveland, after having brought him on and taken him off the network many times in Pittsburgh.

Max Adkins made the special arrangements used on WCAE's Stephen Foster program to the network.

All local stations, having signed with Local 60, resume with studio bands.

Dale Jackson, formerly at KDKA, has departed for New York to audition his cockney characters.

RCA-Victor keeping a strict watch here on use of their records. Only Victor discs permitted on the air are those sponsored by RCA in its "Music as You Want It" series.

WQAM, Miami

Finals of Annual Miami Biltmore Tennis tournament aired by Lloyd Budge, Biltmore pro, and brother of Don, assisted by Dinty Dennis, radio sports columnist and Leslie Harris, special events director.

"Pappy" Sims and his Kentucky Ramblers, morning Scrapbook hill billy unit, take over the grandstand show at the Biscayne Kennel Club.

To promote the annual funds drive of the Florida Children Home, station aired a description of the dinner hour at the local home, using a short-wave relay. Show was handled by Leslie Harris.

Office of Norman MacKay, advertising director, looking like a shipping room, as mirror souvenirs are mailed out to friends and business associates.

Jack Thursten, musical director, wrenched his back when, in the midst of a torrid rendition, he slipped off the piano bench.

Judy Canova, who began her radio career over WQAM, in Miami to make an appearance with premiere of her latest picture.



E. F. McDONALD JR., president of Zenith Radio Corp., personally participated in recent broadcast of the telepathy series his company sponsors on CBS. He expects to have a statement to make on television on broadcast next Sunday.

Mrs. Ed McConnell, wife of the Acme White Lead songster, seriously injured in auto crash near New Orleans.

"Rhythm at Noon," Dodge dealers show on WBBM featuring comedian Doug Hope and Swing band, folds after two-year run. Show will be revived as five-a-week sustainer titled "Rhythm at Midnight" with The High Hatters, Dave Bacal, Shirley Sadler, Cheri McKay, Three Notes, Carl Hohengarten's music, jam session with Hilly Elden's band, and sweet swing with Hilly Elden. Judith Waller, educational director of NBC, is in New York for round table conference on radio at meeting of American Woman's Ass'n.

Vivian della Chiesa, to sing at Chicago Theater week of Feb. 18.

WGAR, Cleveland

Newest WGAR origination to CBS is the Negro program "Wings Over Jordan", with 50 voice choir and outstanding Negro educators and religious leaders speaking from different sections of the country.

Additions to announcing staff: Bob Kelley, from WTRC, Elkhart, Ind., and Jack Parr from WCAE, Pittsburgh. Both are 20 years old—Cleveland's youngest spellers.

Announcers Wayne Mack and Dave Baylor and their wives celebrated wedding anniversaries—the fifth for the Macks, third for the Bayers.

Sammy Kaye and his orchestra at Cleveland's Hotel Statler now rate three CBS feeds weekly via WGAR. Sportscaster Franklin "Whitey" Lewis was off the air last week due to the death of his mother.

Chief Engineer Morrie Pierce has been severely bitten by the candid camera bug and has concentrated his activities so far in photographing newly arrived son Bill in extremely informal poses.

Much jubilation at Cleveland's Friendly Station over the FCC examiner recommendation that WGAR power be raised to 5 KW.

WMAS, Springfield, Mass.

Chief Engineer James Spates, Program Director F. Turner Cooke and Senior Announcer Warren L. Greenwood, together with their wives, recently visited Pa Knickerbocker and took in the big stations there.

Salesman Milton Hale has returned from a short vacation in New York, where he was guest of the Lucky Strike program.

Announcer Carl Raymond had a birthday party on the 13th.

All employees received bonus checks recently.

PROGRAM REVIEWS

"JUST MUSIC"

Book-of-the-Month Club Inc.
WQXR, Daily, 10-11 p.m., except
Saturday, 9-10 p.m.
Schwab & Beatty Inc.

CULTURAL MUSIC PROGRAM ON DAILY BASIS IS HEAVY FARE EXCEPT FOR CLASS AUDIENCE.

Premiere of the Book-of-the-Month club over WQXR was an all-Bach program with a 15-piece orchestra under the direction of Eddy Brown with Dr. Ernst Victor Wolf as guest soloist. Hereafter live program will be aired on Thursdays with recordings on other days.

Opening program was too heavy for this reviewer. Solo by Wolff on a harpsichord sounded more like a nickelodeon piano over the radio. Sponsor apparently plans to keep the music on a very high cultural plane. If so, he is limiting his audience to those who like serious music and even those will be hearing more than their share.

Portion of each broadcast is being turned over to a guest who will review two books of his own choosing. Christopher Morley was on Saturday and discussed "Forever Ulysses," the book-of-the-month club selection for January, and the late Don Marquis' "archy and mehitable."

Rex Benware, the announcer, talks in a bass monotone which does not hold interest through an hour of heavy music. Announcer with a clear enthusiastic voice would be a help here. Harry Sherman, president of the book club, spoke briefly at the start of the program.

"STEPMOTHER"

Colgate-Palmolive-Peet
(Tooth Powder)

WABC-CBS, Monday through
Friday, 5:30-5:45 p.m.
Benton & Bowles, Chicago

GOOD HUMAN INTEREST SERIAL WITH LIKEABLE CHARACTERS AND WELL ACTED.

As title indicates, this new serial is about a woman who tried to raise someone else's kids. It poses the question, "Can a mother successfully raise another woman's child?" The characters in the story as heard on the initial broadcast sound like very nice folks—the kind that the average person would like. This augurs well for the popularity of the series.

In addition to a well written script, show is greatly helped by its excellent cast, which includes Sunda Love as the stepmother, Francis X. Bushman, as the widower whom she marries, Peggy Wall, Cornelius Peoples, Edith Davis and Bret Morrison.

"By Popular Demand"

This new WABC program on Saturdays at 8:30-9:45 p.m. is sponsored by Modern Age Books Inc. (cheap paper-editions), through Bachheimer-Dundes & Frank Inc. agency. Show crowds exploitation of three books into a quarter-hour period in a ponderous "March of Time" style

☆ **PROMOTION** ☆

Atlas Promotion Splurge

The Morris Plan Bank of Virginia has flooded the city of Richmond with window cards, posters and car-cards calling attention to the "Ports of Call" program which they sponsor on WTAR. This is utilization of the Atlas Radio Distribution Corp. "press-book" idea for sponsors and stations to exploit Atlas shows.

The Virginia bank picked out the art work from the exploitation section of the book which they thought would help advertise their weekly program. Then the WTAR sponsor wired an order to Dave Davidson, Atlas promotion and advertising manager. He gave the job to the printer, who delivered the printed matter to Virginia within 48-hours.

Latest of the Atlas press books,

of production that includes short dramatizations from each tome. Books included one by Walter Duranty on a Far East story, a college campus murder mystery and H. V. Kaltenborn's "Kaltenborn Edits the News." In the last mentioned item, the commentator himself was on hand. Advantages of the cheap editions is stressed as being less than the price of many magazines and a 32-page bulletin is available for the asking.

Seems as though less of the sound effects, fewer voices and a more lucid type of continuity would be more effective rather than the heavy handed sock that can hardly be absorbed in so short a time.

Jerry Livingston

From the Laurel-in-the-Pines Hotel, Lakewood, N. J., Jerry Livingston, composer and maestro, sends forth some very delectable tea-time tunes over WOR-Mutual on Sunday at 4:30-5 p.m. and also on several other occasions during the week. The Livingston style of music is equally swell for dancing or for listening. Pleasing vocal bits are injected occasionally. On Sunday's program, Livingston offered the premiere of his latest composition, "My Window Faces the South," which sounded all right.

"On a Sunday Afternoon"

Harold Stokes, who is uncovering a good deal of new talent in this very entertaining Sunday variety show over Mutual from WGN, Chicago, trotted out another last Sunday in the person of Vee Layton (spelling not guaranteed), a hot singer who gets our vote in the "Opportunity Knocks" division of the program.

Henry Busse Orchestra

Like a cold nip in the air, Henry Busse's music is good for you—particularly on a lazy Sunday. And if Mar-Oil Shampoo (J. W. Marrow) feels as good as the music, the two make a combination that should do things in their quarter-hour which has returned to NBC-Red on Sundays

giving a complete campaign for exploiting "Magic Island" series, has just been put out by Davidson. It is departmentalized into accessories, advertising, exploitation, publicity and promotion, all combined in a handy filing-case folder.

WBIG Gets Break in Booklet

Imprinted on the front cover of an attractive booklet extolling the industries, recreations and various advantages of Guilford County, N. C., are the seal and slogan of WBIG, the CBS outlet in Greensboro. Inside front cover of the booklet also has a pocket containing assorted pieces of promotion. Chambers of Commerce and the County Board of Commissioners put out the brochure.

WOR Will Experiment With High Frequency

(Continued from Page 1)
effective primarily within a 40-mile radius.

A 45-foot antenna pole weighing 1,000 pounds will be hoisted 44 stories to serve as a radiator for the new 100-watt RCA transmitter. A number of frequencies are available, including 31.6, 35.6 and 41 megacycle channels. Operation at first will be limited to eight hours daily. A program of research and experimentation is being outlined, including gathering data on ground wave propagation, frequency characteristics, noise level in various parts of the city and field intensity measurements.

KBST, Big Springs, Tex.

J. J. Casey, formerly of KRBC, Abilene, has been appointed chief engineer here.

Frank McIntyre, street reporter and announcer, and Doris Carter will say "I do" in a few weeks.

A series of daily broadcasts from the municipal airport has been started by Frank McIntyre.

WLW, Cincinnati

Paul Sullivan's five-weekly newscasts will be sponsored for second year by Penn Tobacco, through Ruthrauff & Ryan. Sullivan also is making six New York appearances on Vitalis show, over NBC-Red Monday nights, on which nights he airs his Penn period from Radio City.

Arthur Chandler Jr., organist, starts Friday on a 13-week stint for National Livestock and Meat Board, through Campbell-Ewald, Chicago.

WMBH, Joplin, Mo.

Bob Lee, announcer, and Dessa Rue were married recently.

Terry O'Sullivan of Kansas City has joined as announcer.

Don Davis, formerly here, is now at KAND, Corsicana, Tex.

at 1:15-1:30 p.m. There is a military snap to the Busse outfit, which imparts a newness to some of radio's most weary numbers.



Radio Annual offers twelve months of advertising value at a one time rate—A Great Book covering a Great Industry — First forms now going to press.



To be distributed complimentary next month to Radio Daily subscribers as part of Radio Daily service.

SAN FRANCISCO

Jack Meakin, NBC maestro, debuted "Meakin's Milestones" Tuesday night. Show gives brief accounts of current trends, spaced with previews of new tunes. He does the commentary. His "Bughouse Rhythm" show has moved to a Friday spot.

Tom Breneman, newly appointed production rep for CBS in S. F., was up from H'wood. He plans to move a number of shows here from the cinema city.

Henry Shumer, Marjorie Smith, Bobbie Hudson, James Kreiger, Lu Tobin, Earl Lee, Jack Cowden, Vernon Wilson, Everett Glass are getting regular roles in the new series. "As A Man Should," which stars Chief of Police Wm. J. Quinn.

Mort Werner, KJBS singing announcer, back from N. Y. and has begun a new show called "Sunday Afternoon Swing School" in which he plays eight records. Those who guess all 8 titles and phone in the answers are given the choice of a favorite recording.

Ernie Smith, KYA sportscaster, now going into his tenth year of his nightly "Sports Page of the Air."

Wilbur Eickelberg, KFRC manager, has left on a three-week eastern tour with stops at Chicago and N. Y. on business.

KYA's "Family Upstairs," authored by Evelyn Boehm, faded after three months.

Commander A. W. Scott, world traveler and commentator, is being heard in "Romance of the Highways" for Greyhound Bus on KFRC Sundays at 10:15 a.m. Series now in its fourth year, and recently switched from NBC.

Jane Cook, local radio warbler, formerly with Bob Saunders' band, now warbling with Roger Burke in the Sir Francis Drake Hotel.

KSFO's Helen Sawyer has gone south as assistant to Fletcher Wiley, commentator.

Eleanor Jackson, whose informal chatter "Of All Things" was aired Friday nights over KGGC, back after a vacation.

Edna Haas, formerly with Columbia stations in the east, doing a "Pin Money Club" show on KGGC which tells how to earn pin money in spare time.

ONE MINUTE INTERVIEW

AUSTIN MARSHALL

"If a singer wants to increase his value to radio and himself, he'd better develop a talking personality. Good singers can do well but ability to perform as master of ceremonies is a huge asset in these days of multiple variety shows. Nobody can deny that such singers as Rudy Vallee, Bing Crosby, Don Ameche, Kate Smith, Frank Crumit, Lanny Ross and lately Buddy Clark have enhanced their following, prestige and income by displaying ability as confereencers in between vocal offerings."

★ Coast-to-Coast ★

GEORGE MENARD, chief announcer at WRKO, Rockford, Ill., is the father of a new girl. A week before, Program Director John C. McCloy of the same station also became the daddy of a girl.

S. D. Gregory, assistant g.m. of Westinghouse Radio Stations Inc., has been visiting WOWO-WGL, Fort Wayne, Ind., in an advisory capacity.

Carl Vandagriff took over the sponsored noon news period on WOW due to illness of Bob Wilson.

Increase in the number of "spoken word" programs is being contemplated by KOBH, Rapid City, S. D., with a line of new program transcriptions being sold by the sales department. Requests for time allotments are increasing in number with prospects of an early "sell out" in view.

Jane Whitney, eye-filling songstress, will trill a few notes for the Pepper Uppers next Sunday over the Dr. Pepper-Dixie Network at 5:30 CST. Miss Whitney is currently appearing with Johnny Hamp's orchestra at the Adolphus Hotel Century Room, Dallas, and formerly made a tour of leading night spots with Buddy Rogers' band.

"Crosley Salutes Richmond," a program originating in the studios of WLW, Cincinnati, was heard through the rebroadcast facilities of WRD last Friday. Following a practice begun last year, Crosley Radio Corp. has again included Richmond in the group of cities receiving the Crosley salute. Rebroadcast was sponsored by

WOPI, Bristol, Tenn.

Station has initiated a weekly "Current History" talk by Clay Rasterly. A discussion of the Current Events of the Week is the feature of this 15 minute broadcast.

"Roy's Radio Column of the Air" is now being sponsored by Sterchi Bros., dealers for Philco radios.

Duke Barron and his orchestra supply dinner dance music from the Parisienne Room of the Hotel Bristol.

Russel A. Case and His Choral Group are broadcast direct from the Calvary Baptist Church.

WLBC, Muncie, Ind.

Maurice Crain, chief engineer, and Henry Marks, announcer, off sick list.

Don Burton, owner, and Otis Roush, chief announcer, visited in Louisville enroute to broadcast basketball game at Jeffersonville.

Francis "Jake" Higgins, special events announcer, still working on new type of sportcast which will hit airplanes shortly on his "Sports of Today" program.

Jimmy Fidler, weatherman, has weather bureau completed at studios.

Tower-Binford Electric & Manufacturing Co., Virginia wholesale distributor of Crosley products.

Washington radio stations will cooperate with the campaign of Congressional and District leaders to stamp out highway deaths, it was indicated following a conference between government leaders and radio station executives. Among those attending were Jess Willard of CBS, William McAndrews of NBC and Madeline Ensign of Mutual. Under plans adopted, every time a fatal accident occurs radio stations will broadcast the sound of screeching sirens to impress upon the public the necessity for safety. Stations will further report every fatality giving full details.

Byron Holiday, formerly of WOR and more recently at the Stork Club, New York, has been made director of entertainment at the Hour Glass, Newark.

Standard Radio's Super Sound Effects were sold the past week to a Belgium station as well as WOW, WSMB, WSM, KNX, KSFO, KRRV and WFBL. WTAG, has purchased the "Donald Novis Sings" library from Radio Features, subsidiary of Standard headed by Jerry King.

BOSTON

Charles R. Hector will be named orchestra director at WEEL within the next few days. Hector was musical director at Yankee network. Since then he has been heard over CBS from New York and in local theatricals.

John A. Holman, g.m. of WBZ-WBZA, and Rakov, maestro of the same stations, both went to New York last week for business conferences. Saturday night they attended the weekly broadcast by Toscanini. Also on Saturday Rakov conducted an orchestra of NBC musicians at Radio City in a half-hour program over Blue network at 5 o'clock, the spot he is usually heard in from Boston.

WBZ and WBZA are broadcasting and feeding to an NBC Blue network a half-hour of popular dance music by Art Shaw and his orchestra, who are now at Raymoor Ballroom.

Paul Wing, who conducts the Spelling Bees for NBC, will broadcast two matches from the Hotel Bradford studios of WBZ later this month.

WSPR, Springfield, Mass.

Max Erlich, former newspaperman, has been appointed salesman for the Springfield area.

"The Monitor Views the News", by Christian Science Monitor, is back on the air daily after a long vacation, again presented by Announcer Art Bergstrom.

Station is on the air until 6 now, having added 15 minutes.

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. Fred Pflugfelder

N. W. Ayer & Son, Inc.

500 5th Avenue, N. Y. C.

My dear Mr. Pflugfelder:

"Anything worth doing is worth doing well." This is not just a motto to be framed and hung on a wall as far as we're concerned. Rather it is the premise on which International Production Studios conducts its business.

As Radio Director of N. W. Ayer you know that is the only way a successful business can function.

Such being the case, we solicit your account. A telephone call will bring you proof of our prowess in the form of a sample recording.

Very truly yours,

Kenneth W. Howara
Sales Manager.

KWH/amh



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 13

NEW YORK, N. Y., WEDNESDAY, JANUARY 19, 1938

FIVE CENTS

Average Sponsor Outlay Up 24.4%

6 NORTHWEST STATIONS FORM NEW ASSOCIATION

Valley City, N. D.—Representatives of six stations in North Dakota and western Minnesota organized the North Central Independent Broadcasters' association at a meeting held here. General aim of the group will be the promotion of their mutual commercial interests, and other independent stations in the region served will be eligible for membership. (Continued on Page 3)

CRA & Rockwell-O'Keefe Pool Orchestras on Coast

Consolidated Radio Artists and Rockwell-O'Keefe have closed a deal to pool their orchestras on the Pacific Coast. Latter concern will handle the offices, although the former will retain its identity in the territory. Tom Rockwell will have charge of. (Continued on Page 3)

Iowa Network Spot Biz Gained 34% Last Year

Des Moines—National spot advertising on the Iowa Network in 1937 showed an increase of 34 per cent over 1936, according to Commercial Manager Craig Lawrence. The network stations, KSO and KRNT here and WMT in Cedar Rapids-Waterloo, were used by 139 different regional and national spot advertisers.

CBS Cornerstone Set

West Coast Bureau, RADIO DAILY Los Angeles—Cornerstone of the new CBS-KNX building costing \$1,000,000, was set yesterday by Donald W. Thornburgh, Pacific Coast vice-president of CBS. Entertainment and noted speakers were heard. Lud Gluskin led the orchestra and Gary Breckner acted as emcee.

100-Watter's Record

Lincoln, O.—A total of 1,022 religious programs, sponsored by 83 different churches, is the achievement of WBLY in 1937. Station also broadcast 71 different high school bands, three university and four college bands. Herbert Lee Blye, owner and operator of the station, thinks he's set a record of some kind for a 100-watter.

Bring Their Own

Philadelphia—If the practice of some WDAS "Merry-Go-Round" fans continues, station won't need to buy many popular recordings. Many fans not only request certain numbers, but bring the recording to the station to be played—and then leave the disk at the station for future playing.

WLS PERSONNEL CHANGES; HEARST AS PARTIAL REP

Chicago—Personnel changes at WLS include departure of Robert L. Kaufman, director of publicity and promotion; Orrin Allen, market research; Bob McElwaine, merchandising, and Dave Willburn, who joined John Blair & Co. Edythe Dixon takes over Kaufman's duties.

Glenn Snyder, manager, after New York conferences with Elliott Roosevelt, says WLS will continue to. (Continued on Page 3)

Canada May Raise Fees On Radio Receiving Sets

Montreal—Increase in license on radio sets from \$2 to \$2.50 or \$3 is reported being considered by the Ministry of Transport. The proposed boost in fees is viewed as necessitated by the expansion program of Canadian Broadcasting Corp., which has added high power stations, extended broadcasting time and introduced new programs. License intake in 1936 was \$1,700,000. An increase to \$3 would add another million.

Baird Television Set On Display in Detroit

Detroit—A showing of the Baird television receiving set, imported from London, will take place here at the fourth annual Detroit and Michigan Exposition starting Jan. 21. Plans call for television broadcasts on the floor of the convention.

Nat'l Meat Board Sets Campaign on 14 Stations

Chicago—National Live Stock & Meat Board, through Campbell-Ewald Co., has set a campaign on 14 stations to stress low meat prices. List includes WLS, WOR, KMOX, KNX, WBZ-WBZA, WBAL, KYA, WXYZ, KOA, KOIL, WFAA, WLW, WHO and WHB.

NBC Analysis for 1937 Shows Drug and Toilet Goods Lead Increase With 19.3%—Food, Beverages Next

ASCAP RETAINS COUNSEL FOR FLORIDA TEST SUIT

Frank J. Wideman, Washington and West Palm Beach attorney, has been retained by Ascap to fight its contemplated suit against the State of Florida where it will seek to test the constitutionality of the recently enacted anti-Ascop law. Wideman is senior member of the law firm of Wideman, Wardlaw & Caldwell. He is a former assistant U. S. attorney and preceded Robert H. Jackson in office.

Albany Bill Seeks to End School Band Competition

Albany—School and college orchestras would be banned from playing at public functions outside their educational institution under the terms of a bill introduced in the Legislature by Assemblyman Francis J. McCaffrey. If no local organized civilian band exists, the college orchestra could then play, according to the bill. Measure, intended to relieve present conditions under which union bands claim they cannot successfully compete with college orchestras, was referred to the Education Committee.

Doyle's Firm to Produce Transcriptions for Atlas

As part of its five-year agreement with Atlas Radio Corp., the Stuart F. Doyle Fidelity Radio Ltd., Sydney, Australia, will produce transcribed programs along the same lines as Atlas. Fidelity will distribute the Atlas shows to the 16 stations in Australasia, while Atlas is to handle the Australian shows here. The writing, acting and producing talent among the Australasian stations will be used in the Fidelity shows.

Herbert R. Ebenstein, president of Atlas, plans to eventually form an international chain of transcription distributing and producing offices in all parts of the English speaking world.

The average expenditure per advertiser on the NBC network last year was \$288,442, an increase of 24.4 per cent over 1936, according to industry breakdown figures covering 134 accounts released by the web yesterday.

Drug and toilet goods items lead the industry field in NBC time expenditures with \$13,322,990, up 19.3 per cent. Food and food beverages ran second with \$11,008,762, up 13.4 per cent. Other groups which spent. (Continued on Page 2)

A. A. A. ANNUAL MEET IS SET FOR APRIL 20-23

American Association of Advertising Agencies will hold its 28th annual meeting April 20-23 at Greenbrier Hotel, White Sulphur Springs, West Va.

Mark O'Dea, president of O'Dea, Sheldon & Canaday Inc., is chairman of the program committee.

Meador Lowry Named WHAS Studio Director

Louisville—Meador Lowry, WHAS news commentator, has been appointed studio director in charge of production, announcers, etc., succeeding the late Pete Monroe. Other personnel changes include departure of Eric Norman, announcer, for a new post in Kansas; Joe Wheeler, sports-caster and "man on the street", to Chicago; Leland Brock, announcer, and Hugh Sutton, production director, to assume other business connections here.

Ticklish

Miami Beach—An unusual program in the works at WEAT will bring to the mike six Chinese and six Japanese, including laundryman, chefs, chauffeurs and merchants, to give their respective views on the Far East situation. Station will assign its most diplomatic staff member to act as interviewer on the ticklish program.



Vol. 3, No. 13 Wed., Jan. 19, 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. 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, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1917.

Average Sponsor Outlay Up

(Continued from Page 1)

over a million dollars for time, were active and tobacco accounts. Complete laundry soaps and cleaners, auto-classification follows:

| | 1937 | 1936 |
|----------------------------|---------------------|---------------------|
| Automotive | \$ 2,726,825 | \$ 2,905,531 |
| Building Materials | 235,989 | 251,259 |
| Tobacco | 1,716,638 | 1,549,229 |
| Clothing | 75,164 | 201,345 |
| Confectionery, Soft Drinks | 122,688 | 198,436 |
| Drugs and Toilet Goods | 13,322,990 | 11,119,555 |
| Financial and Insurance | 360,491 | 324,918 |
| Foods and Food Beverages | 11,008,762 | 9,706,273 |
| Garden and Field | 5,200 | |
| House Furnishings | 190,623 | 166,393 |
| Jewelry and Silverware | 156,756 | 146,288 |
| Laundry Soaps and Cleaners | 3,392,383 | 2,260,312 |
| Lubricants and Petroleum | 2,045,918 | 2,691,930 |
| Machinery, Farm Equipment | 13,344 | |
| Office Equipment | 354,139 | 321,812 |
| Paints and Hardware | 1,275,184 | 586,790 |
| Radios and Musical | 8,940 | 96,180 |
| Schools and Courses | 185,142 | 84,624 |
| Shoes and Leather | 156,356 | |
| Sporting Goods | 437,546 | 309,000 |
| Stationery and Publishers | 4,590 | 26,640 |
| Travel and Hotels | 58,020 | |
| Wines and Beers | 797,398 | * 493,300 |
| Miscellaneous | | |
| TOTAL | \$38,651,286 | \$34,523,950 |

* Does not include political.

COMING and GOING

ED CASHMAN, CBS producer, returned yesterday after a week-end trip to Cleveland.

LEO J. FITZPATRICK of WJR, Detroit, left New York yesterday for Florida vacation.

AL SCHILLIN, president of Schillin Advertising Corp., to Philadelphia yesterday to line up new business.

G. W. (JOHNNY) JOHNSTONE, WOR public relations counsel, and DAVE DRISCOLL, WOR-MBS special events, to Trenton and return yesterday for Governor Harry A. Moore's inauguration broadcast.

ADOLPH OFFINGER, MBS program director, returned yesterday after a swing around the Mutual web visiting stations.

MURRAY CRABHORN and EDITH M. STONE, general manager and station relations heads, respectively, of International Radio Sales, flew to New Orleans yesterday morning.

RAY BRIGHT, commercial manager of KTRH, Houston, who has been in town for a few days, plans to leave for home late today.

ALFRED W. McCANN JR. goes to Chicago on Monday for the National Canners Convention and will broadcast his WOR program from there.

JOAN EDWARDS goes to Rochester tomorrow to appear for the Eastman Kodak people.

IVY DALE of Ed Smalle's chorus flies to Canada next month to fill an operatic engagement.

FINANCIAL

(Tuesday, Jan. 18)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 147 | 145 3/4 | 146 1/4 | - 1/2 |
| CBS A | 21 1/2 | 21 1/4 | 21 1/4 | - 1/4 |
| Gen. Electric | 44 1/2 | 43 3/4 | 43 3/4 | |
| RCA Common | 7 | 6 3/4 | 6 3/4 | - 1/8 |
| RCA First Pfd. | 50 1/2 | 50 | 50 | - 1/2 |
| Stewart Warner | 11 1/2 | 10 3/4 | 10 3/4 | - 1/4 |
| Westinghouse | 106 1/4 | 104 | 104 1/4 | - 1 1/4 |
| Zenith Radio | 16 1/4 | 15 3/4 | 15 3/4 | - 1/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------|--------|--------|-------|
| Hazeltine Corp. | 15 1/4 | 15 1/4 | 15 1/4 | - 3/8 |
| Nat. Union Radio | 3 1/4 | 3 1/4 | 3 1/4 | -1-16 |

OVRE THE COUNTER

| | | |
|-------------------|-------|-------|
| Stramberg Carlton | Bid | Asked |
| | 6 1/4 | 7 1/4 |

Rudolph Schramm Heads NBC Wash'n Orchestra

Washington Bureau, RADIO DAILY
Washington — Rudolph Schramm, conductor-composer, leaves his NBC post in New York and returns here to direct the new 15-piece orchestra unit established by the network's local studios.

"Arno" Here for Radio Series

"Arno," violinist and orchestra conductor, who began his career after studying with Leopold Auer, is now in New York staying at the St. Moritz Hotel, while he confers with radio officials relative to a newly sponsored air program.

Sylvia Froos, Gary Booked

Sylvia Froos has been booked to play the Palace, Chicago, week of Jan. 21, and Sid Gary opens Jan. 28 at the Capitol, Washington, both set by Henry Frankel of WOR Artist Bureau.

Fidler "Can't Take It", Commentator Taylor Says

Sam Taylor, WHN's movie commentator, who took Jimmy Fidler to task in a recent broadcast, handed the coast gossip another poke last night in response to a letter received from Fidler protesting about Taylor's former slap.

Taylor, in a chiding vein, had accused Fidler of airing a news item that was erroneous. Fidler, according to Taylor, wrote him a long and serious letter from which Taylor quoted an excerpt upbraiding him for criticizing a fellow-commentator. Taylor, in last night's broadcast, argued that it's as ethical for radio speakers to correct each other as for newspaper columnists and editorial writers to do so. He wound up by declaring Fidler can dish it out, but can't take it.

WFBR-Bermuda Tie-up

Baltimore—In a tie-up with Pan-American Airways, Nancy Turner, director of women's programs for WFBR, has left on the Bermuda Clipper for a preview of summer fashions in that British isle. With Miss Turner goes WFBR engineer Carlton Nopper and complete transcription facilities to record a series of fashion commentations. The series will be sponsored by Bonwit-Lennon.

Monthly Promotion Service Is Syndicated by Flanter

A syndicated monthly station promotion service has been started by Adrian James Flanter, specialist in broadcasting sales promotion, to aid stations in convincing local business men that radio does a fine selling job. Idea in back of service is to enable stations to carry on systematic specialized local promotion at very low cost. Service consists of monthly promotion pieces, each different in presentation, directed at a definite retail interest yet having a strong general appeal. Each piece bears station imprint and will be supplied by Flanter in lots of 100, 250 or 500 for mailing direct by the station.

Nick Kenny Dined in Miami

Miami Beach—Nick Kenny, N. Y. Daily Mirror radio editor, was honor guest at a dinner in the Alamac Hotel, given by the Y.M.H.A. in appreciation of Kenny's work among Jewish youth.

Jan. 17th to 23rd is

KGLO WEEK

in celebration of
FIRST ANNIVERSARY

Get details of market covered by fastest growing station in America from Weed & Company.

KGLO, Mason City, Ia.
CBS OUTLET

TURN TO PAGES 4 and 5

for the

101st BLOW

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

STATION

NEW YORK

Serving New York and New Jersey

HOURS A DAY

CRA & Rockwell-O'Keefe Pool Orchestras on Coast

(Continued from Page 1)
 the west coast offices. Understood that Consolidated might represent ROK in Chicago and Dallas, but this was not confirmed. In New York, concerns apparently will operate as competitors as in the past, although they have had working agreements and amicable relations for some time. In San Francisco, CRA has acquired the business of Associated American Artists through a merger. The AAA office was headed by Tom Coakley. Larry Allen is ROK head in S. F.

Idea Clearing House

Chicago—Servicing of advertising agencies, sponsors and broadcasters with programs and merchandising plans written and produced by outstanding authors and program directors is the plan of Associated Radio Productions, according to Stuart Haydon, executive director. Firm at present is aiming several "custom built" shows to fit definite products. Reactions from agencies and sponsors has been good.

Biabl Joins WHK-WCLE

Cleveland—Leslie Biabl, for the past two years at WPTF, Raleigh, N. C., has been added to the WHK-WCLE announcing staff. Biabl comes to Cleveland with six years' announcing background and has spent time at WBRB, Red Bank; WCAP, Asbury Park; WMCA and WNEW, New York, and WIP, Philadelphia.

OKLAHOMA CITY

"Helen King, Lady Courageous," new serial on KOMA off to a good start.

Allan Clark, WKY production manager has begun gathering members for staff orchestra. Doc Davis hired to instruct, Clark probably direct.

KSL, Salt Lake City

Irma Bitner's daughter, Mary, married in Honolulu to a KGU-er.

Glenn Shaw, versatile announcer, returns to his distinctive reading styles with "Moonlight Mirage," supported by KSL Concert Orchestra under direction of Gene Halliday.

Eric Larsen, Walt Disney animator, was a studio guest recently.

WQAM Paper Weight

WQAM, the CBS outlet in Miami, has distributed a 4x2½-inch glass paper weight, with a map of the station's area visible from the top, while the bottom side of the glass is a mirror. It's a useful yet simple article, and the looking glass angle is particularly intriguing.

Spending your money where the money is!
WABY
 COVERS THE CAPITAL DISTRICT
 ALBANY, N.Y.

"Hollywood Hotel" Title Suit

Hearing will be held Tuesday in Supreme Court, New York County, on a temporary injunction being issued against Warner Bros. and Vitagraph over use of the "Hollywood Hotel" title and theater priority rights to the appellation. Through attorney I. Robert Broder, Hollywood Hotel Revue Inc. seeks injunction and \$50,000 damages, declaring the vaude and movie theater revue of this title has priority rights and an agreement with Campbell Soup to use title and tie in on its advertising matter.

Plaintiff sets forth that the Warner picture is playing theaters and offering competition with the result that bookings have stopped since release of the film. Unfair competition is claimed over the picture but the radio show is declared non-competitive to theater attractions.

Warners claim a tieup with Campbell Soup and permission to use the title. The radio show has requested the theater attraction to stop using the title under threat of suit.

AFM Miami Conference Does Not Affect Radio

Miami—Routine meeting of the AFM executive committee here developed nothing affecting the radio situation, according to Joseph N. Weber, president. Weber said the conference was purely a "private" one.

WZD Produces Chain Debate

Tuscola, Ill.—Although as much as 75 miles apart, outstanding High School debate teams of Illinois will compete through the five-studio facilities of WZD, the one station chain. Teams from the Effingham, Danville, Mattoon and Tuscola High Schools will hold a series of half-hour debates starting Sunday, each speaking in turn from home town studio according to a specially written script. Local school superintendents listening in will act as judges.

Streamlined Publicity

"Streamlined publicity" has made its bow over WREC. Memphis, in the form of a special 15-minute show, running six afternoons a week and carrying information, news items and personalities about CBS and WREC shows and performers. Two announcers handle the show, one making "headline" announcements, the other following with a news item. The treatment of all "news" avoids too obvious commercialism, presenting show plugs as a matter of interest to the listening fan. A "featurette" and "chatterbox" column are included, the former giving a personality sketch of some CBS star while the column presents newsy activities of New York and Hollywood CBS stars. The show is called "Fan Fare Time."

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

6 Northwest Stations Form New Association

(Continued from Page 1)

ship. Stations represented at the opening meeting were KOVC, Valley City; KRMC, Jamestown; KGCU, Mandan; KLPM, Minot; KDLR, Devil's Lake, and KVOX, Moorhead, Minn.

John B. Cooley of KLPM was elected president of the group, and Bert Wick of KDLR is secretary.

WREC Program on CBS

Memphis — The Jewel Cowboys, featured over WREC for the past two years, go on CBS Feb. 5 with a 30-minute morning show originating in WREC studios. The network show will be sustaining, with James Sanders, formerly with repertoire shows and in vaudeville, doubling as emcee and "Alexander," a Negro cook at the mythical Circle S Ranch. Harry Sturgis will handle sound effects.

WREC also originates a Monday night dance spot from Hotel Peabody, now featuring Eddie Fitzpatrick's orchestra.

Radio In Boise Classroom

Boise, Ida.—The new Junior High School here, with RCA-Victor receiving and sound equipment, tunes in regularly on educational and music appreciation broadcasts over KIDO. Appropriate broadcasts are made part of classroom routine.

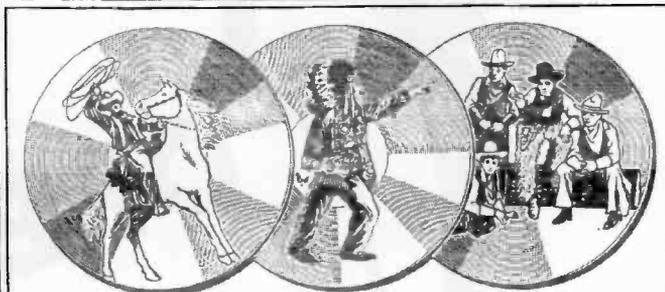
WLS Personnel Changes; Hearst as Partial Rep

(Continued from Page 1)

handle its own sales throughout middle west. Hearst repping applies only to New York, Detroit and Hollywood. Naylor Rogers arrived over week-end to take over local Hearst office.

Marlo Making Shorts

In addition to radio and play activities, Marlo Enterprises Inc. starts production Monday on "Marlographs", short film novelties in the line of animated cartoons, according to Raoul Marlo, executive v.p., who formerly was a program impresario at WABC and WOR.



Sponsors Want RESULTS
 Stations Want AUDIENCE
ANSWER: "THE LONE RANGER"
 TESTED AND PROVEN COAST TO COAST

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

TRANSCRIPTIONS WILL BE READY FEBRUARY 15TH
 Make Reservations for Territory Now Write or Wire WXYZ, Detroit

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

The 101st BLOW!*

REVEALS A 'NATURAL' SALES AND MARKETING STRATEGY
FOR A PRODUCT OF THE FUTURE



A series of super-
living people. *St*
est Dramatic V
Misses not one

Dreams date back
The Bible gives
through the ages
Abraham Lincoln

**"The stonecutter hammers away at his rock perhaps 100 times without as much as a crack showing in it. Yet at the 101st blow it will split in two . . ."*
(vide *Printer's Ink*—Oct. 1937).

THE ROCK S-P-L-I-T-S AND EMOTIONAL RADIO CAMPAIGN IN SERVICE OF MASS APPEAL . . . "THE DREAM WORLD"

Symbolizations of actual dreams of past and
more than fiction!—Gripping in *Human Inter-*
Love, Romance, Suspense, Action, Comedy.
emotion. Listener-building—Sustaining!

of the days of ancient and primitive people.
Beautiful and highly dramatic dreams. Down
and recorded the last vivid dream of beloved
before he was assassinated. Robert Louis

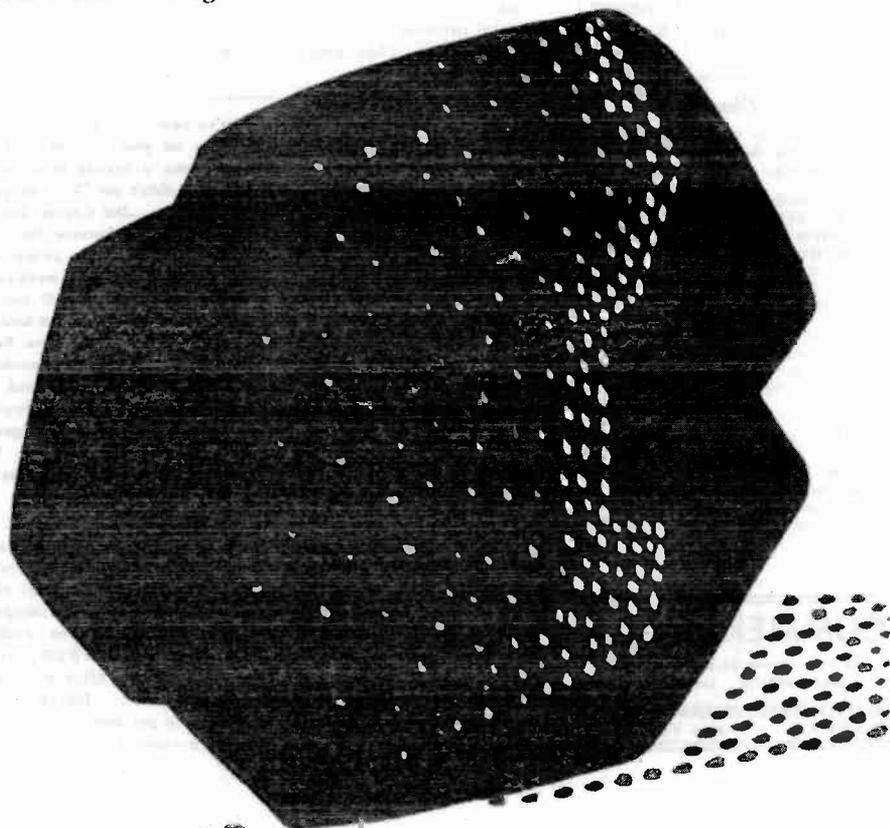
Stevenson, Coleridge, and many other famous authors have been
inspired to some of their greatest works by dreams. And we
come to the present!—Regularly in our daily newspapers we
read of some person having an extraordinary dream which had
a distinct dramatic or comedy influence on the life of the person.

Everybody Dreams! *Politicians, Sport Identities, Hollywood
Stars, Sweepstake Winners, Cafe Society, Etc., Etc.*, All Box
Office Attractions and for guest appearance if desired.

This campaign has been prepared with a sales thought behind it. With
tied-in Broadcast-Merchandising plan it carries through to Point of Sale.

All communications to:
B. CHARLES-DEAN
COMPANY

Radio Advertising
Suite 715
1270 Sixth Ave. (RKO Bldg.)
New York City
Phone COLUMBUS 5-1925-6



GUEST-ING

LOTTE LEHMANN, soloist with Indianapolis Symphony Orchestra. Jan. 22 (MBS, 9:30 p.m.).

AL K. HILL, veteran actor, on "Hobby Lobby" with collection of comic songs. Jan. 19 (CBS, 7:15 p.m.).

HELEN HAYES and WERNER BATEMAN, on "Double Everything." Jan. 23 (CBS, 6:30 p.m.).

ROBERT WEED and LOUISE FLOREN, on "Hammerstein Music Hall" Jan. 28 (CBS, 8 p.m.).

CHESTER MORRIS and JOAN FONTAINE, with Rose Bampton on "Kraft Music Hall." Jan. 20 (NBC-Red, 10 p.m.).

BOB BURNS, in "Clarence" on "Lux Radio Theater," Jan. 24 (CBS, 9 p.m.).

ANITA LOUISE, with Tyrone Power in "Geek Gets Girl," Jan. 23 (NBC-Blue, 9 p.m.).

ELISABETH RETHBERG, on Ford Sunday Hour. Jan. 30 (CBS, 9 p.m.).

MARIE BUDE, JOHN ROCKWOOD and GEORGIA STANDING, on "Metropolitan Opera Auditions," Jan. 23 (NBC-Blue, 5 p.m.).

CLIFTON FADIMAN, on "Book-of-Month Club Concert," today (WQXR, 10 p.m.). GILBERT SELDES, tomorrow; WILLIAM ROSE BENET, Friday; ARTHUR TRAIN, Saturday, 9 p.m.

WKRC, Cincinnati

Kingsley Horton of the New York offices of Radio Sales was a visitor here last week.

On Wednesday, the Strietmann Biscuit Co. begins a series of "Man on the Street" broadcasts conducted by Eddie Humphrey. WKRC special events announcer, Monday through Friday at 10:45 a.m. from the Rathskeller entrance of the Hotel Gibson.

"Meet the Missus", the popular program of interviews conducted six times weekly by Maynard Craig, celebrates a year on the air this week.

Al Bland, pilot of "Dow's Dawn Patrol", was guest speaker at a meeting of the Norwood Business Men's Club last week. Because of his extreme popularity with listeners, Bland fills many speaking engagements.

COMMERCIALS

80 each week, covering 24 different lines of business—\$1.00. Samples.

UNIVERSAL RADIO PROGRAMS, INC.
545 Fifth Ave. New York City

MAIN STREET
OL' SCOOPS DAILY

● ● ● PERSONAL Postcards To:—Leonard Lyons: In reply to your letter to us in which you state: "A number of your readers (thanks for the build-up) have brought to my attention the fact that you have introduced a new Wednesday feature (this pillar) which is exactly like my 'Calling All Stars' column. I'm for the 'Live and Let Live' theory, but I don't approve of larceny, so be a nice guy and lay off"... Funny, but none of your readers reported the similarity! For this type of column—which is nothing more than a condensed version of "open letters," is older than the columning racket itself!... Dave Elman: One of the 51 members of Frank Simon's Armo Band has an unusual hobby. He is Ernest N. Glover, ass't conductor, and he collects jokes about musical instruments... William Paley: At the Benny Goodman Swing Concert your CBS got a terrific plug via a mike with the call letters prominently displayed on stage-center of Carnegie Hall—but it didn't work. Martha Tilton, vocalist, who enjoyed the thrill of making her debut there, faced a dead mike for her vocals, but tore the house down with "Lech Lomond" and "B. M. B. D. S."

● ● ● Alfred McCosker: Benny Davis who recently completed a sustaining series on your outlet, opened his vaudeville unit at the Loew's Capitol, Washington, the past week-end and received rave notices from the reviewers—with Margie Ann Knapp among those coming in for special mentions... Clay Morgan, NBC promotional director: Sorry to hear Grace V. Ballou, your secretary, on the sick list... Ralph Nelson, who conducts "Swap Shop" on KCKN: Of all the strange propositions you've aired on your programs, we believe the strangest was the man who wanted to trade a mantel radio, slightly in need of repair, for a breeding cage for love birds... Edison Light & Power Co.: Suggest you get after those 12 temperamental canaries heard with Frank Voelker, blind organist on WMT, Cedar Rapids. They won't sing unless the lights are turned off in the studio.

● ● ● Irving Berlin: Because you've been accused of having a "little black boy" in the background responsible for your success, Jack Robbins went out and got himself one also—to make deliveries in a page boy's outfit... Richard Humber: Even though you didn't get "Mr." on your sign, Eddy Duchin publicity reads "Eddy the Great"... Del Casino: Due to your first shot on the Elizabeth Arden MESHOW, you've become the adored of the sponsor and it's likely that the show will be yours permanently... Herbie Kay: Judy Starr returns to the Drake in Chi this week-end... Ed Cashman: Mildred Bailey and her husband, Red Norvo, will appear with Duke Ellington on CBSwing Session this week, while Ella Logan holds off... Harold Wald: Your brother, Jerry, is rumored mad about Leah Ray—until her next picture only... Walter Winchell: The fellow you mentioned responsible for Maxine Sullivan's success is Claude Thornhill—and he used to make Kosty's arrangements... Ted Hammerstein: Teddy Powell, who makes out your programs, had a severe shock this week. His aged mother left the hospital in Oakland, Cal. the other day after a stroke. Her first day on the street she stepped to the grocery store, was struck by a truck and fractured her arms and legs.

● ● ● Phil Baker: Your new wordslinger, Tom Hanton, has been signed for a football picture... John Kuneau: Kelvin Keech was signed for a series of shorts... Fred Weber: Gabriel Heatter's brother, Max, is now his business manager... Gus Edwards: Your niece, Joan, has been renewed by NBC... Bernice Judis: Sid Schwartz, formerly your publicity director at WNEW, has been lifted by Dave Davidson at Atlas Radio Corp., after only a week. He's public relations counselor there now... Bobby Feldman: Because you're vacationing, WMCA had to get somebody to fill your seat there—so they got Spencer Hare—who is exactly your size!

ORCHESTRAS
MUSIC

JERRY LIVINGSTON, maestro-composer, currently featured at the Laurel-in-the-Pines, Lakewood, N. J., has been given a fourth weekly broadcast over WOR-Mutual. New period is Thursdays at 11:15 p.m.

Robert Sonderskov, cellist, graduate of the Royal Conservatory of Music, Copenhagen, is the newest addition to the large musical staff at KOIN, Portland, Ore.

Frank Novak, whose last local appearance was at the Raleigh Room, where he ran for six months, has returned to New York after a series of road engagements and will open at a night club coincident with the start of his new NBC commercial for Mennen's Shaving Cream.

Tommy Dorsey returns to the New York Paramount Theater for the third time within a year about March 1, following a brief theater and college tour. Dorsey and his band leave the Commodore Hotel next week.

Leighton Noble and band who came to the Arcadia International Restaurant in Philly on a two week basis will remain until April.

Jack Delmar's Orchestra now at the La Casa Ballroom in Philly will be heard twice weekly over KYW on a remote.

Elisio Grenet, whose Cuban orchestra is currently appearing at the Club Yumuri, has returned to the bandstand after a month's illness. Armando's Latin-American band will continue at the Club Yumuri for the remainder of the season. Grenet and Armando alternate.

THE KID'S NO DUMMY
WHAT'S OUR LEADING FOREIGN LANGUAGE STATION
WBX
WBX NEW YORK
1000 HOURS DAY AND NIGHT
The Station that Speaks Your Language





WITH upping of power for the Don Lee short wave W6XAO from 150 to 1000 watts, Harry R. Lubcke, long in charge of experimental television for the net, will shortly embark on an ambitious program of regular visual broadcasts, with pick-ups from the street in the manner of inquiring reporters, special events, and similar fare provided for the owners of the estimated 100 receivers located within 20 miles of Los Angeles.

Sam Hayes, CBS commentator, has signed an exclusive contract with Music Corp. of America.

Weaver Jackson beauty specialists have taken the KHJ-Don Lee novelty, "What Does Your Hand Say," for 52 weeks.

Clinton Jones has taken over both scripting and production on the KHJ-Don Lee "The Marines Tell It to You."

"Your Hollywood Parade" moves from the Warner lot to KFVB with tonight's broadcast, utilizing the theater specially constructed some months ago for lease to NBC. Al Goodman picks up the baton from Leo Forbstein at the same time, and Edward Arnold is the guestar of the week in an Arch Obeler tabloid drama, "Swami."

Robert Swan, long program director at KFAC, becomes a member of the faculty of U.S.C. this month, adding pedagogic duties to his participation on many programs at KFAC.

Tom Langan, scripiter for the Paul Whiteman-Chesterfield show, is trying to arrange a six-week leave of absence to permit him to do a picture script at Universal.

COLUMBUS, O.

Fred Joyner, WHKC announcer on the "Hobnobbers" sidewalk program, goes commercial Monday with his new sponsor billing him as "Red" Joyner.

On WCOL sick list: David Penn, newscaster, and Gene Kent of the continuity dept., home with the flu.

Jack Kelly, national sales representative here, in New York on business. George Mackey, until recently only a bit announcer, now a full-fledged.

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

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

March 4: Mollin Investment Co., Huntington Park, Cal. CP for new station, 1160 kc., 100 watts day.

Continental Radio Co. (Scripps-Howard Radio Inc.), Washington. CP for new station, 1310 kc., 100 watts, 250 watts L.S., unlimited.

United States Broadcasting Co., Washington. CP for new station, 1310 kc., 100 watts, unlimited.

March 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.

APPLICATIONS RECEIVED

WRAX and WPEN, Philadelphia. Involuntary transfer of control to Mariannina C. Iraci.

Martin Andersen, Orlando, Fla. CP for new station, 1500 kc., 100 watts night, 250 watts day, unlimited.

WDGY, Minneapolis. Modification of license to change hours of operation to unlimited time and power boost to 5 kw, day and night.

EXAMINER'S REPORT
WEED, Rocky Mount, N. C. CP to change frequency to 1240 kc., increase power to 500 watts, unlimited DA at night; be granted.

SAN ANTONIO

Johnny Alderman of the KABC announcing staff is the recent father of a boy.

KTSA is remoting the "1938 Show of Shows" from the Olmos Club. Three broadcasts are given daily.

Ben Amado and his nite spot orchestra are airing regularly over KONO.

New programs over KABC include Ruth Gordon; State Health Department, and Malhon Merrick.

WISN, Milwaukee

Therese Meyer, organist, is back on the job after a siege of flu.

Woods Dreyfus, singing-announcer, also back to the office after fighting flu.

Popular "Stump Me Boys" program, with Elmer Krebs, musical director, and Woods Dreyfus, singing announcer, returns in a new series. Kellogg Seed Co. is sponsor.

D. A. Weller, chief engineer, recently spoke before the Milwaukee Amateurs' Club on "Education for a Radio Engineer."

WFBM, Indianapolis

Bromley House, former WFBM spieler, and now representing the Brace Beemer Agency, Detroit, spent several days here on business.

Walter Reuleaux, musical director, adds four haymakers of "Chuckwagon crew" and additional violinist to his staff.

R. E. Blossom, station head, R. C. Block, head of Wm. H. Block Co., and personal greetings from Mayor of city and Major Bowes, appeared on the Block 200th Children's Hour broadcast from store's auditorium.

WIOD, Miami

Bob Nolan is putting on a new twice-weekly program featuring his own orchestra. Don Gilbert is vocalist.

Earl Barr Hanson presents an original program of piano music three times weekly.

SAN FRANCISCO

Clicking is a new show featuring informal discussions of the theater, books, art and music, tabbed "Busman's Holiday," on KGO Wednesdays, 9:30. The 30-minute show, featuring Alfred Frankenstein, S. F. Chronicle music critic; Claude LaBelle, S. F. News radio and music editor; Luther Meyer, book critic, and Sam Dickson, NBC drama writer, is uncensored and entirely ad-libbed—without even notes.

Les Malloy of KGCC airing a unique show called "Mental Whoopee." Program, aired every night from 10 to 11, except Sunday, asks listeners to phone in, and they are then interrogated by Malloy on three varied topics. Winners get passes to a local theater.

Donald Novis, who did four days at the Roosevelt Theater here, was interviewed by "Speed" Riley on KLS.

Sam ("Schlepperman") Hearn played the Roosevelt Theater, Oakland, through the week-end.

J. Clarence Myers, veteran newscaster, is commentator on a new sponsored program over KYA.

FORT WORTH

D. A. Kahn, manager of KGKO, Wichita Falls, Tex., is here getting ready for moving KGKO to this city.

Both KTAT and KFJZ are airing the local Golden Gloves tournament. The Red Hawks musical program on WBAP each morning at 6:30 has added a facts feature called "It is Said to be a Fact."

Len Finger of KTAT interviewed Charlotte Henry, actress, and Hal Silver, circus clown, who are with Jack Maggard's Pan-American Casino Revue.



GEORGE DIEFENDERFER, formerly with Radio Sales Inc., has joined Paul H. Raymer.

Campbell Arnoux, boss of WTAR, Norfolk, visitor at Edward Petry & Co.

Wilbur Eichelberger, manager of KFRC, San Francisco, and Ray Bright, KTRH, Houston, stopped off to confer with John Blair and Co. Latter then went on to Detroit and New York.

Katherine B. Parsons has taken over Leslie Edgeley's duties in NBC continuity department. Edgeley is on leave of absence writing "There Was a Woman" for Glass Container.

Bob Venn, formerly with NBC office force, has joined sales staff of WRJN, Racine, Wis.

Bob Atcher, hillbilly entertainer, long with WHAS, Louisville, has joined WJJD.

Jack Hayes, WJJD engineer, back at work after three weeks in bed recovering from broken ankle.

Merle Housh (Henry Hornsbuckle) is being featured in a new program at WLS title "Corn Belt Peepers" for Corn Belt Hatcheries. He reads unusual poultry and egg anecdotes sent in by listeners.

Harold Peary, character actor, is the chap playing the part of the Chinese boy who has created so much comment in the Flubber McGee shows last few weeks.

CANADA

Premier William Aberhart, head of Alberta's Social Credit Government, and owner of his own station in Calgary, is going on the air with his own mid-week program, "Education in the West."

An arrangement between CKY and Canadian Broadcasting Corp. will ensure broadcast of Winnipeg church services on Sundays.



"We Called to Ask About the Sale You Advertised Over WHB"

WHB • • • Kansas City's Dominant Daytime Station affiliated with Mutual, has the audience, but no national representatives. For time clearance, schedule, information, data, telephone Kanasen 140, collect, or wire collect to DON DAVIS, President, KANSAS CITY, MISSOURI

UNIVERSAL
Crystal Microphones
Ideal for special events, call systems, p.a. systems, amateur phones, etc.
Rugged. Chrome finish. Finished in hand-mike or stand model (as shown). Includes 10 ft. cable. Desk stands extra, \$2.50 for hand-mike model and \$3.50 for stand model. Licensed under patents of Brush Development Co.
LIST \$22.50
Microphone Division
UNIVERSAL MICROPHONE CO., Ltd.
Box 299, Inglewood, Calif., U. S. A.

WOR—MUTUAL
Is Proud to Present
JOSEF CHERNIAVSKY
"The Musical Cameraman"
8 P. M. EST.
Thursdays
COAST-TO-COAST

KANSAS CITY

Jack Neal, recently placed in charge of sales and sales promotion at KCMO, has appointed Charles G. Rowland, G. W. Endacott, G. L. Kirk, James P. Ellison and Louis Rawlings to the sales staff.

Ray Perkins will headline and emcee the President's Birthday Ball to be held Jan. 29 in the Kansas City Municipal Auditorium.

Nick Lucas is headlining the bill at the Tower Theater, this week, while Phil Spitalny and his "Hour of Charm" play the same house Jan. 28.

Jack Grogan, WHB announcer, and Betty Ann Painter, KCMO dramatic artist, will play leads in the Resident Theater production of "High Tor." Arthur Ellison will also be in the play.

Tom Kelly, KCMO newscaster, has been selected to introduce Cecil B. DeMille when he makes a personal appearance Friday at Newman Theater in connection with "The Buccaneer."

Larry Simms, KCMO announcer, has announced his engagement to Mary Catherine May.

Larry Sherwood, KCMO station manager, returned from Chicago and will leave the last of the week for New York.

Lowell Lawrance, motion picture and dramatic critic of the K. C. Journal-Post, has resumed twice weekly broadcasts via WHB.

Lloyd Sigmon, KCMO chief engineer, has completed construction of an amplifier and speech input equipment.

Larry Sherwood, KCMO manager, is in Chicago on business.

WHB's early morning hillbilly program which went on the air last week for Colonial Chicks, has been increased to a half-hour. Jim Cliff is featured in the show, produced by Les Jarvis.

A. F. Schliecker, KCMO sales manager for the past two years, has resigned and will go to the coast. Jack Neal, recent addition to the KCMO sales staff, is being groomed to take over his work.

Doris Lane who conducts the "Today and Tomorrow in Kansas City," aired via KCMO for Canada Dry, has announced her engagement to Orville Washburn.

CFRN, Edmonton

After long preparation, "Edmonton On Its Way" made its debut last week. Early Edmonton history is being dramatized in the series.

"Dance of the Hours" is another recently started program, on participating basis.

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

January 19

Charles Berry Charles Henderson
Lanny Ross Paul Small
Alvin Weisfeld
Alexander Woolcott

★ Coast-to-Coast ★

TO appease gifted young artists in several Colorado cities who clamored for a chance to air their talents, KLZ in Denver broadcast the weekly Saturday morning "Kiddies' Revue" from Colorado Springs through the facilities of KVOR, affiliated station. Since the show, a half-hour variety program featuring juvenile talent, usually is fed to KVOR by KLZ, the special broadcast meant merely reversing the normal procedure. Program is sponsored jointly by Denver and Colorado Springs wholesale bakeries, and plans are now under way to air the show from KVOR once each month.

H. A. Bruno & Associates, public relations counsel, will move to the RCA Bldg. early next month.

Don Ameche's new 20th Century-Fox musical film, "Happy Landings," with cast also including Sonja Henie, Ethel Merman, Raymond Scott Quintet, Leah Ray, Jean Hersholt, Eddie Conrad and others, opens Friday at the Roxy Theater. Sam Pokrass and Jack Yellen wrote most of the songs.

Alistair Cooke, NBC's "Critic On Broadway," will be heard at a new

LOUISVILLE

Louis Rigo, violinist, who directed the WHAS ork for about four years, has forsaken touring bands, to play in the newly reorganized staff orchestra.

Bob Drake, WHAS multiple-voiced entertainer, has branched out into the coffee business. He has named his product "Jackson Family," after his air feature.

Connie Cook, 17-year old blues singer, is new discovery at WAVE.

Radio acts from WFAA, Dallas; WLS, Chicago; WSM, Nashville, and talent staffs of WHAS and WAVE will appear in the Flood Appreciation Show at Jefferson County Armory on Jan. 24. Joe Eaton, program director of WHAS, will be emcee.

Earl P. Carter, head of Pan-American Recordings, planned to New York on a business trip.

Radio Saves Day for Paper

New Bedford, Mass. — Radio stepped into the breach last week and saved the day—and a story—for The Standard Times, local newspaper. Story concerned the sinking of a local fishing schooner, which went under off Nantucket. Correspondent there was unable to wire, land wire connections being down. News was finally relayed by radio from amateur station WIEVJ to the Provincetown unit of the U. S. Naval Communications Reserve. From there it went by phone to the paper. Times acknowledged radio's service in front page box of the paper.

scheduled time in his series of talks reviewing the stage and movies beginning Saturday at 7:30 p.m. over NBC-Rpd.

With the city of Memphis standing an excellent chance of winning the National Safety Award for cities in its class, Commissioner of Public Safety, Clifford Davis was especially anxious to present his regular Friday evening safety talk over WMC. But the Commissioner was confined to local hospital convalescing from an attack of laryngitis, so WMC's portable recording equipment was brought into service. The Commissioner's talk was recorded in his room at the hospital and the transcription was presented over WMC at its regular evening time.

Ken Sisson, currently conducting "Canada 1938" in Canada, sponsored by Imperial Tobacco Co. Ltd., will relinquish his air time Friday in order that the nationwide network of Canadian Broadcasting Corp. may bring its listeners a running commentary on the Braddock-Farr fight in Manhattan. Sisson will bring the program back to the air again Jan. 28.

PHILADELPHIA

Four KYW sustaining artists now have spots on NBC network. They are Rodger Williams, tenor, Frances Carroll, and Carlile and London, piano team.

Norris West, who gave up his announcing job at WCAU to become assistant program director, returns to the mike next month to handle a choral series.

Joseph Franzosa and his symphonic orchestra celebrate fourth anniversary at WPEN tomorrow.

WOKO-WABY, Albany

Grenfell Rand has been appointed production supervisor of both WOKO and WABY.

Billy Rose, WOKO announcer, pinch hit for Wilbur Morrison on the Sunday Socony program.

WOKO gives last minute information on ski trails in the Adirondacks on Thursdays. Conservation Dept. furnishes reports.

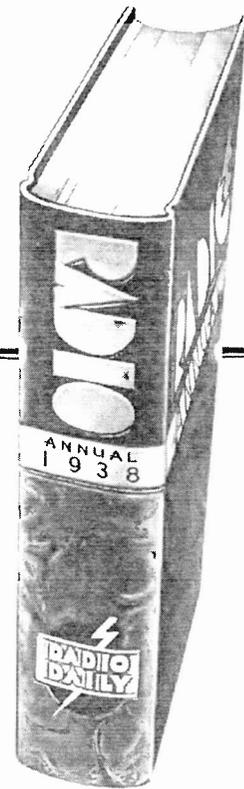
WPTF, Raleigh

Kingham Scott, organist, has returned with a new Sunday series, sponsored.

Wes Wallace, program director, is in Rex Hospital fighting flu.

AVAILABLE

Young woman with 8½ years' experience in radio as stenographer—secretary—book-keeper. Thorough knowledge all phases broadcast operations gained from high perspective. Advertising agency experience. Available immediately. Full particulars on request. Box A-123, Radio Daily, 1501 Broadway, New York City.



Radio Annual has been a full year in the making—its editors have had the enthusiastic cooperation of the government and every branch of radio.



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. 14

NEW YORK, N. Y., THURSDAY, JANUARY 20, 1938

FIVE CENTS

R. & R. Tops CBS Billings

Looking On ... AND LISTENING IN

TREK BACK In the opinion (mostly private) of some of the best informed radio people, radio activity in Hollywood has about reached its peak and the trek back east will be under way before long.

For every argument in favor of coast radio production, there are three against it.

Space here is too limited to go into details, but everybody knows the results of Hollywood's elaborate and costly ventures in movie-produced radio shows.

Radio's chief entertainment resources are mostly in the east—everything from music, which is about 60 per cent of radio fare, to program ideas, producers and acting talent that is suited to radio.

It must be evident by now that very few of Hollywood's movie glamor boys and girls—the main reason sponsors have gone west with their shows—are equipped to give satisfaction to radio listeners.

Tyrone Power is swell visually but pretty much of an automaton on the radio; due partly to the fact that he's too busy with film work to give the proper amount of time to broadcasting.

Robert Taylor, a leading heart-throb on the screen, misses badly as emcee in "Good News" and thereby hurts his reputation generally.

Even the great Mickey Mouse is a big letdown on the air.

Movies and radio simply don't mix, nor is there any reason for them to do so.

Every Hollywood program is movie-flavored, and so much film-flaming of radio shows is bad for both because it overdoses the public with too much of the same thing.

—D. C. G.

Another Convert

Greensboro, N. C.—A few months ago local newspapers refused to mention radio in news columns. But everything is lovely now between Greensboro Daily News and Record and WBIG. Not only are complete WBIG schedules being carried, but Major Edney Ridge, director of the station, was invited by the Record to be guest editorial writer.

FOOD-BEVERAGE ACCOUNTS CBS LEADERS LAST YEAR

Acc account, by industry groups, on CBS last year was the food and food beverage manufacturers. Group spent \$6,437,273, an increase of 22.4 per cent over 1936. Same group led the field in 1936.

CBS also received large increases in revenue from the automotive and tobacco manufacturer groups. Former increased its 1937 expenditures to \$3,907,343, up 13.6 per cent, with tobacco spending \$5,040,336, an in-

(Continued on Page 2)

WMCA May Be Outlet For Transamerican Here

Negotiations are under way between John Clark, president of Transamerican, Donald Flamm, WMCA president, and William Weisman, vice-president of the station, whereby WMCA will become the New York outlet for Transamerican. Talks so far are only in the discussion stage. Understood deal will be set by the time WMCA moves into its new studios next month.

Libby, McNeill & Libby Starts Tri-Lingually

Chicago—Libby, McNeill & Libby (condensed milk) has started food talks by Mary Wright on WAAF; Polish Early Birds on WGES, and participation in Greek Hour on WHFC. J. Walter Thompson has the account.

J. L. Gallagher Assigned WTAQ-WHBY Sales Post

Green Bay, Wis.—J. L. Gallagher has been assigned to the WTAQ and WHBY sales department and will have his headquarters in Appleton, Wis., one of the cities where branch studios are maintained by WHBY Inc., which operates the stations. Gallagher will cover Outagamie and Winnebago counties.

IBC Network Now Feeding Programs to 15 Stations

International Broadcasting Corp., which specializes in Italian programs, and whose network consists of WOV and WBIL, New York, and WPEW,

(Continued on Page 3)

\$3,243,443 Placed by Ruthrauff-Ryan on Network in 1937—Seven Other Agencies Billed Over Million

President Drew 20%

Cooperative Analysis of Broadcasting states that 20 per cent of radio set owners listened to President Roosevelt's address delivered at the recent Jackson Day Dinner.

SWIFT & CO. EXPANDS ALLSWEET ACTIVITIES

Chicago—Swift & Co. is expanding its broadcasting activities in connection with Allsweet Margarine. Starting Feb. 7 it starts participation in Fletcher Wiley's "Housewives Protective League" over KNX, Hollywood; on Feb. 9 participation in "Feminine Fancies" over Oregon and California stations of Don Lee network; on Feb. 10 its southwestern spot list will be expanded to about 20 stations. Swift's also plans to enter the midwest market in the spring. J. Walter Thompson agency here handles.

Through Stack-Goble, Chicago, Swift's Flexo Water Softener has started participation in "Happiness House" on Michigan Network and is using spots on WSBT, South Bend, and WKBN, Youngstown.

Texas Ass'n Endorses Reorganization of NAB

Dallas—Proposed NAB reorganization was endorsed in principle by the Texas Broadcasters Ass'n at the meeting held here. Under the proposed NAB plan, Texas will be designated as the 13th District of the organization.

Since each district is to endorse a

(Continued on Page 3)

Carey Succeeds Makelin As WIND Sales Manager

Chicago—Appointment of John T. Carey as sales manager of WIND, replacing H. R. Makelin, is announced by Ralph L. Atlass, president. Change is effective immediately. Carey has been with the station three years in a sales capacity.

Of the 66 agencies which placed business on the CBS network during 1937, Ruthrauff & Ryan was tops with a total billing of \$3,243,443. Agency was sixth on the CBS list in 1936.

Benton & Bowles is second with \$2,433,779, coming up from fourth place to second position. Blackett-Sample-Hummert, although its 1937 billings increased to \$2,052,412, dropped down a peg to third place.

Other agencies which billed over \$1,000,000 on the web last year were: N. W. Ayer, Newell-Emmett, Lord & Thomas, Neisser-Myerhoff and F. Wallis Armstrong.

Complete CBS agency list follows:

| | |
|------------------------------|--------------|
| Ruthrauff & Ryan | \$ 3,243,443 |
| Benton & Bowles | 2,433,779 |
| Blackett-Sample-Hummert | 2,052,412 |
| N. W. Ayer & Son | 2,043,329 |
| Newell-Emmett Co. | 1,806,541 |
| Lord & Thomas | 1,671,007 |
| Neisser-Myerhoff | 1,232,960 |
| F. Wallis Armstrong | 1,128,540 |
| Young and Rubicam | 990,428 |
| N. B. D. Adams | 949,326 |
| William Esty & Co. | 942,162 |
| J. Walter Thompson | 838,492 |
| Hutchins Advertising | 790,805 |
| Maxon | 739,633 |
| Buchanan & Co. | 538,045 |
| Knox Reeves Advertising | 551,632 |
| Gardner Advertising | 530,614 |
| Lennen & Mitchell | 528,706 |
| Arthur Kuder | 440,040 |
| MacManus, John & Adams | 437,900 |
| Hays MacFarland & Co. | 381,282 |
| Campbell-Ewald Co. | 375,425 |
| The Biow Co. | 357,735 |
| Geyer, Cornell & Newell | 348,850 |
| Morse International | 323,320 |
| Stack-Goble Advertising | 286,138 |
| Paris & Peart | 275,275 |
| D'Arey Advertising Co. | 265,170 |
| Roche, Williams & Cunningham | 220,378 |
| Federal Advertising Agency | 210,650 |
| The Wessel Co. | 201,865 |
| Albers Frank-Guenther-Law | 190,509 |
| McCann-Erickson | 185,878 |
| Lambert & Feagley | 180,480 |
| Brooke, Smith & French | 147,690 |

(Continued on Page 3)

Couldn't Buy Time

Washington Bureau, RADIO DAILY
Washington—Because he couldn't buy time on WBZ and WEEI, Boston, in attempt to defend himself against a political attack that appeared in a Boston newspaper last Sunday, Representative Casey, Mass., yesterday filed formal complaint with the FCC against the stations.



Vol. 3, No. 14 Thurs., Jan. 20, 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, Jan. 19)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|------------------|---------|---------|---------|----------|
| A.M. Tel. & Tel. | 146 1/2 | 145 1/2 | 145 3/4 | - 1/2 |
| CBS A | 21 3/4 | 21 | 21 3/4 | - 1/2 |
| CBS B | 20 1/2 | 20 1/2 | 21 | + 1/2 |
| Crosley Radio | 9 1/2 | 9 1/2 | 9 1/2 | - 1/4 |
| Gen. Electric | 43 1/2 | 42 1/2 | 43 1/2 | - 1/2 |
| RCA Common | 6 1/4 | 6 1/2 | 6 5/8 | + 1/4 |
| RCA First Pfd | 50 | 49 1/2 | 49 3/4 | - 1/2 |
| Stewart Warner | 10 1/2 | 10 1/2 | 10 1/2 | - 1/2 |
| Westinghouse | 105 1/2 | 102 1/2 | 104 | - 1/2 |
| Zenith Radio | 15 1/2 | 15 1/2 | 15 1/2 | - 1/2 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------|--------|--------|-------|
| Hazeltine Corp. | 15 1/2 | 15 1/2 | 15 1/2 | - 1/2 |
| Nat. Union Radio | 13-16 | 13-16 | 13-16 | - 1/2 |

OVER THE COUNTER

| | | |
|-------------------|-----------|-------------|
| Stromberg Carlson | Bid 6 1/4 | Asked 7 1/4 |
|-------------------|-----------|-------------|

Reviews of Three Plays On WMCA in One Night

Last night at midnight, WMCA aired reviews of two new plays on Broadway and one in London. Drama critic Harry Hershfield started off at midnight with his review of George Abbott's "All That Glitters." Following that was a cable from London, wherein J. W. Marriott, WMCA's London critic, reported on "Needs Must." Then assistant drama critic Martin Starr broke in on a dance band remote with his criticisms of "One-Third of a Nation."

Dorothea Lawrence Series

Dorothea Lawrence goes on Syd Hayden's "Everybody's Hobbies" program over WNYC at 5:15 p.m. for an 11-week series in which she will campaign for American composers and American music.

Jules Rosenberg
INSURANCE
Insurance Specialists to the Radio and Music Industries
John 4-2800 Beckman 3-0375
30 JOHN ST., NEW YORK

Food-Beverage Biz Led on CBS

(Continued from Page 1)
during the year, CBS received 64 cents of every automotive dollar and 72 cents out of every tobacco dollar. Advertising on the national networks

Industry breakdown follows:

| INDUSTRY | 1937 | % of Total | 1936 | % of Total |
|--------------------------|--------------|------------|--------------|------------|
| Automotive | \$ 3,977,343 | 13.6 | \$ 2,533,971 | 11.0 |
| Cigars, etc. | 5,040,336 | 17.5 | 3,052,924 | 13.0 |
| Confectionery, etc. | 1,507,214 | 5.2 | 1,191,366 | 5.1 |
| Drugs | 5,114,454 | 17.8 | 4,885,770 | 21.1 |
| Financial, Insurance | 446,494 | 1.6 | 100,009 | .4 |
| Foods | 6,437,273 | 22.4 | 5,216,744 | 23.0 |
| Jewelry, Silverware | 85,695 | .3 | 91,884 | .4 |
| Lubricants, Fuel | 1,992,889 | 6.9 | 1,599,034 | 7.0 |
| Machinery | 114,690 | .4 | 82,365 | .4 |
| House Furniture | 426,863 | 1.5 | 395,146 | 2.0 |
| Office Equipment | | | 298,800 | 1.3 |
| Paints, Hardware | | | 147,567 | .6 |
| Radios, etc. | 824,225 | 2.9 | 774,010 | 3.3 |
| Shoes | 3,960 | | | |
| Shoes, Leather Goods | | | 32,705 | .1 |
| Soaps, House Supplies | 2,233,933 | 7.8 | 1,308,098 | 6.0 |
| Stationery, Publications | 158,235 | .6 | 76,060 | .3 |
| Travel | 37,708 | .1 | 15,850 | .07 |
| Wines, Beers | | | 111,570 | .5 |
| Miscellaneous | 390,806 | 1.4 | 470,612 | 2.0 |
| Political | | | 783,663 | 3.0 |
| Grand Total | \$28,722,118 | | \$23,168,148 | |

Daily Mirror Presenting 505 Companies Filed Foreign Program on WOV 1935 Income Returns

Daily Mirror, local Hearst paper, becomes the first American newspaper to present a foreign language program when it goes on WOV with its "Mirror of Thought" series aimed at Italian-speaking groups of its circulation, potential and otherwise. A noted Italian writer-director will read poetry with an appropriate musical background, each Wednesday, 3:15-3:30 p.m.

Washington Bureau, RADIO DAILY
Washington—Out of 505 broadcasting companies filing income returns for 1935, gross of \$86,176,000 and net of \$11,880,000 were reported by 238 companies, while 222 reported no net and 45 were inactive.

Ken Murray Back to "Hotel"

West Coast Bureau, RADIO DAILY
Los Angeles—Ken Murray returns to "Hollywood Hotel" on February 4 under a new term contract as emcee. Will have Tony Labriola (Oswald) and Marilyn Stuart with him as formerly. Understood that Murray's salary has been considerably upped from figure he received from Campbell on his own show and during the previous brief stay on "Hotel."

WHO Sponsors Golden Gloves

Des Moines—WHO will sponsor first local Golden Gloves boxing tourney next month, according to J. O. Maland.

Harold Fair, program director, and Bill Brown, sports editor, have been in Chicago for conferences with Chicago Tribune sports editor on the event.

Para. Auditions Novelairs

The Novelairs (Jack Allison and Deutsch Twins) were auditioned for films yesterday by Boris Kaplan of Paramount. Trio's specialties include musical novelties, comedy and dramatic bits. They are handled by MCA, through Willard Alexander, with Evelyn Prochaska as personal manager.

Brokenshire Leaves WOR

Norman Brokenshire has resigned from the WOR announcing staff.

Robert Taylor as Emcee

West Coast Bureau, RADIO DAILY
Los Angeles — Louis K. Sidney, Metro radio headman and producer of the M-G-M-Maxwell "Good News of 1938," has set Robert Taylor as permanent emcee on the program, with Fanny Brice, Frank Morgan and Allan Jones also to be fixtures.

One-Nighters for Crawford

Jesse Crawford, organist, will open a series of one nighters, playing picture houses and concert halls under the personal direction of Jack Lavin. Opening date is Milford, Del., Feb. 11, with Virginia houses to follow.

COMING and GOING

HERBERT R. EBENSTEIN, president of Atlas Radio Corp., is in Hollywood for conferences with Ray Coffin, heading the local releasing organization.

CHESTER LAROCHE, Young & Rubicam president, is in Hollywood, accompanied by M. M. GILMAN, Peckard exec.

MARGARET SPEAKS, prima donna of "Voice of Firestone," back from a concert tour, returns to the NBC-Red for the Jan. 24 broadcast and again Feb. 14 for three successive airings.

LUCIO AGOSTINI, youngest satellite in a long line of musical headliners, passes through Manhattan late this week en route to Havana, where he will combine honeymooning with a study of Cuban music. Agostini makes his headquarters in Montreal, where he heads several commercial radio shows and turns out arrangements for others. At the moment he is collaborating with Ken Sisson on "Canada 1938".

HERBERT T. SILVERBERG, attorney, arrives in New York today from Hollywood and will be at the Hotel Warwick until Sunday.

JACK ROBBINS, accompanied by HARRY FOX, general manager of MPPA, and TED LLOYD, RADIO DAILY'S "Dial Scoop Daily," leave for a vacation in Florida on Feb. 3 and from there fly to Cuba to spend a few days.

BENNY GOODMAN and his band left for a six-day vacation in Florida after Tuesday's broadcast.

JUDY STARR leaves tonight for Chicago to fill an engagement at the Drake Hotel.

TEDDY POWELL is slated to fly to Oakland, Cal., next Friday to spend a few weeks with his family.

HAROLD G. HOPPER, v.p. of Atlas Radio, off by plane to Chicago, where he is expected to remain on business a few days.

Anniversary Buttons

In connection with its "KGLO Week," celebrating first anniversary, KGLO of Mason City, Ia., has distributed buttons bearing special inscription. Station is a CBS outlet.

Let **WIN** DO YOUR SELLING

LET THE GOLD DUST TWINS DO YOUR WORK*

New York's No. 1 Showmanship Station reaches the World's Richest Market effectively and economically

Courtesy of Hecker Products Corporation.

WHN is affiliated with Loew's chain of theaters and the Metro-Goldwyn-Mayer Studios.

1540 Broadway New York City

TEXAS ASS'N ENDORSES REORGANIZATION OF NAB

(Continued from Page 1)

man to be appointed for the district, the Texas Broadcasters appointed a committee of Harold V. Hough, WBAP, Fort Worth, and present treasurer of the NAB, Kern Tipps, KRBC, Houston, and Max Bentley, KRBC, Abilene, to nominate the man for the Texas 13th District. This nominating committee selected O. L. Taylor, KGNC, Amarillo, as the man to represent Texas.

Mrs. J. C. Vanderwoode, Dallas, explained the proposed "Texas Plan" of Parent-Teacher Education. Said plan provides of one hour daily transcriptions to be run on all Texas stations as sustaining programs. Programs to be produced by Texas Colleges with 15 minute periods devoted to primary, high school, college and adult education. No definite plans for financing organization have been completed.

All Texas stations were urged to join NAB and to be present at Washington meeting starting Feb. 14.

Present officers of the organization will remain until meeting in fall. Officers consist of O. L. Taylor, KGNC, Amarillo, president; Martin Campbell, WFAA, Dallas, vice-president, and James R. Curtis, KFRO, Longview, secretary-treasurer.

Texas Broadcasters in attendance at meeting included: Alex Keese, WFAA, Dallas; Sam H. Bennett, KTAT, Fort Worth; E. P. Humbert, WTAW, College Station; L. L. Hendrick, KRRV, Sherman; Burton Bishop, KTEM, Temple; Martin Campbell, WFAA, Dallas; Jas. G. Ulmer, KOCA and KGKB, Tyler; John C. McCormack, KTBS and KWKH, Shreveport; Herb Southerland, WBAP, Fort Worth; R. S. Bishop, KFJZ, Fort Worth; Gene Cagle, KFJZ, Fort Worth; Max Bentley, KRBC, Abilene; Beeman Fisher, WOAI, San Antonio; D. A. Kahn, KGKO, Wichita Falls; Harold Hough, WBAP, Fort Worth; George Cranston, WBAP, Fort Worth; O. L. Taylor, KGNC, Amarillo, and James R. Curtis, KFRO, Longview.

U. P. Wire for WESG

Elmira, N. Y.—After being supplied with news from a limited United Press newspaper service wire since last May when a special news department was added to the facilities at WESG, a change was recently made to the United Press Radio wire. Station has two news periods daily sponsored by Van Dyne-Tydol Oil Co. Glenn Williams handles all news and special events for WESG.

WBIG
GREENSBORO
N. C.
All the News!
All the Time!
CRAIG & HOLLINGBERY, INC. N.Y. Reps.

INS Is Releasing Series On Russo-Sino-Jap Events

A series of 12 timely articles by H. R. Knickerbocker on the inside developments in Russia and the Sino-Japanese situation are being released by INS for radio presentation simultaneous with their appearance in the Hearst newspapers. The series, which started this week, is prepared as "five-minute shots" for the air.

IBC Network Now Feeding Programs to 15 Stations

(Continued from Page 1)

Philadelphia, is now feeding daily programs to 15 stations. List includes WCOP, Boston; WNDC, New Britain; WELI, New Haven; WSPR, Springfield; WEVD and WFAB, New York; WHOM, New Jersey; WABY, Albany; WEBR, Buffalo; WSYR, Syracuse; WLBY, Utica; WSAY, Rochester; WAAB, Boston; WICC, Bridgeport, and WEAN, Providence.

Miss Hyla Kizales, general manager of IBC, is the only woman having complete authority over a network. She was directly instrumental in the growth of the largest foreign radio chain in the country.

Ted Cott Resumes at WNYC

Ted Cott, dramatic director of WNYC, is back on the job after a vacation and is launching a new program policy for the Radio Playhouse. One-hour adaptations by Cott of leading current movies will be aired starting with "Boy of the Streets" Sunday at 2:30 p.m. Radio Playhouse Experimental Workshop offers Oscar Wilde's "Salome" on Saturday at 5:30, with Beatrice Miller and Ted Cott in the cast.

"Romance of the News"

"The Romance of the News" recently began a run of 52 weeks over WOV, daily excepting Sunday at 9:30-9:45 a.m. This new series, sponsored by Pope Food Products, a division of De Rosa Inc., is a dramatization of the workings of a modern newspaper with actual current news events making up the background structure of the story.

"Camp Meeting of the Air"

WBIG, Greensboro, N. C., having many applications from churches in Greensboro and surrounding towns, for religious programs, combined three evangelical churches into an hour program the last Sunday of each month, titled "WBIG's Camp Meeting of the Air" and conducted in the same manner of the old-fashioned camp meetings of the south. The first broadcast brought the greatest response any religious program has ever received over the Carolina regional.

WCMI Studio for Ironton

Ashland, Ky.—WCMI, which until recently had been supplying time to Ironton Broadcasting Co., Ironton, O., now discontinued, is understood to be planning to establish its own studios in that city.

Associated Studios, L. A. Remodeling New Quarters

West Coast Bureau, RADIO DAILY
Los Angeles—With the removal of KMTR from present temporary quarters in the Associated Cinema Studios building into the new Spanish-Mission type studio on Cahuenga Boulevard next month, Frank Purkett, v.p. and g.m. of Associated, announces that the building will be completely remodeled from plans drawn by Marshall Wilkinson, architect, conforming to the newest developments in acoustical treatment practice and providing added sound stages for both wax and film recording.

Alterations will include facilities to add to the present fleet of Associated sound trucks used by independent film producers on location. Purkett recently inaugurated a new practice in auditioning transcriptions by recording on both film and wax, permitting clients to get both visual and audible impressions of the show. Plan was followed with a new program custom-built for the film star Anna Sten, and a new dramatic show called "Frisco Bill" and has been highly endorsed by potential buyers, Purkett reports.

Freddie Rich Renewed

CBS Artists Bureau has renewed contract of Freddie Rich for another year as CBS staff conductor. This will mark Rich's tenth year with the network.



Ann Worth HOUSEWIFE

Four Thousand Eight Hundred Sixty - Six Women Say OK

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

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

R. & R. TOPS AGENCIES IN CBS 1937 BILLINGS

(Continued from Page 1)

| | |
|---------------------------------|---------------------|
| Donahue & Co. | \$104,850 |
| E. W. Hellwig Co. | 92,505 |
| Rohrbaugh & Gibson | 89,625 |
| Compton Advertising | 85,500 |
| Co-Operative Advertising | 69,740 |
| Charles R. Stuart | 54,120 |
| Fletcher & Ellis | 52,303 |
| Peck Advertising Agency | 44,775 |
| Rotsford, Constantine & Gardner | 38,405 |
| Cockfield, Brown & Co. | 37,588 |
| Lawrence C. Gumbinner | 29,525 |
| L. D. Wartheimer | 22,960 |
| Milton Weinberg | 22,420 |
| Hixson-O'Donnell | 17,610 |
| McCord Co. | 16,120 |
| Barnes-Chase Co. | 14,526 |
| Western Advertising Agency | 13,060 |
| The Caples Co. | 11,795 |
| James F. Fay Co. | 11,040 |
| A. J. Denne & Co. | 10,869 |
| Broadcast Advertising, Inc. | 9,386 |
| Frances Hooper | 8,094 |
| Gillham Adv. Agency | 6,480 |
| A. McKim Ltd. | 5,940 |
| Pacific Market Builders | 5,681 |
| Raymond R. Morgan Co. | 4,320 |
| Walker & Downing | 3,775 |
| Baker Adv. Agency | 2,700 |
| Walsh Advertising Co. | 2,500 |
| James Houlihan | 1,485 |
| Sidney Garfinkel | 990 |
| Grand Total | \$28,722,118 |

AGENCIES

S. I. NEIMAN has purchased the interest of E. S. Frank in Ernest Frank & Neiman, Chicago agency. Frank has gone to W. C. Mitchell agency.

THERESA POWER, veteran of media department of Lord & Thomas, Chicago, has retired on pension.

ARTHUR E. TATHAM of Bauer & Black, Chicago, has been named chairman of program committee of Association of National Advertisers, which will hold annual meeting at Hot Springs, Va., Sept. 28.

RICHARD V. NALL has left Reinecke, Ellis, Younggreen & Finn for the John H. Dunham Co., Chicago.

JIM PEASE, formerly of McJunkin agency, has joined Carl Wester & Co., Chicago, and is collaborating with Irna Phillips on "Woman in White" scripts.

Albert Kircher Co., Chicago, has been named counsel for the Skoot-Mobile account.

W. E. SPROAT & CO., Chicago agency, has changed its name to Sproat-Hirschmann-Sproat, the partners remaining the same.

KELLY, STUHLMAN & ZAHRTDT, St. Louis agency, has taken additional space for the third time in less than three years.

STACK-GOBLE, Chicago, is placing a portion of the radio business of Lewis-Howe Co., St. Louis (Nature's Remedy). Announcements are being used on four Don Lee stations.

JAMES R. LUNKE & ASSOCIATES, Chicago, placed five-minute programs for Chicago Engineering Works on CKCK, CKY and CFCF.

WXYZ, Detroit

Sidney Mason is a recent addition to announcing staff.

Michael Axford returns to the air today in "The Adventures of the Green Hornet".

Scripts of "Big Moment", Michigan Radio Network show, by Richard E. Osgood, will be used by American Legion on national broadcasts. The Legion asked permission after reading the first script.

WADC, Akron

Allen T. Simmons, owner, is south-bound for Miami and Havana.

A. W. and Joyce McGrath have set up a Cleveland office for radio production work.

Johnny Aitkenhead, chief engineer, vacationing in Havana until Feb. 1.

"Trailer Tim", formerly portrayed by Purv Pullen here, is now at WTAM, Cleveland.

RECORDINGS

Call BRINCKERHOFF

PLaza
3-3015



● ● ● "Little Shots About Big Shots"—Contrary to W. W.'s report in his pillar yesterday, William Maloney is still press agent for Ted Collins, Kate Smith and their enterprises.... Ted Collins plans to have I. Edgar Hoover on the air shortly.... Cornelius Vanderbilt Jr. was slated to appear on "We the People" last week telling how he reversed the "rags to riches" method of success, but at the last minute walked out of the show because he didn't like the script.... He was talked-back into the show to do piece on "war correspondents" but axed that idea also.... "Hammerstein Music Hall" next week will present as guests two blind pianists playing "Smoke Got In My Eyes".... Saul Chaplin's (he's one of the English-ersion writers of "Bei Mir B. D. S.") dad is a tailor—who can't get work today. The reason is that people say his son is making a million dollars from the hit song. In reality, Chaplin will receive one cent per copy sold—while Sholem Secunda, the Jewish writer, will receive a cent and a half.

● ● ● Yesterday's RADIO DAILY cleared the "Big Stone Crushing Mystery" for you—and also us. It was B. Charles-Dean's showmanship method of creating interest in his new radio idea. The suspense nearly killed a lot of readers!... Reminds us of the time Ed Wolf ran his teasers on "Hilltop House"—which he admitted selling to Pepsodent because of the ad—is our face red?... Hubbell Robinson, production man at Young & Rubicam, has a very interesting piece of fiction in Feb. Esquire.... After a three week absence from KYA, Frisco, because of a flu-attack, Richard Moyes Deasy, staff announcer, returned with a Rasputin-like beard. He stood the kidding for a week and then, in desperation, cleared the chin—which by this time had become accustomed to the "fur," so he landed back in bed because he was exposed to the elements.

● ● ● Jonie Taps is general manager for Shapiro-Bernstein, music publishers. He's also engaged to Doris Rhodes, new CBS singing sensation. It was through Jonie's efforts that Doris was given a "look-in" at Columbia and a program of her own.... The other nite she debuted in the first of the series and used as her theme song "Deep Purple," published by Robbins Music—which will net that firm a bundle due to performances!... Eddie Garr says that last week he made two appearances for Bromo-Seltzer on the air. His first and last!

● ● ● Recently at "Benny the Bum's" in Philly, Edward Roecker, former WIP singer, who is now with Pick and Pat on CBS, had dinner with Murray Arnold, WIP press head.... During the floor show, Benny "The Bum" Fogelman, came over to Eddie and asked him if he please wouldn't mind doing a number for the people. Eddie agreed, sang "Old Man River" to the thunderous applause of the patrons and returned to his table—only to meet Benny again. "Eddie," he said, "that was marvelous. It was the best I've ever heard 'Wagon Wheels' sung!"

● ● ● Manie Hellinger of Lord & Thomas sent the following wire to Judy Starr the other day while her birthday party was on. The "()" are ours: "Twinkle twinkle little Starr. How we wonder that you are Birthdaying with Ted (Powell) and Bunch. At Shor's (Tavern) disreputable quick lunch. Don't let Winchell know or Vallee Nor D. Zanuck or Truman Talley. But have more fun than (Edgar) Bergen. (Bert) Lahr. And happy birthday, Little Starr".... Bill Donnelly of WICC, Bridgeport, actor of the "Let Freedom Ring" series, forwards the suggestion that sound-effects libraries should include "pauses".... The verbal sparring match between Major Bowes and Cecil B. DeMille on the latter's program last Monday night over CBS was great fun. The Major and the movie-radio producer knew each other 'way back when.

GUEST-ING

ALICE BRADY, on Chase & Sanborn Hour, Jan. 23 (NBC-Red, 8 p.m.)

LAURITZ MELCHIOR, on Robert L. Ripley show, Jan. 22 (NBC-Red 8 p.m.)

VICENTE COMEZ, guitarist and DUSOLINA GIANNINI, on "Magic Key of RCA," Jan. 23 (NBC-Blue, 2 p.m.)

EDWARD EVERETT HORTON, on Al Jolson show, Jan. 25 (CBS, 8:30 p.m.)

LOU HOLTZ, on Al Pearce program, Jan. 25 (CBS, 9 p.m.)

ADOLPHE MENJOU and VERREE TEASDALE, on Jack Oakie show, Jan. 25 (CBS, 9:30 p.m.)

STOOPNAGLE and BUDD, on Benny Goodman show, Jan. 25 (CBS, 10 p.m.)

ROLAND CRANDALL, cartoon animator, on "Cartoon Club of the Air," Jan. 23 (WNEW, 6:45 p.m.)

JACK CHERTOK, M-G-M shorts producer, interviewed by Sam Taylor, today (WHN, 6:45 p.m.)

BOB MURRAY, on Ray Block's "The Instrumentalists", today (CBS, 11 a.m.)

LINCOLN

Lincoln Theaters Corp. signed Barney Oldfield, Sunday Journal and Star movie columnist, this week for 6 nights weekly via KFOR.

Dorothy Wertz, KFAB singer, suffered a skull fracture in an automobile accident and is in the hospital here. Happened the day she revealed her marriage to Glen Haynes.

WBIG, Greensboro

Manly Holland and Gilbert Hutchison have joined the commercial department.

Edward Andrus, new addition to the announcing staff, is producing "The Word of Life" thrice weekly.

Erlu Neese, former star of Duke Power's program, is visiting New York.

Peggy Gordon, soprano, is being featured as soloist on Duke Power program.

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

"Alias Jimmy Valentine"

Bert Lytell in "Alias Jimmy Valentine," recently heard in transcribed form over WHN, started on WJZ-NBC-Blue this week as a Tuesday feature at 9:30-10 p.m., sponsored by Larus & Bro. Co. (Edgeworth tobacco and Domino cigarettes), through Blackett-Sampier-Hummert agency.

For its type of serial, "Jimmy Valentine" is hard to beat. The story of the ex-convict who tried to reform but couldn't escape hounding by the police already has proved itself on stage, screen and radio as well as in its original fiction version.

Present air production is well produced and has a fine cast. Supporting Lytell are Elizabeth Day in the feminine lead, Alfred Swenson, Jack McBryde, Don Costello and Paul Nugent. Anne and Frank Hummert are producing.

Paul Sullivan

Besides having his own program schedule on WLW, Cincinnati, Paul Sullivan is now coming to New York each week for a series of appearances on the Vitalis show, Monday nights over NBC-Red. It is easy to understand the popularity of this commentator. He has a most ingratiating style, in speech as well as in attitude, a likable southern-gentleman flavor and none of the carping tendencies of so many other commentators.

In his first Vitalis program Sullivan turned raconteur and related some untold incidents about General Robert E. Lee.

Doris Rhodes

Starting a sustaining series on Mondays, 7:15-7:30 p.m. via CBS, Doris Rhodes was billed as "Columbia's new singing star" and the wordslinger repeated the phrase before each of the four songs she did. Backed by Freddie Rich's capable musical assistance, Miss Rhodes sang "I Double Dare You," "Once In A While" and "The Morning After," pausing for time to allow the band to play "I See Your Face Before Me", with another vocal, "Everything You Said Came True", rounding out the period. Her delivery of the first chorus was good, while the second rendition of the same words came as a complete surprise to the listener. It had individuality plus plenty of showmanship.

Mary Ware

Taking the air over WSMB, New Orleans, daily except Saturdays and Sundays for 10 minutes, Mary Ware

DON KERR

Master of Ceremonies
WMCA
 Fox-Fabian Amateur Hour
 Six Star Revue
 Zeke Mannen's Gang

☆ **PROMOTION** ☆

WHBF Lively Youngster

"They say that radio is an infant industry . . . so meet the liveliest radio youngster in the middle west," says a new 32-page brochure just released by WHBF, Rock Island. To carry out this theme, the cover and all pages are illustrated by candid photographs of an 11-month old baby performing various antics before a WHBF microphone, intending to show that WHBF is the liveliest radio youngster in the middle west.

Clair Heyer, WHBF national sales and promotion manager, prepared the brochure and took the pictures of his young daughter, Emma Kristine. He felt that babies could illustrate radio station as well as other forms of advertising—and it proved to be a "natural".

On the cover Emma Kristine crawls into the microphone then represents the advertiser who does not use radio by sleeping. Then she kicks up her heels on the showmanship page, tears up paper on the action page . . . examines newspapers and census reports, splashes in the bathtub, pounds a typewriter, wrestles with a window card and smokes a cigar (wrapped in cellophane) to illustrate sections on publicity, market data, sports, advertisers, merchandising and personnel. And she apparently reads RADIO DAILY.

While the infant theme is prominent, it is incidental to detailed data presented on every phase of WHBF's activities.

OKLAHOMA

Though FCC has denied application of George H. Evans and Davis C. Vandiver for construction of a station at Chickasha plans may not be dropped entirely. Realignment may be considered and new application made later.

KVOO and KTUL, Tulsa, will both salute northeastern Oklahoma towns and cities beginning January 30. The 30-minute programs will be sponsored by the Good Neighbor Clubs.

Johnny Caldwell, KTOK office boy, now collecting station gossip for inclusion in programs mailed out to interested parties.

George M. Hamaker, formerly assistant continuity director, has been

(Katharine Salmon) presents an interesting shoppers' program for Maison Blanche. The credits are light and the program, when caught, tended to infer the benefit of modern household appliances, etc., through comparison with what future centuries would bring. After touching upon year 3,000 when our descendants might be swimming on the ocean floor in special suits, program returns to the present with an account of the record-breaking descent of a man who had helium and oxygen pumped into his diving suit.

"Down Beat" Club

Outgrowth of the rising popularity of station's "Down Beat" program, KCKN, Kansas City, is organizing a "Down Beat" club. Show, a recent starter, gives dope on songs and song celebrities, featuring an interview on each broadcast. Ruth Royal, originator of the program is also guiding light of the club. Idea is to invite selected members to visit studios when celebs are interviewed. Among the names already interviewed are Little Jack Little, Don Torres, Frank A. Sherman, Will Osborne, Morris Brampton, and Joe Boan.

"Thanks for Sloan's Liniment"

Ben Grauer, in ending his commercial, says: "Members of the studio audience, what would you say?" Some 300 voices answer, "Thanks for Sloan's Liniment."

This, observes Cecil, Warwick & Legler, agency handling the account, "is the first time in radio that an entire studio audience aids in giving a commercial." The new twist has just been added to Warden Lewis E. Lawes' "Behind Prison Bars," airing for the liniment over NBC-Blue.

Goes with the Gas Bill

Leaflets, mailed with the gas bills, direct public attention to Memphis Power & Light Co.'s "Ports of Call" an Atlas show on WREC. Copy asks the customers to "tune in on this instructive program," bringing "beyond-the-horizon adventure to your radio side." Mailing was idea of Charles E. Maughan of the station.

promoted to WKY Continuity Chief, due to severe illness that has forced the retirement of E. C. Sutton.

Harold "Dutch" Smith handling wrestling program broadcasts for KTOK.

WKY presenting K. D. Turner, state game warden in series of programs called "Sportsmen's Hour."

Neal Barrett, southwestern Hearst manager at Oklahoma City and v.p. of company, named chairman of the sports and recreation committee of Oklahoma City Chamber of Commerce.

YMCA Youth and Sports Program added to KTOK schedule.

Verna Mae Jemison reviewing children's books on WNAD.

WATL Adds to Staff

Atlanta—Allan Park has become affiliated with the WATL announcing staff, while Bill Schell has joined the station's commercial department.

Booking Direct
D'ARTEGA
 AND HIS
ORCHESTRA

1441 B'way, New York CH 4-5155

**ORCHESTRAS
 MUSIC**

SKEETER PALMER and his orchestra have been renewed for an indefinite period at the Seneca Hotel, Rochester, N. Y., with a WHAM wire. The orchestra is handled by Meyer Davis office.

Kathleen Lane, formerly vocalist with Charles Barnet and Glen Miller orchestras, has joined Isham Jones and his band at the Hotel Lincoln in New York.

Freddy Martin's orchestra, which opens at Royal Palms, Miami Beach, on Jan. 20, has lost Terry Shand, singing pianist, and Bruce Yantis, first violinist, who has organized a band of his own now playing at El Morocco in New York. Martin will be back in Chicago for an Aragon ballroom engagement in the Spring.

Ernie Holst's orchestra, currently heard via CBS from the Book-Cadillac Hotel in Detroit, will have two network wires starting next month. The vocal assignments during Ernie's broadcasts are handled by Holst himself, Norman Moon, and a trio, "The Noveltyers."

Carlos Chavez, distinguished Mexican composer, has been commissioned to compose a harp concerto for radio by Samuel R. Rosenbaum, president of radio station WFIL, Philadelphia, and vice-president of the Philadelphia Orchestra Association. The concerto will be especially written for microphone pick-up and scored for a small orchestra within the means of the average radio station.

Frank McFarlane and his Terrace Boys, who adopted their title while entertaining on the terrace of the Hong Kong Hotel, in China, have begun an engagement at La Marquise, Tony Vietro's new supper club at 28 West 58th St. Muriel Welch, piano virtuoso, is a new addition to the show there.

Results
COUNT MOST

CKWX
 VANCOUVER,
 B. C.
 The Popular
 Station
 of
 Canada's Third
 Largest City

WEED & COMPANY
RADIO STATION REPRESENTATIVES
 NEW YORK - CHICAGO
 DETROIT - SAN FRANCISCO



Los Angeles

EDDIE DAVIS has been signed for 26 more weeks of scripting on the Jack Haley show. Don Clark of the H. N. Swanson office set the deal.

Tom Breneman and Caryl Coleman are off to San Francisco to stage their CBS Pacific Coast "My Secret Ambition" show in the Gold Ballroom of the Palace Hotel next Sunday.

KMPC boasts 23 new live programs inaugurated since Leo Tyson took the helm at the Beverly Hills station.

Gene and Glenn have been set for a new three-weekly series on KFI in addition to their current five-a-week spot at 9 a.m. over the same station.

Sam Pierce, narrator and whatnot on "Hollywood Hotel," is the parent of 8-pound Samuel C. Pierce III.

Mirandy, versatile hillbilly character woman, finished a year for one sponsor on KFAC last week, but started right in for another one with her six-times-weekly chore at 8:30 a.m. daily except Monday over the same station.

Tom Langan, script writer on the Paul Whiteman-Chesterfield show, has authored a newspaper yarn, "Cops Are Human," which is under consideration at a major studio. Langan was at one time a New York reporter. Two other Whiteman scribes, Al Lewis and Hank Garson, are about to be put under exclusive contract by the maestro.

KIDO, Boise

At the station's monthly staff meeting, plans were laid for listener campaign for new program ideas and criticisms on present sustainers, also improving station's nine-year-old "Jack and Jill Club."

Announcers Roy Civile and John "Mac" MacMahon enjoy completely an 11-quarter hour in their role as the "Lobby Loungers." This program of informal interviews is remoted twice weekly from the Hotel Boise lobby.

Jack Bain's ork, playing an engagement at the Boise Supper Club, waits it out on the air three evenings a week for tuner-inners.

WIBG, Glenside, Pa.

Margaret R. Collins, program director, will appear on today's Piano Symphonic program. Worder Valley Boys will be guests Saturday on the Hatboro Program.

CARL BIXBY

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

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

RADIO PERSONALITIES

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

A. H. FLATEN

IF you called Agdur H. Flaten, commercial manager of KDAL, Duluth, by his first name, it would sound so strange to him that he probably wouldn't answer. But when you hail him as "Flatty"—the "a" pronounced as in "arm"—he responds with the friendly smile his friends know so well.



Was a Fuller Brush man while at college.....

"Flatty" has been in radio about 10 years, starting as a salesman at KFJM in Grand Forks, N. D. After being graduated from the University of North Dakota, he worked for the Kroger Grocery & Baking Co. in Cincinnati and later received sales training with the Studebaker Corp. He even was a Fuller Brush man when in college.

"Flatty" made such a good record at KFJM that he was sales manager when he left to assume the duties of commercial manager at KDAL. It is largely due to his efforts that KDAL has taken such great forward strides since it went on the air Nov. 22, 1936—affiliating with CBS on Sept. 5, 1937.

On the personal side, "Flatty" is over the 6-foot mark and sports a crop of wavy, red hair. He is married. Is usually working so hard that he says the only hobby he has time for is "more work—signing new business for KDAL." A frequent companion of "Flatty's" on his calls in Duluth and on many of his out-of-the-city trips is his pet Boston Bull, "Rex."

WESG, Elmira, N. Y.

Harry Springer, veteran band leader, theater and dance orchestra conductor, has been added to the staff as musical director.

Manager Dale Taylor is a member of the local committee in charge of the President's Birthday Ball.

A new swing program has been inaugurated which after two presentations is pulling mail in keeping with longer established programs. "Swinging the Blues Away," Friday, 2:30 p.m., handled by Woody Ott, announcer, features a different local dance band each week plus better nationally known swing bands in transcribed form.

B.B.D. & O. representatives recently used WESG facilities to audition a network show for a prospective client in this territory.

Announcer Kenneth Powell experienced thrills aplenty enroute to his home in Pennsylvania last weekend. He drove through a blizzard for most of the 250 miles—each way.

WTMJ, Milwaukee

Anson Weeks, whose band is playing Milwaukee's Hotel Schroeder with WTMJ wire, used the station's facilities to make some recordings for Decca.

Mary Agnes Donahue, soprano, made her bow on "New Voices of 1938." She was formerly heard on WCFL, Chicago.

While Russ Winnie's voice is temporarily silent, due to a jaw infection, Bob Heiss is handling the commentator's daily Wadhams Oil "Sport Flash."

Jack Martin is improvising the accompaniments for the "Singing Jingle" on Hormel's tri-weekly "Spam" shows.

KDYL, Salt Lake City

Al Priddy, announcer, drawing his own blueprints for home.

By Woodbury, musical director, spending eight hours a day rehearsing, working with script writers, planning several series of live-talent shows.

Myron Fox, special events man, back from Palm Springs.

Ted Kimball, program director, recently interviewed Luther King, Negro tenor, and presented Salt Lake's newspaper music critics and several music sponsors on same program.

Frank Austin has been appointed news editor, with Jack Gregson as assistant editor. News department rewrites, editing, supervision will be handled through regular production department.

Big-time variety show, "Hello, Ladies," woman's program featuring By Woodbury and his orchestra, made debut Monday as a six-weekly and is going over fine. Shirley Davis, Don Parker, and others are in the cast.

George Snell, production manager, has revised the station's sustaining program schedule completely, dumping all old ideas and instituting a new schedule of sustaining features throughout station's time on air, 6-1 a.m. seven days a week.

WCAE, Pittsburgh

Singer Nancy Martin is now making all the special arrangements for her commercial and sustaining programs.

Elder W. Marshall, who lost his bid for re-election to the Common Pleas Bench, was a speaker on the station's "Law for the Laymen" series.

Joe Sartory, former sports announcer and now member of the sales staff, returns to the air Sunday for a guest appearance on Elsie Lichtenstul's "News Digest."

Chicago

NILES TRAMMELL, NBC vice-president, touring Pennsylvania on business. Around Feb. 1 he and Mrs. Trammell will leave for a vacation in the Bahamas.

H. Leslie Atlass, vice-president of CBS, and assistant Jack Van Volkenburg back from visit to KMOX, St. Louis.

Hazel Flanagan, wife of Pat Flanagan, WBBM sportscaster, seriously ill with influenza.

Ascap is reprinting in the February issue of its Journal article by Larry Wolters, radio editor of the Chicago Tribune, on "Music to Radio Drama Is Like a Frame to Picture."

It's a girl at Seymour Zeldman's, who is better known to radio stars from coast to coast as Maurice Seymour.

Hoosier Hot Shots planning to make a trip to London to do several theater dates in early spring.

Ziff-Davis Publishing Co. has purchased Radio News and Amazing Stories from Teck Publishing Company. Both of them will have their tempo stepped up. Radio News to be published in Chicago.

Dan Harding's Wife, NBC serial for National Biscuit Co., will mark its 500th installment next Friday. Isabel Randolph, Loretta Poynton and Merrill Fugit play the leading parts.

KFOX, Long Beach, Cal.

Wayne Hart, announcer and sound man, has completed his revision of station's recorded sound effect library. A new filing system, designed by Hart, puts any desired record within easy reach.

Foster Rucker (Friendly Philosopher) is vice-president of the alumni association of Long Beach Polytechnic High School.

Deane Channess is first lady of the KFOX office staff. She has been associated with station owner Hal Nichols for more than 25 years, starting with him in Denver when he was a leader in orchestra circles before the days of radio.

Harry McNaughton to Wed

New Orleans—Marion Turpie, golfer, said here that she would shortly marry Harry McNaughton, the "Bottle" of Phil Baker's program.



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

★ F. C. C. ★
ACTIVITIES

EXAMINER'S RECOMMENDATIONS
Gerald A. Travis, La Porte, Ind. CP for new station. 1420 kc., 250 watts, daytime, be granted.

Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited, be denied.

WCAU, Newton Square, Pa. Mod. of CP to add additional frequencies for use by WJKAU be denied. Grant request to amend applications and specify other frequencies.

HEARINGS SCHEDULED

Jan. 31: KVOB, Denver. CP to increase power and change frequency and hours of operation to 630 kc., 1 KW., unlimited.

KFEL, Denver. CP to change hours of operation and increase power to 1 KW., unlimited. 920 kc.

Scrapps-Howard Radio, Inc., Denver. CP for new station. 630 kc., 1 KW., 5 KW. L.S., unlimited.

WFIL, Philadelphia CP to increase power to 1 KW., 5 KW. L.S. 560 kc., unlimited. State Broadcasting Corp. Gretna, La. CP for new station. 1370 kc., 100 watts, 250 watts L.S., unlimited.

March 9: Pawtucket Broadcasting Co., Pawtucket, R. I. CP for new station. 1390 kc., 1 KW., unlimited.

March 15: WNEW, New York. Mod. of license to increase power to 1 KW., 5 KW. L.S. 1250 kc., share time.

WGNV, Newburgh, N. Y. CP to change frequency and hours of operation and increase power to 1220 kc., 250 watts, daytime.

PHILADELPHIA

Stoney McLinn, WIP's director of sports broadcasts, will be honored by a testimonial dinner on his 30th anniversary as sports writer and radio commentator.

Dr. Leon Levy, president of WCAU, leaves for a five week vacation at Palm Beach.

WPEN's newly inaugurated artist bureau under direction of Manning Hall is doing a land office business.

A new program on WFIL is "Stamp Club," under direction of George Henhoffer.

Kay Allen, heard over KYW, is rehearsing with Roger Kortland and his orchestra.

"Looking Over Books" with Warren Schutte returns to KYW.

Pat Purcell, for three years featured vocalist on WIP musical shows, has joined the Benny Davis vaude unit.

Angelo Palange has taken on the "Cheer Up" program over WPEN. WFIL commentator Charles Benford is inaugurating a series titled "Know Your City."

Lou Hamilton, WIP hillbilly, has completed a movie short called "Phoney Boy." Lou and his "Bees" are now on a vaude tour.

Louis Lewis is now being heard over WPEN in his psychological broadcasts.

Nancy Hild of WFIL is attempting to learn all about radio. She is now in two dramatic productions and is also trying to master the art of script writing.

The Happy Clarks, KYW singers, will be absent from the air for two weeks, while touring the Eastern states.

Leo Zollo, new to the swing fans this year, will be heard over WIP with his band.

Dave Walls, WIP singer, is the father of twins.

★ Coast-to-Coast ★

THE Scarab Ball, annual bizarre fling of Detroit's artists' colony at Hotel Book-Cadillac will be broadcast by WJR at midnight Friday. Duncan Moore, WJR's special events man, and Charles Penman, veteran announcer, will be aided by Jane Schermerhorn, Detroit Times society editor, in giving a radio picture of the colorful scene.

The fifth consecutive Winter season of Music and American Youth programs, presented under the auspices of the Music Educator's National Conference from different schools around the country will be inaugurated at 11:30 a.m. Saturday over the NBC-Red Network.

Neil Collins is now publicity director of WCLE and WHK, Cleveland.

The elaborate broadcast, "Streets of New York," originally scheduled on WNYC this Friday, is postponed to allow for the assemblage of special sound effect equipment and recordings.

"Curtain Please" is the title of a new series of Cleveland produced programs, featuring artists and music of the legitimate stage and pit, presented by WHK each Tuesday evening at 7:30 p.m. Music on the program will feature the U.B.C. Concert Orchestra under direction of Louis Rich. WHK invited Carl Hanna, owner of Hanna Theater, and William T. Blair, manager of the house, to speak on "The Theater Today." Nicky Burnett will produce.

Tony Wons' Scrapbook, sponsored over a CBS network thrice weekly by Vicks Chemical Company, is now being heard in Hawaii via recordings. KGMB, Honolulu, and KHBC, Hilo, are being used. Arrangements also are being made to broadcast the recordings in Australia. Morse International is the agency.

Slim and Slam, colored harmony team, who are heard daily on the Courtney Joymakers program over WNEW, will make personal appearances at the Apollo Theater, 125th Street, for a week beginning tomorrow. Duke Ellington is also appearing on the same bill. Slim and Slam have been appearing at Onyx Club the past week.

Association of Pacific Fisheries Inc. (Canned Salmon Industry), which

Lawson
Zerbe
PL 372600

starts on WHIN Jan. 31 for 18 weeks, marks the fourth participating sponsor to be placed on Mrs. Ida Bailey Allen's program by the J. Walter Thompson agency. Others include Danya, Washington State Apples and Scottowells.

Joe Rockhold's "The Editor Speaks," in which Rockhold reads the outstanding editorials from newspapers in the Toledo area, have been resumed on WSPD.

Al Barrie will satirize "The Merchant of Venice" on his "Melly-dramers" program over WNEW at 4:30 p.m. Saturday.

WHOM, Jersey City, gave its Polish listeners a treat Tuesday night when it presented the holiday festival program direct from the deck of the Hoboken pier. Eugene Brominski and Ray Marshall were at the mike for the sponsored broadcast.

Ed Smalle, who made several musical movie shorts with his vocal septet last year for various film companies, has started work on his first one this year.

NEW BUSINESS
Signed by Stations

KDYL, Salt Lake City: American Packing & Provision Co., "Martha Lane's Radio Kitchen," E.Ts., through L. S. Gillham Agency.

WHN, New York: Coca-Cola, renewal. "Singin' Sam" E.Ts., through D'Arcy Advertising Co.

WHD, Des Moines: Winston & Newell Co. (IGA), "Cook's Corner With Mary," through Hutchinson Advertising Co.; Father Coughlin; Zanol Products Co., musical clock, through Presba, Fellers & Presba; Procter & Gamble Co. (Lava), "Houseboat Hannah," renewal, through Blackett Sample Hummert; Lever Bros. (Spry), announcements, through Ruthrauff & Ryan; Holland Furnace Co., through Ruthrauff & Ryan; Fellows Medical Manufacturing Co., announcements, through Nelson Gilliam Co.; Gamble Stores, announcements, through BBD&O; Paxton & Gallagher (Butternut Coffee), announcements, through Buchanan-Thomas Advertising Co.

KMOX, St. Louis: Olson Rug Co., news; Mantho-Kresmo Co., announcements.

WNEW, New York: R. B. Davis Co. (baking powder), "Make Believe Ballroom," through Chas. W. Hoyt Co.; Bernard Perlmutter, "Make Believe Ballroom," through Sel Johnson Co.

Free Tickets for Sports Fans

Frank Chase and George Ludlam, on their "Sports Question Box" program over WEFW at 6:35 p.m. Saturday, will offer two free tickets to any sporting event for the most interesting question of the week. Transportation and other expenses also will be paid.

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
- 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
- Virginia Bacon
- Grace 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 Balliys
- 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

Uncle Nick Talent Hunt With Major Bowes Tie-Up

Detroit—Uncle Nick Nichols, who conducts the new "Sally's Amateur Hour" over WJBK, Tuesday and Friday nights from the stages of different neighborhood theaters, is uncovering a number of talented kids. Winners are selected by audience applause as recorded on an applause-machine. Two winners each week are sent to New York, with expenses paid by the sponsor, for a tryout with Major Bowes.

BOSTON

Harry E. Rogers, organist formerly with Yankee Network, has been signed as staff organist at WHDH. Harry's son, Harry, Jr., is in town with Art Shaw's orchestra, playing a date at Raymoor Ballroom.

WORL has started a new program, "The M-1 Reporter," a tieup with the Boston Police Department, in the interests of safe driving. The M-1 Police Cruising Car is equipped with mike, and motorists are stopped and interviewed.

WFTC, Kinston, N. C.

Smiling Jimmy Barber, program director, is throwing out his chest. Besides selling a song he wrote to a transcription firm, he's a prospective papa.

Bob Wasdon, formerly of production department, has joined the advertising department to assist Charles Morgan, chief.

The Woman's Hour conducted by Doris Blaylock is to be resumed thrice-weekly.

Frank Harden of production department is back on the job after being laid up four days by flu.

Announcer Ernie Scott another flu victim.

Chief Engineer Harry Layman has extra duties while Jackie Segal and Bob Wasdon are in New York for a few days.

WTAG, Worcester

Elton W. Morde, formerly with Westinghouse and WHN, New York, and E. W. Frost, who has been with WFEA, Manchester, N. H., have joined technical staff.

Paul Anderson, at the WTAG transmitter for eight years, is now with the WJZ transmitter at Bound-brook, N. J.

Hope Norman, formerly with WGNV, is preparing and presenting "The Schools of the 19th Century" on behalf of Salter Secretarial School.

| | | | | | | | | | | | |
|-----------|----|----|----|----|----|----|----|----|----|----|----|
| BIRTHDAYS | | | | | | | | | | | |
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| 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | | | | | |

Greetings from Radio Daily
January 20

| | |
|----------------|----------------|
| Smith Ballew | Sam Faust |
| Muriel Pollock | Allen Prescott |
| Carveth Wells | |

☆ Programs That Have Made History ☆

KGFF's "Chicken Chatter"

CHIRPING baby chicks is the "theme song" for "Chicken Chatter," a program which began its seventh season of broadcasting over KGFF, Shawnee, Okla., on Jan. 1. "Chicken Chatter" is conducted by the program's sponsor, G. C. Parkin, owner of the Parkin Hatchery, who is known to the radio audience as Abner Pinfeather.

During the past seven years the Parkin Hatchery business has increased steadily and in 1937 production crossed the half-million

mark. KGFF is the only medium of daily advertising used, except for small trade paper insertions.

The program of "Chicken Chatter", given at 12:15-12:30 p.m., consists of the opening—chirping chicks—talk of new hatchings, feed, eggs, etc., by Abner Pinfeather, hillbilly songs by "Chicken Jack" (John Boggs) and closing—chirping chicks.

Last year a guessing contest on the number of chicks to be hatched from a specified incubator brought 6,500 letters and cards to the sponsor.

Two KDKA Programs Going on NBC-Blue

Pittsburgh—Two KDKA programs, "Under Western Skies" and "Dot and Pat" (Dorothy Bushey and Pat Haley), have been set for NBC-Blue network following a New York conference by A. E. Nelson, KDKA manager. "Dot and Pat," heard at 1:45 p.m. Tuesday, will get a regular weekly spot next week. "Under Western Skies" starts on the net Jan. 26 at midnight. Other shows, featuring the work of Maurice Spitalny, musical director, will be added later.

Elinor Sherry Gets Spot

Elinor Sherry gets the featured vocalist spot with the Ernie Fiorito orchestra Friday night over WOR-Mutual in addition to her regular Saturday afternoon broadcasts.

"How To Make Friends In Radio And Influence Radio Executives"

ADVERTISE
REGULARLY

IN



"A
TEST
WILL
TELL"



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 15

NEW YORK, N. Y., FRIDAY, JANUARY 21, 1938

FIVE CENTS

Zenith in New Campaign

NEW ORLEANS AFM STRIKE IS BLOCKED BY JOE WEBER

New Orleans—Strike order issued here against two NBC affiliates, WDSU and WSMB, will not go into effect tonight as decreed by the local AFM union due to communication from AFM President Joseph N. Weber, who requested that no action be taken until another effort at a settlement had been made. Weber is at present attending the AFM executive board meeting in Miami. The local outlets refused to sign contracts calling for a closed shop.

(Continued on Page 3)

Weed Sees Television First a Luxury Market

For a period of time after its commercial introduction, television will be a luxury market for advertisers, according to Joseph J. Weed, head of Weed & Co., station representatives. "Novelty," he says, "rather than coverage will be the attraction to the pioneer video program sponsor; who, of course, will look for attendant publicity to warrant their expenditures on a medium with a limited number of look-and-listeners. When the opening gun of the new art is

(Continued on Page 6)

Drackett Co. Renews "Hello Peggy" Program

Drackett Co. (Drano and Windex), through Ralph H. Jones Co. agency, has renewed "Hello Peggy", script show on NBC-Red network Wednesdays and Fridays at 11:45 a.m., for another 13 weeks. Not yet affected by the renewal are stations in seven additional areas serviced by transcriptions.

WORC-AGRAP Settle

Worcester—Charges of discrimination filed with National Labor Relations Board against WORC several months ago by two discharged employees and the WORC Chapter of AGRAP have been withdrawn following an agreement between station and employees. Agreement included re-employment of Albert J. Handlin Jr. and Herman Gruzin.

Weekly Staff Meets

Philadelphia—To promote closer cooperation between department heads, President Benedict Gimbel Jr. of WIP has called weekly luncheon meetings to be held every Monday. Among those who will meet with Gimbel and discuss station problems will be Sales Director Edward A. Davis, Program Director James Allan, Assistant Program Director Marx Loeb, Technical Supervisor Clifford Harris and Publicity Director Murray Arnold.

TRANSFER SANS HEARING DENIED CAPPER BY FCC

Washington Bureau, RADIO DAILY
Washington—FCC has denied petition of Capper Publications Inc., asking consent, without hearing, to transfer control of the KCKN broadcasting Co., licensee of KCKN, Kansas City, Kan., from Arthur Capper to petitioner and for waiver of Rule 103.18, which requires the filing of detailed information relative to a

(Continued on Page 3)

Gen'l Elec. to Shortwave In Japanese and Chinese

Schenectady—When General Electric's new Pacific Coast short wave station is placed in operation late this year, many of the programs aired from that point will be announced in Japanese and Chinese, according to

(Continued on Page 3)

Network AFRA Committees Surveying Actor Situation

Committees for NBC and CBS appointed to confer with American Federation of Radio Artistes officials are sounding out and making a survey of the actor situation among the respective web controlled stations preparatory to entering active negotiations. To date the conferences between AFRA and various committees have been more or less in the friendly conference stage, but according to AFRA officials, the busi-

An Additional Advertising Budget of \$500,000 is Contemplated for a New Product

REVISED BASEBALL TERMS FOR CHICAGO STATIONS

Chicago—Five stations, WBBM, WGN, WCFL, WJJD, WIND, have concluded contract with William Harridge, president of American League, and officials of White Sox outlining provisions under which they may broadcast baseball this summer. Contracts previously submitted to broadcasters had several features which they sought to have eliminated. New contracts, termed "entirely satisfactory," are similar to those recently signed with Chicago Cubs. Since five stations are paying \$90,000 to two Chicago clubs, they objected to free plugs for next day's games which White Sox asked. This feature was eliminated. Courtesy credits to be given at beginning and end of game.

League officials inserted clause

(Continued on Page 3)

Bernie Show to Stage Weekly Invited Preview

Ben Bernie will have a preview performance for invited guests every Monday night, 9-9:30, of his U. S. Rubber show. Bernie gave a preview for the first show. Program will be staged from whatever CBS Playhouse is vacant.

Chicago—An additional advertising appropriation of \$500,000 by Zenith Radio Corp. for a campaign on a new product is indicated in an announcement from the offices of Commander E. F. McDonald, president. Radio will receive a part of the budget, with newspapers and national magazines getting their share.

Nature of the new product is not revealed at present, but is described as a "unique device that involves some of the principles of radio, but which is not for entertainment."

(Continued on Page 3)

GILMAN BREAKS GROUND FOR NBC COAST STUDIOS

West Coast Bureau, RADIO DAILY
Los Angeles—Don E. Gilman, NBC vice-president in charge of west coast activities, yesterday broke ground for the new Hollywood studios. Construction of the modern classical building will cost \$2,000,000 and will be known as the NBC Radio

(Continued on Page 2)

J. Curtis Willson Joins Hearst Chicago Office

J. Curtis Willson, formerly eastern division sales manager of the old Hearst Radio sales set-up, yesterday joined the Chicago office of the newly organized International Radio Sales. Willson will serve under Naylor Rogers, manager of the office.

Exception Granted

Columbia, Mo.—Inmates of state reformatory for young men in Jefferson City pined for photo of KFRU's "Sweethearts of the Ozarks", whose picture is sent to listeners forwarding sheets from Sendol boxes. But reformatory officials wouldn't let the boys go to the drug store to buy the Sendol. So an exception was made and photo sent.

(Continued on Page 3)

RADIO DAILY

Vol. 3, No. 15 Fri., Jan. 21, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

JOHN 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. 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, \$10. Subscribers 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 Will, 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, Jan. 20)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|----------------|---------|---------|---------|----------|
| Am. Tel & Tel | 146 3/4 | 145 1/2 | 146 1/4 | - 3/8 |
| CBS A | 21 3/4 | 21 1/4 | 21 1/2 | - 1/8 |
| CBS B | 21 | 21 | 21 | 0 |
| Crosley Radio | 10 | 10 | 10 | - 1/4 |
| Gen. Electric | 43 1/2 | 43 1/4 | 43 3/4 | - 1/8 |
| RCA Common | 6 3/4 | 6 3/8 | 6 3/4 | - 1/8 |
| RCA First Pfd | 49 1/2 | 49 | 49 1/2 | - 1/8 |
| Stewart Warner | 11 | 10 3/4 | 11 | - 3/4 |
| Westinghouse | 106 1/2 | 104 3/4 | 106 | - 2 |
| Zenith Radio | 16 | 15 3/4 | 16 | - 1/2 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|-------|-------|
| Stromberg Carlson | 6 3/4 | 7 1/4 |

KDYL Adds Equipment

Salt Lake City—John M. Baldwin, KDYL chief engineer, has just completed installation of duplicate control room, with auxiliary 78 and 33 1/3 r.p.m. turntables. Other innovations include intricate system of studio control lights and relays, another Western Electric 23A Speech Input System, and high-fidelity audition equipment. Complete call system throughout station's departmental offices, centralized in g.m.'s headquarters, has also been completed under Mr. Baldwin's direction.

Colored Amateurs on WIL

St. Louis—Claude Collins, one of the outstanding local entertainers, will emcee and produce the first all-colored amateur air show ever broadcast in this area. The "Simon Pure" opus is to be aired from the stage of one of the local colored theaters and will be sponsored by Goldberg Furniture Co.—its first venture in radio.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

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

4 Foreign Languages In New WABY Series

Albany—WABY is airing a Monday evening series of foreign language programs, with Polish, German, Italian and Jewish features scheduled. Talks in each language are followed by music appealing to the respective groups.

Broadcasts from Normandie

WOR-Mutual is arranging two broadcasts to originate from the Normandie while on its cruise to South America. The first will be the day after it leaves on Feb. 6, and the second will be another short wave under the direction of WOR engineers from the harbor of Rio de Janeiro on Feb. 16. The occasion will be tied up with a dinner in honor of the President of Brazil, Jack Arthur, WOR-Mutual emcee, will be on hand, as well as two engineers. Night before the Normandie sails, Dave Driscoll will interview the purchasing agent and visit the ship's stores.

Warnow Orchestra Increased

Mark Warnow's orchestra on the Heinz "Magazine of the Air" program aired Sundays at 5 p.m. over CBS has been increased to 28 musicians, against 15 formerly. Lyn Murray's chorus of 12 men and eight girls also appears with the aggregation. Channing Pollock is the program's commentator. Maxon Inc. is the agency.

Alfred W. Hanson Dead

London—Alfred Walter Hanson, BBC producer, was found dead in his home Tuesday night.

Liberty Stories on WHN

Dramatized short stories from Liberty will be presented over WHN starting Monday at 6:15-6:30 p.m. Program also will be heard Wednesday and Fridays.

"American Portraits" on NBC

A new series titled "American Portraits", dealing with noted Americans, will be presented over NBC network Saturdays at 9:30-10 p.m. starting Feb. 5. Material will be prepared by Raymond D. Scudder of NBC continuity staff from "Dictionary of American Biography".

F.D.R. Ball Program on Mutual

Mutual tonight will devote the 8-8:30 p.m. spot to the President's Birthday Ball, Helen Hayes, Joan Bennett, Mischa Auer, Ella Logan and Milton Douglas will be on the show. Program will originate from WGN, Chicago.

Stump Them and Win

The "Stump Me Boys" program, featuring Elmer Krebs, musical director, and Woods Dreyfus, singing announcer, has started a new series over WISN. Team invites listeners to send in song titles in an attempt to stump them. Those who succeed in doing so, receive merchandise prizes from the sponsor, Kellogg Seed Co.

Gilman Breaks Ground For NBC Coast Studios

(Continued from Page 1)
Center. Plot is at the corner of Vine St. and Sunset Blvd., at one time occupied by the old Famous Players-Lasky studios. Several radio stars participated in the ceremonies.

Miro Joins Sisson Staff

Henri Miro, arranger and conductor who has appeared throughout Europe and South America with leading operatic and symphonic organizations, has joined the staff of "Canada 1938" as supervisor of the arranging department. Miro heads a staff of four veteran musical arrangers and is himself directly responsible for the choral specialties featured by choir, octette and trio on this Friday evening program, of which Ken Sisson is musical director.

Baking Firm on WJAS

Pittsburgh—Baur Bros. Baking Co., a subsidiary of Ward Baking, will start a new spot announcement campaign Jan. 24 on WJAS. Firm will use 22 one-minute transcriptions weekly. Gene Furgason & Co. are the station's rep.

Technicians Prefer Charges

Chicago—Associated Broadcast Technicians, composed of engineers of CBS owned and operated stations, has preferred charges against WFBM, Indianapolis, and Don Searle, business manager of Central States Broadcasting System operating KOIL, KFAB and KFOR, before the National Labor Relations Board charging intimidation of employees. Announcement was made by J. F. Novy, secretary, who is associated with WBBM-CBS. Fred Lange, WEEI, Boston, is president of ABT.

Stuart Doyle Laid Up

Stuart F. Doyle, chairman of board of Commonwealth Broadcasting Network, is confined to his suite at the Waldorf-Astoria by pneumonia. Doyle, here on business, was scheduled to leave for the coast Saturday on the first leg of his trip back to Australia.

3 New UP Vice-Presidents

Three United Press executives, Clem J. Randau, general business manager, Edwin Moss Williams, sales manager, and Earl J. Johnson, head of the news department, have been elected vice-presidents by the board of directors.

Ripley's New P. A.

William Dunn, ex-American Airlines, is now handling publicity for Robert Ripley. Dunn is handling radio along with the other Ripley enterprises.

The PERFECT MARKET'S
LOUDSPEAKER
WAKD
ALBANY, N.Y.
Newly Equipped for Super Power

COMING and GOING

HARRY C. WILDER, president of WSYR, WNBX and WJTN, is in New York.

E. ELLSWORTH BISHOP, general manager of WGH, Newport News, is in town.

KEITH KIGGENS of NBC station relations department leaves New York today on a periodic tour of southwest stations.

NEIL SKINNER, associate of Jean Paul King, left for Hollywood yesterday to line up movie stars for the Provincetown Playhouse this summer.

TAYLOR BUCKLEY, radio and concert baritone, has returned from Miami where he gave a concert at the Miami-Biltmore.

KEN SISSON arrived last night from Canada by plane.

HERBERT V. AKERBERG, CBS vice-president in charge of station relations, is in Miami for a short vacation.

JOHN PATT, vice-president and general manager of WGAR, Cleveland, is a New York visitor.

SAM COOK, WFBL, Syracuse, executive, arrived in town last night for a few days. He is en route to Florida.

LUTHER HILL, manager of KRNT, Des Moines, is another radio executive doing the town.

HARRY BUTCHER, CBS Washington vice-president and Paul Porter are in New York for a few days.

Preview for Latin Officials

Atlas Radio Corp. is arranging a special preview of its "Ports of Call" to be played before representatives of Latin-American republics. The meeting, in line with the observance of Pan-American Day on April 14, will be held in Washington under the sponsorship of the producers and distributors of this feature.

Basic idea of the program series is to build goodwill for the foreign countries which are the subjects of each broadcast.

Plug Selective Broadcasting

World Broadcasting System has issued a handy booklet on "Selective Broadcasting", by Norton Cotterill, vice-president of WBS, condensed from a recent advertising trade magazine article. The discussion deals with the new possibilities open to stations' advertisers, agencies and as a result of high-quality electrical transcriptions.

... Did you know
that a rigid audition
is necessary to
qualify for admission
to The School of
Radio Technique?

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

NEW ZENITH CAMPAIGN WITH \$500,000 OUTLAY

(Continued from Page 1)

Distribution will be handled by Zenith's regular merchandising setup of some 80 wholesale distributors and 20,000 retail Zenith dealers, but the nature of the product may make it advisable to consider extending retail sale to other classes of outlets, according to Zenith officials.

Manufacture of the product will result in considerable extra employment at the Zenith plant.

Revised Baseball Terms For Chicago Stations

(Continued from Page 1)

providing microphones may be used only in booths and dugouts. Setting up anywhere on premises is forbidden. Last year's rule providing for only eight commercial credits, one between each inning, with total copy restricted to 1,000 words per game has been abolished. Under amended rule no commercial copy may interfere with prompt report of play-by-play and League shall have right to blue pencil excessive copy.

WGN again has signed with P. Lorillard for Old Gold and WCFL again is lined up with Texaco for fourth year, Bob Elson and Hal Totten being respective announcers. WBBM set with General Mills and Socony-Vacuum alternating. WJJD has Kellogg and WIND still is negotiating.

CBS Signs Edith Dick

Edith Dick has been signed by the Columbia Artists Inc.

★ F. C. C. ★ ACTIVITIES

SET FOR HEARING

General Electric Co. CP for four new television stations and frequencies, Cuyahoga Valley Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, daytime.

Fredericksburg Broadcasting Corp., Fredericksburg, Va. CP for new station. 1200 kc., 250 watts, daytime.

McComb Broadcasting Corp., McComb, Miss. CP for new station. 1200 kc., 100 watts, daytime.

Chester Howard and Clarence Berger, Wallace, Idaho. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.

George Blumenstock, Biloxi, Miss. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

R. C. Atwood, Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

Panama City Broadcasting Co., Panama City, Fla. CP for new station. 1500 kc., 250 watts, daytime.

HEARINGS SCHEDULED

Mar. 8: KMAC, San Antonio, Vol. assignment of license to Wainac Company, 1370 kc., 100 watts, 250 watts L.S., share time.

WGAN, Portland, Me. Authority to transfer control of Corp. to Wm. N. Campbell and Lloyd C. Greene. 640 kc., 500 watts, limited.

Mar. 9: Pawtucket Broadcasting Co., Pawtucket. CP for new station. 1390 kc., 1 KW., unlimited.

NEW PROGRAMS—IDEAS

For a Quart of Ice Cream

"Answer Me This" was having trouble testing its audience response. So Bernie Barth, man-on-the-street for the KOBH program, tried a new one. He selected two names in the telephone directory and asked those chosen to call the sponsor within five minutes and get a quart of ice cream. They showed up. Moreover, they reported that they had been deluged with calls from other listeners, calling their attention to the offer.

Concerning the Lobster

Of course, this might concern the lobster. On the other hand, it might not. The idea, anyway, is a lecture, delivered by "Professor" Hugh Tellum, in a new feature over WPAY.

New Orleans AFM Strike Is Blocked by Joe Weber

(Continued from Page 1)

Understood that NBC was sending a man to aid in the negotiations.

William S. Hedges, vice-president in charge of station relations for NBC, said yesterday that NBC affiliates were masters of their own destinies in regard to making deals with locals of the AFM, but web was willing to assist wherever possible. Keith Kiggins of NBC station relations will make a stop in New Orleans and lend his good offices toward arriving at an amicable adjustment of the situation there. Kiggins is not making a special trip for the occasion but happens to be leaving today on a periodic tour of the NBC stations in the southwest.

Major Bowes Maintains Rule Against Tie-ups

Though numerous radio stations, newspapers, Chambers of Commerce and other organizations whereby they could send amateur talent to New York for try-out on the Major Bowes program, the Major declared yesterday that his rule against such tie-ups continues in effect. Statement was intended to clarify a story regarding a station holding a talent contest with winners getting trips to New York for a Major Bowes try-out. In all-around fairness, the Major pointed out, selections for his broadcasts are made solely from the applications of the amateurs themselves.

WOKO-WABY, Albany

Harold E. Smith, g.m., has left for Coral Gables, Fla., to complete his recuperation. Expected back in March.

Eleanor Chatham, newspaper woman, is being heard thrice weekly on WOKO.

Sherb Herrick, WOKO announcer, was held up by a bandit the other night.

Portsmouth, O. One suspects that the lecture is not too serious, and studded with more laughs than learning. But it's going along at a nice clip, anyway, with a "class" of students enlightening the procedure. The professor and his pupils are all members of the station staff.

"Room Recipes"

ZCMI, Salt Lake City department store, sponsors this one over Station KDYL. It brings Marie Fontaine, home-decorating advisor, to the microphone in three five-minute spots weekly with pertinent hints on rehabilitating various rooms of the home. Store reports excellent returns in goodwill and sales volume.

Transfer Without Hearing Is Denied Capper by FCC

(Continued from Page 1)

transfer of control of a licensed corporation. Also denied petition asking consent, without hearing, to transfer control of Topeka Broadcasting Association Inc., licensee of WIBW, Topeka, from Arthur Capper to petitioner and for waiver of Rule 103.18.

NETWORK COMMITTEES SURVEY ACTOR STATUS

(Continued from Page 1)

in order to get first-hand information of the artist situation throughout the country.

Queried on the widespread rumor that the IATSE planned to seek jurisdiction over the Screen Actor's Guild from the AFL and the reported plan of the Guild plus its affiliated units such as AFRA and Equity to jump to CIO should it take place, the AFRA spokesman stated no credence should be placed in the rumor from any angle.

Gen'l Elec. to Shortwave In Japanese and Chinese

(Continued from Page 1)

to Boyd W. Bullock, assistant manager of broadcasting for G. E.

Commenting on propaganda, as shortwaved on a big scale by foreign nations, Bullock said that shortwave programs in this country not only are void of propaganda, but U. S. citizens are too honest, hardworking and relatively plain-minded to be propagandists even if they tried. "Effective propaganda from a real democracy is as impossible as it is undesirable," he declared.



Ready For Sponsorship With Established Audience

WXYZ - MICHIGAN RADIO NETWORK

Unusually popular. Several months sustaining. Pleases women of all classes.

Conducted by Nancy Osgood whose radio and stage experience provides ample knowledge of what women like.

Quarter Hour Periods feature style trends, bits of Hollywood News, and highlights of prominent women in society, sports and educational activity.

"WOMEN IN THE NEWS" WITH ITS BUILT-UP AUDIENCE IS A "PLUS" BUY FOR THE RIGHT SPONSOR

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

RADIO DAILY

GUEST-ING

MIRIAM HOPKINS, on Kate Smith show, Jan. 27 (CBS, 8 p.m.).
HANNAH KLEIN and PAULA GILBERT, pianists, on Sealtest program, Jan. 30 (NBC-Red, 10 p.m.).
EZIO PINZA and JOSE ITURBI, on "Magic Key of RCA," Jan. 30 (NBC-Blue, 2 p.m.).

JAN PEERCE, on "Radio City Music Hall on the Air," Mischa Violin conducting, Jan. 30 (NBC-Blue, 12:45 p.m.).

PAT O'BRIEN and HUGH DANIELS, RKO fashion advisor, on "Seen" Stars" program, Jan. 23 (NBC-Blue, 7:30 p.m.).

MRS. ALOIS HAVRILLA, on Glenna Strickland's "Kitchen Kap-ers," Jan. 26 (WNEW, 11 a.m.).

BERNIE FLIEGEL, City College basketball captain, on Jocko Maxwell's sports program, tomorrow (WLTH, 6 p.m.).

PAUL LUKAS, interviewed by Adam Miller on "Theater Guide," tomorrow (WINS, 11:15 a.m.).

JACK BREGMAN, song publisher, on Gene Ford's "New York Town," tonight (WHN, 9 p.m.).

ELIZABETH RETHBERG, on Ford Sunday Evening Hour, Jan. 30 (CBS, 9 p.m.).

F.T.C. CASES

Following are among stipulations to cease and desist from certain unfair representations in sale of products approved by Federal Trade Commission in the past month:

Kellogg Co., All Bran; Consolidated Drug Trade Products, McCoy's Cod Liver Oil Extract Tablets, Calcicide; Earl E. May Seed Co., directed to discontinue representing that it owns or operates lands or properties on which the nursery stock sold is grown, unless and until such is a fact.

WOPI, Bristol, Tenn.

Station has inaugurated a new program consisting of 15 minutes of songs by the Hickory Tree Quartet of the artist staff.

Larry and His Souvenirs is fast becoming a favorite of the people of Bristol. Show features "old time" tunes and special requests are welcomed.

BIRTHDAYS

17 18 19 20 21 22 23
24 25 26 27 28 29 30

Greetings from Radio Daily
January 21

Georgia Burns Dinty Doyle
Vic Erwin Al Rice

Ed Fitzgerald

January 22

James Melton Vivien Ruth
Felix B. Dyckhoff

January 23

Edward Harris Rosa Ponselle
Earl Waldo



• • • Kay Kyser's "College of Musical Knowledge" (which was the remote sustainer we raved about) has been sold to Lucky Strike and replaces "Melody Puzzles" over MBS on Feb. 1....Grace Moore replaces Lawrence Tibbett on the Chesterfield-Kostelanetz series March 30 for 13 weeks...."People's Choice" returns to the usual 8-8:30 Sunday spot next Sunday with Harry Conn's "Earaches" moving back to the follow-up spot....Mrs. Elaine Steine Carrington, who scripts "Pepper Young's Family," broke her shoulder the other day and is now dictating scripts to a stenographer....Edward G. Robinson, who changed from gangster roles in the movies to City Editor on the radio, will portray Racketbuster Tom Dewey in a Columbia picture. The inside on his eastern trek is—to confer with Dewey!....George Jessel has been renewed by all his sponsors on the MBS show as of Feb. 7....Haven MacQuarrie was the first to be invited for the Waldorf affair....Roman Bohnea, vet actor with the Group Theater, joins the "Big Sister" cast....William Farmer and his band go into a Park Ave. hotel within two weeks with a network wire....NBC is trying to get sponsor-interest in "Philo Vance" for \$2,500....Zeula James, sec'y to Douglas Coulter at CBS, will marry Eugene J. Guenard, a teeth-yanker at the Little Church Around the Corner. She was once with N. W. Ayer & Son....At the Casa Manana opening some one inquired where Abe Lyman's band was—learning that it was up in the second balcony—the inquisitive one replied: "That isn't Lyman—that's Muzak."

• • • To break us of a treacherous idiosyncrasy, our boss kept us late after school last nite to write "Hilltop House is sponsored by Colgate-Palmolive-Peet" 500 times!...In using the expression "Two Markets to Market" as the slogan for his WOPI in Bristol, General Manager W. A. Wilson gives in the four words the sales story of the station which is located on the border-line of two markets—Tennessee—and Virginia....Milton Brandl, who plays records on WISN, (Milwaukee) "Early Risers Club" broadcast, plays a record entitled "Echoes of the Past" and recently he requested some old records via the show. The other day he received a package of 400 old recordings—some made more than 20 years ago!

• • • Howard Hughes, the record-breaking flyer, is talking to NBC for the use of a technician on a contemplated "round-the-world" hop so as to make daily airings from the air....NBC will use the "Passion Play" in five installments as a sustainer during Holy Week....Georges Enesco's last shot of the season as conductor of the N. Y. Philharmonic via CBS is Jan. 30, when baton again falls to John Barbirolli....Milton Berle's dad is very ill—and Mill won't leave the bedside unless he's forced to make a "Hollywood Hotel" appearance next week....Jack Rosenberg, prez of AFM's 802, had ten teeth yanked from his mouth....A new band was hired for this week's "Manhattan Merry-Go-Round"....Gogo Delys finishes her stay with CBS....Walter Cassel has been signed by CBS....(Leon &-) Eddie Davis returns to the place tonite after a week's confinement to the bed due to a sprained ankle sustained last Sunday nite doing "Romeo and Juliet"....Irving (Lazy Dan) Kaufman goes into the Atlantis Hotel in Florida next month....Ted Husing and Betty ("The Women") Lawford plan going south Feb. 5.

• • • KFRO, Longview, Tex., recently demonstrated the ability of radio to bring news to its audience while it happens. The station received a flash of a well explosion about 12 miles away in the town of Kilgore. Pronto Manager Harold Johnson rushed to the scene of the fire with equipment and within twenty minutes KFRO was on the air direct from the scene of the disastrous fire with an eye-witness description. Because it was difficult to put the fire out on the oil well, KOCA, Kilgore, installed a remote line 300 feet from the burning well and fed the description to KGKB, Tyler, and KFRO, Longview.

ORCHESTRAS MUSIC

DOL BRISETTE is directing the new staff orchestra which made its debut this week over WTAG, Worcester. Crew will be heard daily at 12:30 noon.

Harold Stern and his orchestra, set by CRA, opened Wednesday at the Hotel St. George, Brooklyn.

Eddy Rogers and his orchestra, who recently closed at the Rainbow Grill atop Radio City, have been booked by Consolidated to play the Beverly Hills Country Club, Newport, Ky., starting Feb. 4. Will have an NBC wire.

Lee Grant has signed Martin Brook to vocalize with his orchestra on WMCA's daily "Grandstand and Bandstand" commercial, Brook is featuring Grant's special arrangements of "Nursery Rhyme Jam."

Jack Sherr and his orchestra, who recently closed at the White Mansions, Pittsburgh, opens for CRA at the Rice Hotel in Houston for four weeks starting Jan. 28. Sherr was featured for ten months at the Hotel St. Moritz, New York, and was a recent subject of Ripley's "Believe It or Not" cartoon because of his versatility.

The new, enlarged WBAL (Baltimore) Orchestra, directed by Bob Lula, will be heard every evening except Sunday in a program of light concert and popular music, called "Around the Dinner Table."

Lou Weiss features his own piano composition "candle lights" on the program of the Rose Room Orchestra over WICC, Bridgeport, tomorrow at 8 p.m.

Bunny Berigan is now on an extended road tour of the South, completing recently his tour of New England and the Middle West. He is scheduled to make a series of appearances in leading theaters, dance palaces and colleges through Feb. 12.

Sammy Kaye resumes his practice of popularizing fraternity songs Saturday when he dedicates Pi Kappa Alpha's number, "The Dream Girl of Pi K A," over Mutual during his "Swing and Sway" program at 5-6 p.m.

FOR RENT SUITE OF OFFICES IN RKO BLDG.

Completely Equipped—Sound Proof Studio—Microphones—Turntables and complete unit. Furniture for sale as a whole or in part. Can be seen TODAY and Saturday between 12 and 2 p.m. or call Circle 6-3720 for appointment, Apt. 11-D SUITE 908

PROGRAM REVIEWS

"ANGELS IN BLUE"

Sustaining
WHB, Kansas City,
Sunday 4-4:30 p.m.

**EXPERTLY WRITTEN AND PRODUCED:
DRAMATIC TRANSCRIPTION SERIAL
REVOLVING AROUND AN AIR LINE
HOSTESS.**

Apart from the fact that the aviation setting of this serial is a novelty in itself the continuity and action of the first show alone should sell it to most any sponsor and most certainly hold the continued interest of the audience that heard it.

Opening with a bit of narration and musical background, the action moves swiftly as it unfolds the story of Joyce Adams, a hospital nurse attending an airline executive. He fires her imagination when he tells her about the adventure and color of aviators and hostesses, with the result that she is in the service in short order. Hospital atmosphere is worked in nicely and in business-like style.

Close of the first 15-minute episode reveals the new hostess at work, gives an intimation of the type of aviator that is to figure in the romance and considerable local color on flying through the continuity including the sending and receiving of messages to ground radio stations. Finale of the first disk has the central aviator testing new instruments for blind flying, and he comes in with ceiling zero, bringing in his plane for a minor crack-up, and of course the excitement and suspense of the friends and ground crew went into a terrific climax.

Second quarter-hour disk finds Joyce promoting a special light plane for her aviator who is perfecting and experimenting with an "equalizer flap." This gets her into a mess of trouble. The playboy owner of the plane which is being donated for experimental purposes is murdered by a jealous woman and suspicion falls on the innocent Joyce.

Production of the disks was under the direction of Capt. Wilfred G. Moore, former army flyer and author of the "Jimmie Allen" and "Howie Wing" serials. Audrey McGrath plays the part of Joyce Adams, and like the supporting cast does an excellent job.

"CHEER UP, AMERICA"

Mennen Co. (Shaving Cream)
WEAF—NBC-Red Network
Wednesdays, 7:45-8 p.m.

H. M. Kiesewetter, Adv. Agency
**EX-VAUDE COMEDIANS USE WRONG
TECHNIQUE AND GIVE RAGGED
BROADCAST.**

The new Mennen show featuring Henry Burbig, dialect comedian, Ray Murray, the Funnyboners trio and Frank Novak's orchestra, had something amiss on its initial airing. The program lacked form and finesse. "Funnyboners" and the orchestra each played a number just to give the comedians a chance to catch their breath. Toward the close, Burbig

WOW's Unusual Program Entry

Omaha—WOW's special events department has put over a novel broadcast which it submits as its first candidate for 1938 unusual idea awards.

Fifty years ago this month, in 1888, the worst blizzard the middle west has ever known descended, killing hundreds, and trapping a class of sixteen children in the Fairview School, sixteen miles from Clay Center, Nebr., which is almost nowhere.

Foster May, WOW news editor, conceived the idea of broadcasting a reunion of the "blizzard class of 1888." The "pupils" came from Pennsylvania, Oregon and many midwest points. The original teacher rang the same school bell. Blizzard-survivor pupils sat in the same seats and sang "Good Morning Dear Teacher." The teacher then required each pupil to give an "excuse" for his absence during the past fifty years. The twenty-minute broadcast ended with a fervent and dramatic prayer in which the teacher called for the next reunion in Heaven 50 years hence.

The entire countryside gathered and the farm women prepared a scrumptious meal. The broadcast pulled about 300 letters, 100 per cent commendatory.

started to laugh while reading his script. Background noise for some few minutes before Burbig's laughing indicated something was amiss in the studio.

"Grand Street Hotel" billed for the program will be heard next week, according to the announcer.

HARRIET PARSONS

Bromo-Seltzer
WJZ—NBC-Blue, Wednesdays,
8:30-8:45 p.m.

J. Walter Thompson Co.

**HOLLYWOOD GOSSIPER OFFERING
"CLEAN" CHATTER MAKES OKAY
START.**

Harriet Parsons, who has had radio experience pinch-hitting for her mother, Louella, took over the Bromo stint as successor to "Manhattan After Dark," which folded after one airing. Miss Parsons wisely deviates as much as possible from the usual Hollywood chatter formula by admittedly avoiding scandal and sensationalism, and giving instead "the news behind the news" in a calm and dispassionate style. She spiced off a number of social items on parties and told of other events and doings of personalities, all interesting in a more or less disarming way. Occasional remarks by announcer punctuated the comments.

Though Miss Parsons needs to practice up on her mike delivery, she shows promise.

"Your Hollywood Parade"

A slight change of musical color took place in "Your Hollywood Parade" last Wednesday night over NBC-Red with the entrance of Al Goodman as conductor. Not that there was anything particularly wrong with the music as dispensed by Leo Forbstein of the Warner film studios on the first several weeks of this program, but Goodman is fortified with longer experience and more cultivated proficiency from a radio standpoint. His periods of service for Lucky Strike's "Hit Parade," as well as on "Show Boat," etc., have fitted him nicely for a one-hour program of this type. Forbstein had to give up the post because of pressure of film work.

Rest of the last Wednesday night's program was in the usual vein, with Dick Powell doing his usual good job as singing emcee, aided by Rosemary Lane, Dudley Chambers chorus in a

PHILADELPHIA

Walton Newton, formerly of KNOW, Austin, Tex., replaced Sanford Guyer, resigned, as announcer at WIP.

Samuel R. Rosenbaum, WFIL president, has been named Chairman of the Radio Committee for the annual Community Chest Drive, while Margaret Schaefer has been appointed dramatic supervisor in the same unit.

Tommy Phelan, WIP singer, is a reporter on the Philly Record.

Jonny Fortis of KYW's Three Naturals is now doing the arrangements for Gene Kardos and his recording outfit.

Dave Mann of the WFIL piano duo of Mann and Irwin is in Miami playing with a southern band.

Benedict Gimbel Jr., WIP president, gives a dinner party for entire staff at Ritz-Carlton Hotel on Feb. 5. It is the second year Gimbel has done this.

Frank Pfaff, WIP engineer, is the father of a boy.

Mary Latell is a new member of the WIP singing corps. She is heard with Clarence Fuhrman's ork on Thursdays at noon.

The Imperial Hawaiians will inaugurate a new musical series over WFIL.

Bob Elmer, assistant sports director of WCAU, is trying out his vocal chords on a daytime program over another local station.

Dave Tyson, WFIL night supervisor, will take over the "Let's Pop the Question" program.

Dixie Lee, heard over KYW with her counselling advice for parents and children, will now be heard twice weekly.

Jean MacLatchie is the newest addition to the staff of WIP.

fine rendition of "Night and Day"; another return engagement by Bob Hope, who was in his best form yet, and others.

Eddie Cantor

Eddie Cantor's new talent tryouts on his Texaco program over CBS brought forth some very clever kids last Wednesday night. Drama, comedy and harmony singing were represented among the talent, and if future newcomers hold to the caliber of the youngsters heard on this program, the new Cantor policy will be a generous success.

PROMOTION

Rate Card in Leather Folder

A neat way of assuring attention to Iowa Broadcasting System's rate card was devised by Craig Lawrence, commercial manager. In sending the card around to the trade, he enclosed it in a leatherette pocket folder with recipient's name in gold letters on the front. Along with the rate card went a little sales talk, also mention that the general idea of the folder was to make it easier to reach for an Iowa Network rate card. Network's increase in business last year also was among points brought out.

Snapshot Contest

A snapshot contest for amateurs will be sponsored by Lehn & Fink Products Corp., on behalf of Lysol, beginning Jan. 31st on the thrice weekly broadcasts of Dr. Allan Roy Dafeo over CBS. Contest will run six weeks, it was announced by Lennen & Mitchell, agency handling the account.

Photos submitted must be of children under 10 years old. They will be judged on basis of health and personality of the child pictured, beauty or originality of the pose or setting, and photographic excellence and human interest. Prizes will be a \$100 U. S. Saving Bond, awarded weekly, a valuable Eastman-Kodak camera, also awarded weekly, and a grand prize at the end of the 6-week period of a \$500 U. S. Saving Bond, to be awarded for best of the six weekly winners.

Angle is that his famed Dr. Dafeo, knowing that his famous charges are most photographed kids in the world, would like to know what some others look like. Judges of the contest will be Dr. Dafeo, Wilson Hicks, picture editor of Life, and Norris W. Harkness, director of instruction for the Camera Club.

WOAI Free Offers

WOAI, San Antonio, has launched a campaign of free offers to its listeners consisting of various premiums, such as personality pictures, flower seeds, a book on Texas facts, live-stock guide, and for 10 cents a book of 80 old time hymns. Another gratis gift of Chinese coins is contemplated.

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

Discussion of Television On Farm and Home Hour

Television will be the subject of a discussion on the National Farm and Home Hour next Monday at 12:30 p.m. over the NBC-Blue Network. Participating in the discussion will be Ralph Beale, director of research for RCA and chairman of the Television Committee, and Frank E. Mullen, manager of the RCA Department of Information and former Director of Agriculture for the National Broadcasting Company.

The discussion is the second in a series of four in which different phases of the radio industry, ranging from the precise and scientific to the more human aspects, will be explained by outstanding radio officials. In subsequent broadcasts on Mondays, Feb. 7 and 21, Mullen will interview two other high ranking officials of either NBC or RCA on the working of their particular departments or divisions.

Special Antenna Used

Cleveland — In order to facilitate pickup of Ohio High School Speech League program rebroadcast by WCLE here from WOSU in Columbus, engineering department of WHK-WCLE is using an antenna almost 1500 feet long with special directional pickup qualities to receive from Columbus.

Magnavox Keeps Factory

Fort Wayne, Ind.—Magnavox Co., makers of recording equipment, will retain possession of their factory and equipment during the period of reorganization here, under a ruling of Judge Thomas W. Slick in U. S. District Court. William B. Duff, referee in bankruptcy, has been named to handle creditors' claims.

McDonald on Television

Chicago—President E. F. McDonald Jr. of Zenith Radio Corp. will talk about television on Zenith's telepathy program over CBS this Sunday night.

Pierson-DeLane Catalogue

Los Angeles—Pierson DeLanc Co., recently organized to manufacture communications receivers, has issued its first catalogue.

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.

- 2,104,784—Electron Discharge Device. Erich Wiegand, Berlin-Wildmannslust, Wilfried Meyer, Birkenwerder, near and Hans Pulfrich, Berlin-Wilmersdorf, Germany, assignors to Allgemeine Elektrizitäts Gesellschaft.
- 2,104,788—Automatic Fidelity Control Circuit. Rene A. Braden, Collingswood, N. J., assignor to RCA.
- 2,104,801—Frequency Control. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.
- 2,104,816—Electron Discharge Device. Horst Rothe, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.B.H.
- 2,104,817—Photoelectric Relay. Samuel Ruben, New Rochelle, N. Y.
- 2,104,825—Photoelectric Relay. Terry M. Shrader, West Summit, N. J., assignor to RCA.
- 2,104,834—Cathode Ray Oscillator. Bernard C. Gardner, Philadelphia, assignor to Farmworth Television Inc.
- 2,104,844—Vacuum Tube Circuit. Herman A. Affel, Ridgewood, N. J., assignor to American Telephone & Telegraph.
- 2,104,861—Vacuum Tube Circuits. Danforth K. Gannett, Jackson Heights, N. Y., assignor to American Telephone & Telegraph.
- 2,104,915—Tuned Oscillator Circuit. Browder J. Thompson, assignor to RCA (of Summit, N. J.).
- 2,104,916—Constant Radio Frequency Generator. John Evans, Collingswood, N. J., assignor to RCA.
- 2,105,026—Electron Tube. Walter Dallenbach, Berlin-Charlottenburg, Germany, assignor to N. V. Machinebouw en Apparaten Fabrieken "Meat," Utrecht Netherlands.
- 2,105,081—Amplifying Tube and Circuit. Gunther Jobst and Ernst Klotz, Berlin, Germany, assignors to Telefunken Gesellschaft für Drahtlose Telegraphie, m.B.H.
- 2,105,096—Frequency Compensation for an Oscillation Generator. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.
- 2,105,177—Device for Controlling Cathode Beams. Rene Barthelmy, Fontanay aux Roses, France, assignor to Compagnie pour la Fabrication des Compteurs et Matériel d'Usines à Gaz.
- 2,105,296—Hearing Aid. Harry A. Pearson, Brooklyn, and Emmanuel C. Nicholides, Bronx, N. Y., assignors to Sonotone Corp.

Weed Sees Television First a Luxury Market

(Continued from Page 1)
fired, there is every reason to believe that the demand for sets will bring down the present estimated costs of receivers mentioned by radio engineers.

"In England sets are already selling far below the prices predicted for similar American products. Insofar as sound receivers are concerned—a market that is competitive—we understand England by a very wide margin. There's every reason to believe that we'll beat Britain on video receiver values, too. Television will be an immediate attraction to those sponsors who will pay the price to pioneer in sign-and-sound merchandising even before sets reach the mass production stage. But there won't be a very wide gap between the commercial start of television and volume video receiver sales. Early bookers of television time at initial rates may benefit by a considerable 'bonus circulation'."

Calendar Offer on KIDO

Electrical Equipment Sales Ass'n decided to find out where their money was going as sponsor of KIDO's (Boise) evening "Listener's Digest." They made a simple offer of a 1938 calendar to all "Digest" listeners. Commentator Dooley Riddle announced the offer five times. Response was immediate. Calendars were scarce in five states and one Canadian province. A total of 709 requests came from 69 different cities and towns.

WICC Studio Dedication On Yankee-Colonial Webs

Bridgeport, Conn.—Dedication program celebrating the opening of WICC's new studios in New Haven will be aired over Yankee and Colonial networks at 6:30-9 p.m. Jan. 29, under arrangements made between John Shepard III, head of the networks, and WICC Supervisor Joseph Lopez.

STATION IMPROVEMENTS

Seattle—Frequency shift from 1370 kilocycles to 1420 is sought by KEEN here. Other changes contemplated by the station include equipment improvements, power boost from 100 watts to 100 watts night, 250 watts day, and change in hours of operation from Share-KRKO to unlimited time.

Providence, R. I.—WEAN has applied to the FCC for construction permit to make changes in directional antenna for day and night use and boost power to 5 kilowatts day and night.

Columbus, O. — WCOL is seeking authority to make changes in automatic frequency control equipment.

Mandan, N. D.—Modification of license to change hours of operation to unlimited and install new vertical antenna is being sought by KGCU. Application to FCC is contingent on granting of KLPM's application for new frequency.

England Jumps Power For Arab Broadcasts

London — England means business in its airwave campaign against Italian propaganda. British Broadcasting Co., it is learned, has ordered two new \$50,000 short-wave transmitters to handle the Arabic news program. It has also announced plans for similar broadcasts in Spanish and Portuguese.

New transmitters will have a capacity exceeding fifty kilowatts each, and are expected to make the Daventry short-wave transmitting facilities the most powerful in the world.

WOR Antenna Put Up Today

The 1,000-pound antenna mast which is to be used by WOR for its new experimental ultra high frequency experiments, will be raised into position today, the weather permitting. For 25 out of the 44 stories to which the pole is being hoisted, it will suspend over the street. Special police aid in roping pedestrians off from possible danger has been arranged, also suitable insurance in case of accidents. WOR has hired its own rigging crew for the job. Site is atop a skyscraper one block from Times Square.

Auditioning Facilities

Earnshaw Radio Productions has set up complete facilities for auditioning its new transcription programs in the New York office at 545 Fifth Avenue, recently opened by Charles Michelson, eastern representative of the firm.

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 COlumbus 5-6741

COMING SOON

The First

RADIO DAILY

CRITICS'  FORUM



in which the
Radio Critics and
Editors of America,
through the columns
of Radio Daily, tell

What's Right

AND

What's Wrong

WITH RADIO



PROGRAMS produced by the Los Angeles Junior College Radio Guild have been given a permanent spot on the KHJ-Don Lee schedule each Friday.

Dave Owen, producer of the CBS serial, "Scattergood Baines," addresses the Long Beach Ebell Club on "The Drama in Radio."

Jimmy Vandiveer's "Meet Some People," Wednesday night feature on KFI, has been switched to Thursday nights at the same time.

KHJ offers two new ones Sunday. From KFRC, San Francisco, comes "Previews and Encores," announced as a drama-musical series, at 2:30 p.m., and the Federal Radio Theater's "Choral Contrasts," employing three different choral groups, from New York at 6-6:30 p.m.

KNX will broadcast the Saturday afternoon session of the California Newspaper Association, in convention at the Riverside Mission Inn, from 1:15 to 1:45. Gary Breckner will officiate for CBS, and the following day 80 delegates and their wives will be guests of CBS at the Joe Penner and Phil Baker broadcast.

KMTR's "Bureau of Missing Persons" has been moved up half an hour and will be heard in future at 2:30 p.m. on Wednesdays.

Ozzie Nelson's music from the Victor Hugo in Beverly Hills will be piped East by KHJ for the Mutual network on Thursday and Sunday nights. Station releases locally every night at 10:15.

Bill Morrow and Ed Beloin, Jack Benny's writers on his airshow, move onto the Paramount lot to write dialogue on Jack's next picture, "Never Say Die".

Hal Fimberg, comedy constructionist for the Jack Haley Log Cabin show, has had his contract renewed for another 13 weeks.

ONE MINUTE INTERVIEW

RICHARD BONELLI

"It has been my personal experience that most successful musical careers come the hard way. By the hard way I mean unlimited attention to detail while practicing, years of instruction under competent teachers and an ability to take it if you're not a smashing success your first three or four years before the public. Underneath all these attributes, of course, must be a genuine love of music. If you haven't got that you might just as well call it quits."

★ Coast-to-Coast ★

VERNON REED and Russell Lowe of KFH, Wichita, visiting in Oklahoma. Same for Hugh B. Terry, KVOR, Colorado Springs.

Lawson Zerbe, young radio actor who appears in many of the leading dramatic air shows, is now playing featured roles in the "Goldbergs" series and the "Hello Peggy" program.

Maine music lovers are hearing a new series of weekly sustainers originating in the local studios of WLBZ. Broadcasts consist of vocal recitals by Garner Weed, young operatic baritone. Mrs. George Pullen, concert pianist, his accompanist, furnishes occasional piano selections to vary the program.

A novelty among sports broadcasts is the trap-shooting meet to be aired tomorrow afternoon by KFOX, Long Beach, Cal.

CKLW, Windsor-Detroit, has a new women's program titled "Women's Page," conducted five mornings a week by Myrtle Labbitt. CKLW household commentator, and Billie Blum. Six guest speakers, all prominent Detroit women, were on the initial broadcast this week.

Jeanne Poli has a busy schedule of announcing at WICC, Bridgeport, including the PTA broadcasts, Federation of Women's Clubs, American Legion Auxiliary, "First Offender," New Haven studio dedication programs, "Let Freedom Ring" and her daily "Commuters Club."

Jean Ellington, NBC songstress, will have a different program time starting today at 2:30 on NBC-Blue network. She is also heard with Norman Cloutier and his orchestra on Sundays at 4:30 p.m.

Carol Bruce, vocalist, auditioned with George Olsen's band for the soloist spot on the Nehi program which is scheduled to begin in March. Balance of program, auditioned last week, included Teddy Bergman, Tim and Irene and Olsen's band.

The Cornish School, Seattle, announces a series of eight quarter-hour musical programs featuring the

WBT, Charlotte

Grady Cole's "Aspertone" program, sponsored by Blackstone Products, was ushered in with ceremonies. Mayor Douglas came to the studios and welcomed Cole and his new program to the air. Cole also has a couple of other commercials.

Series of broadcasts by Jimmy Livingston and his ork being fed to three CBS Dixie network stations. On Feb. 1, station also will feed a half-hour from Hotel Charlotte.

Caldwell Cline, announcer, says "I do" tonight.

Reginald Allen, announcer, had his

artists of the music school faculty. Cyril Towbin, violinist; Harriet van Emden, lyric soprano; Stephen Balogh, pianist, and the Cornish String Quartet will be heard. Program will be aired over KJR, Sunday evenings, 7-15-7:30. George Jennings, director of radio at Cornish, will handle continuity and production.

A radio picture of Jackson (Mch.) Prison will be given by WJR's Duncan Moore at 8 o'clock Saturday night, the first in a series titled "The People's Business." Succeeding shows will cover every department of state government.

The swing vocal trio, Winkin, Blinkin and Nod from Newport News, Va., will feature, "Put on Your Old Grey Bonnet" in their own original new arrangement tomorrow on a swing program over WNEW at 7:15 p.m. In this song, their own Hot Chorus, they will name all the great scopia swing and blues stars. The song was done on their last program and letters came pouring in asking for a repeat.

Bernice Allen (Creole), singing pianist, formerly at WCAU, Philadelphia, will be featured tomorrow at 4-4:30 p.m. over WMCA and associated stations. Miss Allen is now under the management of Cliff Martinez.

Brazabon Lindsey, Virginia Willison and Patricia Morris, advanced piano pupils of Stephen Balogh, head of the piano department at Cornish School in Seattle, are making names for themselves, due to their frequent appearances over KVI, Seattle-Tacoma CBS outlet. The theater and radio students of George Jennings, director of radio at Cornish School, in Seattle are now in their tenth week of production of a dramatic series over KVI, Seattle-Tacoma CBS outlet. Students write adaptations of well known plays, do their own casting, production, and music, producer stepping in at final rehearsals only, to smooth out the rough spots.

House Jameson and Mary Jane Higby will appear in next Sunday's "On Broadway" drama over NBC-Blue at 3 p.m.

lonsils removed and is recovering. Martha Dulin, conductor of "Women Make News," is spending a week in Miami.

Grady Cole has been invited to go to Louisville on Monday and be guest of WHAS on anniversary of the flood disaster.

Tramont Turns M.D.

Dr. Charles Tramont, NBC announcer, has resigned after five years of service. He is a doctor now and will hang out his shingle in Mt Vernon, O.



JAMES JORDAN (Fibber McGee) has gone to Kansas City to explore business project there. Brother is interested in a bottling works there. Jordan with another brother is engaged in the sandblasting business in Peoria.

Clark Dennis, NBC tenor, to New York to audition for Coca Cola's "Song Shop."

Phil Stewart, Lady Esther announcer, missed a plane in Detroit the other night and Lynn Brandt, NBC announcer, was pressed into service on Wayne King's Serenade.

Wayne King is still packing them in on one nighters. They had to call out the police last week at one spot, with the tariff at \$6.60 a couple.

Mrs. Don Quinn, wife of author of Fibber McGee scripts, has gone to Del Monte, Cal., to supervise building of new home there, which they plan to occupy when Fibber show moves west.

Ella Logan will give a torchy version of "Bei Mir Bist Du Schoen" in a one time appearance with Henry Busse's orchestra from the Chez Paree over NBC-Red at 10:30 p.m. Sunday.

Additions to radio committee to celebrate President's Birthday ball here Jan. 29 are Buddy Rogers and Truman Bradley.

Muriel Monsell (Mrs. John Bremmer, Jr.), formerly with Pasadena Community Playhouse, is playing leading roles in Skelly Court of Missing Heirs.

WKRC, Cincinnati

"Secret Diary," new morning script show that is highly touted, starts Jan. 25 as a four-weekly sponsored by French Bauer Inc., through Frederic W. Ziv agency.

Al Bland, pilot of Dow's "Dawn Patrol," is handing out daily advice and hints concerning traffic regulations and safety.

Dick Bray, sports commentator, has received more than 25 replies from some 35 letters to National and American League baseball players, from whom he requested personal data for use in his programs.

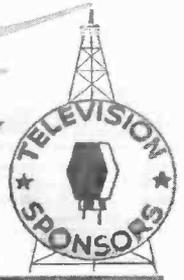


Alice Remsen was acclaimed as the original "television girl" by Literary Digest in 1931.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 16

NEW YORK, N. Y., MONDAY, JANUARY 24, 1938

FIVE CENTS

FCC Economic Report

NBC DAYTIME REVENUE UP 34 PER CENT IN '37

NBC daytime revenue during the year just closed reached the all-time dollar volume figure of \$10,368,568, up 34 per cent over 1936. Daytime figure has been climbing steadily since 1933, the depression point in radio.

American Home Products, Procter & Gamble, Sterling Products placed

(Continued on Page 5)

Stanton, Dannenbaum Jr. Get Promotions at WDAS

Philadelphia—Patrick J. Stanton, general manager of WDAS, has been elected vice-president. A. W. Dannenbaum Jr., son of the owner, has been appointed sales manager. He has been handling these duties since Stanley H. Chambers left four months ago to become advertising manager of Bourgeois Inc.

Peco Gleason at WRTD As Chief of Production

Richmond—Peco Gleason, formerly chief announcer and sports commentator for Charlottesville's WCHV and the Virginia Broadcasting System, program director for WBIG in Greensboro, N. C., and special events

(Continued on Page 3)

Maizlish Closes Deals

Harry Maizlish, manager of KFWB, Los Angeles, the key station in the California Radio System, left New York for the coast on Saturday after closing several important deals involving both business and new shows. On his way west, Maizlish will stop off in Chicago for further business negotiations.

Time Service

Rock Island, Ill.—Western Union, which has been receiving hundreds of requests weekly for correct time and wants to be relieved of the bother, has accepted help from WHBF. When requests are received now, W.U. gives the time and then tells the caller to listen hereafter to correct time signals on WHBF—and gives the various periods of such broadcasts.

WSAU's First Year

Wausau, Wis.—WSAU, which celebrates its first anniversary on Jan. 30, received 32,163 pieces of fan mail up to early part of last week. Wayne W. Gibb, general manager, considers that a pretty good showing for a 100-watter in slightly less than a year's time since its debut. Goal for 1938 is over 45,000.

COPYRIGHT FEES REFLECT HIGHER CANADIAN ACTIVITY

Toronto—Report of the Copyright Appeal Board, which fixes the fees, charges or royalties which may be collected by Canadian Performing Right Society during 1938, shows that the society is entitled to collect license fees from broadcasting sta-

(Continued on Page 8)

Admiracion Considering Spots in New Campaign

Admiracion Laboratories Inc., Harrison, N. J., which has started an extensive newspaper-magazine campaign on its Foamy Oil Shampoo, is also considering a spot series along with magazine and newspaper additions. Chas. Dallas Reach Co., Newark, is the agency.

Canada Raises License

Ottawa—Canada's radio receiving set license fee for the year beginning April 1 has been increased to \$2.50 a year, against \$2 at present, it is announced by Hon. C. D. Howe, minister of transport.

Free Competition Urged--Cooperation is Offered in Promoting Improvement-- Would Change Financial Reports

By GEORGE IV. MEHRTEHS
Washington Bureau, RADIO DAILY
Washington—Encouraging the industry to continue organizing competitive networks, particularly state and regional, and declaring that while the industry can be improved, it should be given the opportunity to do so with the cooperation and guidance of the FCC, Chairman Frank R. McNinch today released the long delayed and much awaited report on social and economic aspects of broadcasting prepared by Commissioner T. A. M. Craven.

The report was submitted solely as a basis of discussion, from which study and action can be taken by

(Continued on Page 3)

A. T. & T. TEST SERIES ON WMAS, SPRINGFIELD

Springfield, Mass.—American Telephone & Telegraph Co. is sponsoring a series over WMAS intended as a test to find out if radio advertising will pay. Depending on the results of the 26-week trial, company is expected to do nation-wide radio advertising.

The series consists of three programs a day, six days a week. Two

(Continued on Page 2)

FCC Hearing Ordered On WLW Power Renewal

Washington Bureau, RADIO DAILY
Washington—WLW's application for renewal of 500,000 watts experimental power will have to go through a formal FCC hearing for the first time since the power was granted four years ago, according to an order last week by Commissioner George Henry Payne. A change in FCC rules recently instituted by Chairman

(Continued on Page 2)

Plan Paint Campaign

M. Ewing Fox Co., New York, has appointed Redfield-Johnstone Inc. to direct its advertising on Muralite, Raymura and other paints. Radio is among media under consideration. Leonard Black is account executive.

ERWIN, WASEY & CO. LED IN BUSINESS ON MUTUAL

Erwin, Wasey & Co. placed more business on the Mutual web last year than any other advertising agency, MBS agency figures just compiled reveal. Close runner-up is Brooke, Smith, French & Dorrance. The leader placed \$224,611, the runner-up \$224,229. Ruthrauff & Ryan, which was first on the CBS agency list, is

(Continued on Page 8)

Sales Directors to Meet Next Saturday in Albany

Syracuse—A one-day meeting of Broadcast Sales Directors of New York State will be held next Saturday starting at 10 a.m. in the Hotel

(Continued on Page 5)

★ THE WEEK IN RADIO ★

... Ruthrauff & Ryan Billings

By M. H. SHAPRO

LEAP from sixth to first place in its CBS billings for 1937 reveals Ruthrauff & Ryan agency as nearly \$1,000,000 ahead of second-place holder Benton & Bowles, which came up from fourth place . . . others billing more than \$1,000,000 on the same network were N. W. Ayer, Newell-Emmett, Blackett-Sample-Hummert, Lord & Thomas, F. Wallis Armstrong and Neisser-Myerhoff . . . several other agencies were just below the round figure mark . . . Food and food

beverage accounts led the industry groups on CBS, increasing its expenditures over 1936 by over 24 per cent. . . .

NBC average sponsor outlay for the year 1936 was found to show an increase of 24.4 per cent, the figures being based on 134 accounts . . . drugs and toilet goods led the industry field, up 19.3 per cent, with food and food beverages running second . . . In the meantime, both

(Continued on Page 2)

Berlin Tele Plans

Berlin—Quantity production of 441-line television sets is expected to get under way in Germany this year, with at least 10,000 sets as the first goal. Programs will be centralized here and taken over by the other two tele transmitters on the Brocken and the Feldberg. Three simultaneous programs will be broadcast from here.



Vol. 3, No. 16 Mon., Jan. 24, 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 T. 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, Jan. 22)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|------------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 145 1/4 | 145 1/4 | 145 1/4 | - 7/8 |
| CBS A | 21 1/2 | 21 1/2 | 21 1/2 | - 1/4 |
| Crosley Radio | 9 5/8 | 9 5/8 | 9 5/8 | - 1/8 |
| Gen. Electric | 42 1/2 | 41 7/8 | 42 1/2 | + 1/4 |
| North American | 19 3/4 | 19 1/4 | 19 3/4 | - 1/4 |
| RCA Common | 6 3/4 | 6 1/2 | 6 3/4 | - 1/8 |
| RCA First Pfd. | 48 3/4 | 48 1/2 | 48 3/4 | - 1/4 |
| Stewart Warner | 10 1/2 | 10 1/2 | 10 1/2 | 0 |
| Zenith Radio | 16 | 15 1/2 | 16 | + 1/4 |
| NEW YORK CURB EXCHANGE | | | | |
| Nat. Union Radio | 3 1/2 | 3 1/2 | 3 1/2 | - 1/16 |
| OVER THE COUNTER | | | | |
| | Bid | Asked | | |
| Stromberg Carlson | 6 1/4 | 7 1/8 | | |

"Way Down East" ETs Back on 13 Stations

Sterling Products (Haley's M-O, Danderine) on Jan. 31 will return the "Way Down East" transcriptions to the air over 13 stations (WNAC, WOR, WCAE, WGAR, WGN, WHO, WBEN, WCAU, WSB, KFI, WHAM, WFAA, WFFA, WFBR). Quarter-hour disks will be aired Mondays through Fridays.

Agnes Moorehead, Karl Swenson, and Wilmer Walter are in the cast. Air Features produced the series. Blackett - Sample - Hummert is the agency.

Tino Rossi for Films

Tino Rossi, French singing star who arrived in Montreal recently for an American tour and who starts an NBC-Blue network series today at 7:45-8 p.m., Mondays and Fridays, sails for London in several months to appear in his first English-speaking film and also to complete a French picture. He will then return to this country for movie work.

BINGHAMTON—NEW YORK

W N B F

Member Columbia Broadcasting System with special New York City wire for test programs and additions to this important Southern New York Market.
366 Madison Ave., N. Y. C.—Mu 2-5767.

★ THE WEEK IN RADIO ★

... Ruthrauff & Ryan Billings

(Continued from Page 1)

NBC and CBS broke ground or laid cornerstones for new edifices in Los Angeles.

With more than 90 per cent of the affiliated web outlets signing contracts as per IRNA plan, additional deals are being made between locals of the AFM and stations... New Orleans and a few other spots have some difficulties, with the southern city having two network outlets under threat of a strike... this was averted through the offices of Pres. Weber of the AFM and another effort will be made to solve the question of the closed or open shop... CBS diverted commercial time to educational features, following a meeting of the newly created Adult Education Board... WOR will go in for experimentation with ultra high frequencies... William Roux, formerly with the NBC sales promotion department, joined Hearst Radio Inc. as promotion manager...

Revised NAB proposals have been submitted by the reorganization committee, voting upon it to take place at the annual meeting next month in Washington... Texas Broadcasters Ass'n endorsed the proposals in principle at a meeting in Dallas... also, all Texas stations were urged to attend the NAB convention and take an active interest in the reorganization plans... FCC denied petition of Capper Publications to transfer control of KCKN without the usual hearing... Revised baseball schedule

for Chicago stations and other rules and regulation changes were adopted by the five outlets which have concluded contracts with the American League... CIO in Philly threatens a boycott on General Foods if Boake Carter is sponsored by that Corp.

Networks, et al, are making a survey of actor conditions in order to better talk things over with the AFRA... the two major companies have committees, as well as the AAAA for the advertising agencies... AFRA expects to get down to business soon, most of the talks to date having been preliminary conferences... Zenith Radio plans a big advertising campaign in connection with a new gadget to be marketed shortly... FCC Chairman McNinch announced that a new policy would seek to curb "monopoly" in the industry and in the future, the Commission would refuse to grant additional permits to those already operating a station in the same city... AAAA annual meet will be held April 20-23 in White Sulphur Springs... Rockwell-O'Keefe booking agency and Consolidated Radio Artists (holding all NBC band contracts) formed a pool on the coast with the former to represent the latter in the territory... six northwest stations form an organization... Canada considers raising the receiving set license fee to obtain an additional million dollars in revenue...

A. T. & T. Test Series On WMAS, Springfield

(Continued from Page 1)

are announcements—one 50 words, the other 100 words—and the third program is a five-minute "true life drama" featuring long distance telephoning. Commercial copy is held to a minimum in the skit, being mostly a suggestion on telephoning long distance, and noting the difference in night rates.

Programs are under the direction of F. Turner Cooke, station's program director, and are made up of local live talent.

CBC Financial Surplus

Montreal—Canadian Broadcasting Corp. will show a financial surplus for the past year, according to Transport Minister C. H. Howe. He said there would be a surplus on both revenue and capital accounts.

Dewey Long in New Post

Dewey H. Long, formerly sales manager of WBT, Charlotte, has been appointed Radio Sales representative in Birmingham, a newly established office in the Protective Life Bldg.

2 NBC Shows for WCKY

Cincinnati—Two more NBC-Red network shows, "Lorenzo Jones" and "Waltz Time," both for Sterling Products, join the WCKY schedule Feb. 14 and 18, respectively.

FCC Hearing Ordered On WLW Power Renewal

(Continued from Page 1)

Frank R. McNinch gave Payne authority to order hearing without approval of fellow Commissioners. Under this rule, Payne has jurisdiction over all experimental stations.

Philip Morris to Renew

Philip Morris, through The Biow Co., on Feb. 12 will renew its CBS show on more than 50 stations from coast-to-coast for another 52-week run. Program, "Johnny Presents" is heard on Saturdays, 8:30-9 p.m.

New WHK-WCLE News Editor

Cleveland—Lewis Sisk has been named news editor of WHK-WCLE, succeeding Milton Hill, former news editor and publicity assistant, who has gone to Florida.

King Again Directs Playhouse

Jean Paul King will again direct the Provincetown Playhouse, Provincetown, Mass., this summer. It will be his second season.

COMING and GOING

G. W. GRIGNON, manager of WISN, Milwaukee, and D. A. WELLER, chief engineer, went to Washington last week for a hearing relative to the station.

ANDREWS SISTERS return to New York this week from Chicago, where they have been singing on the Wrigley show, to do a program of their own.

E. H. SCOTT, Chicago deluxe radio manufacturer, to New York this week on business.

LAWSON ZERBE, radio actor who appears on many shows, to Syracuse University on Saturday to address the Radio Script writing class.

GENERAL HUGH S. JOHNSON will broadcast tomorrow from Chicago, with Wednesday's show coming from his Washington, D. C., studios.

IRENE WICKER, the Singing Lady, will do her Wednesday show from Rochester in connection with three important Rochester events. WHAM is dedicating its new tower, celebrating its 10th anniversary, and the city is celebrating Youth Week.

BERT LAWSON, CBS staff photographer, is in Lake Placid today for pictures of Kate Smith and Ted Collins skiing around the winter playground.

PAUL KENNEDY, radio editor of the Cincinnati Post, is in Hollywood for look-around.

MRS. JOSEF PASTERNAK, wife of the musical director of Vick's "Open House," has returned to New York from the coast, where she spent a month with her husband.

HARRY MAIZLISH, manager of KFWB, Hollywood, left New York last Saturday on his return west, with a Chicago stopover.

MARTIN BLOCK of WNEV flew to Miami yesterday for a week's fishing.

BILL PERRY, WOR announcer is on his way to California where he will handle the Eddy Duchin-Elizabeth Arden program for a couple of months.

STUART F. DOYLE, Australian radio man, is coast-bound to confer with Herbert Eberstein, head of Atlas Radio, on their five-year deal.

Howard Marshall on NBC

Howard Marshall, BBC commentator, returns to the NBC airwaves in a new series titled "They're Saying in England" starting Jan. 28 at 9:15-9:30 p.m. over NBC-Blue. Programs will come from England.

FCC ACTIVITIES

KPOF, Denver. Mod. of license to increase power to 1 KW.

Galesburg Broadcasting Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime.

KXA, Seattle. CP to increase power to 1 KW. 760 kc., limited.

APPLICATION DENIED

Richard Field Lewis, Oakland, Cal. CP for new station. 1160 kc., 1 KW., daytime.



DAREDEVILS

OF HOLLYWOOD

Daredevils of Hollywood is a new, copyrighted, transcribed radio feature. It offers 26 quarter-hours, packed with thrilling experiences of Hollywood movie-stunt men. Ideal for weekly broadcast. Write now for full information.

RADIO PROGRAMS DIVISION
Walter Bidick Co.

1151 S. Broadway Los Angeles

W O P I "The Voice of the Appalachians"
BRISTOL - TENNESSEE - VIRGINIA

FCC ECONOMIC REPORT OFFERS COOPERATION

(Continued from Page 1)

the Commission. Treating on the American system of broadcasting, the report states that there has been found no reason for changing the doctrine of fair competition, both local and national, among individuals as well as among organizations.

"In view of the natural technical limitations in the total radio facilities," the report states, "which can be made available to any community or to the nation as a whole, a faithful adherence to the American system requires the voluntary refraining by licensees, or groups of them, from using their own broadcasting facilities to engage personally in editorial discussions of public questions to their own advantage or solely in accord with their own doctrines or personal beliefs.

"One of the greatest advantages of the American system of broadcasting is that it is sufficiently flexible to be capable of improvement, and it is undoubtedly true that in any such new art as radio broadcasting, progress can be made and improvements should continue. However, in accomplishing improvements it should be remembered that the existing radio broadcast system is the product of a new art which like other new industries, has developed in advance of complete understanding of its social significance."

Foreshadowing possible future regulations, the report states that in effecting a preservation of the existing American system of broadcasting it may be necessary to establish standards of public service and to take such steps as are necessary to insure their being complied with. It may be necessary to provide for the rendering of specific services.

"The Engineering Department feels that the Commission should assume leadership and cooperate with the industry in interpreting social and economic trends in order that an effective betterment in public service can be accomplished," it was stated.

On the matter of newspaper ownership of radio broadcasting stations, the report states that the "extras" of former days have almost disappeared, that broadcast stations are relied upon to a constantly increasing extent for news and comments upon news, and that they are important customers of news services.

The report points out that it is within the realm of possibility that through the development of facsimile, the newspaper of the future will be transmitted by radio into the home. Regarding past charges of monopoly

NEW PROGRAMS—IDEAS

Program for Shut-ins

WFTC, Kinston, N. C., has inaugurated a new series logged as "The Sunshine Club for Shut-ins." Frank Harden, chief announcer, is in charge, and show features reading of poems with background music by Rainbow Trio and Standard Mixed Choir. Poetic preferences of listeners are aired, with audience asked to send copies of their favorites for reading. Station, in turn, mails out copies of programs heard on previous programs, if requested. Emcee has certain dates for visiting shut-ins. Show is aired thrice-weekly.

Peco Gleason at WRD As Chief of Production

(Continued from Page 1)

commentator for NBC and CBS, has joined WRD as program and production manager. As announcer and rescue worker for WBIG in the 1936 tornado, Gleason was cited for carrying out an assignment that kept him awake continuously for 64 hours.

in the industry Commissioner Craven states that the record of the Oct. 5 hearings does not reveal any conclusive evidence that any control of patents has been exercised to limit competition in broadcasting. Nor is the Engineering Department aware that any broadcast licensee has been finally adjudged guilty of any act which would disqualify it from holding such license under the terms of the Communications Act of 1934.

Newspapers, it was pointed out, own 28 per cent of the total stations licensed, and own 28.67 per cent of the clear channel and high power regional station facilities. Eventually a choice may have to be made between permitting or preventing other media such as the press an opportunity to supplement their older facilities with the newer invention of radio.

The report recommends the adoption of a form of financial report which will insure a proper study of the broadcasting profits situation. There is no basis for the fear that such comprehensive financial reports, if required by the Commission, would be necessarily a step in the direction of new rate regulations.

An important section of the report is devoted to a study of ways of securing better information and a better system with relative ease on the social and economic aspects of radio broadcasting.

Among the recommendations made is the revision of existing forms for renewal of licenses to secure better factual data with reference to revenue, expenses and programs. The Engineering Department has prepared tentative suggestions as to the new forms. Station log forms should be revised to secure better factual data with reference to the character of programs and their sponsorship.

"Boos and Bouquets"

Sometimes listeners like you. Sometimes they don't. But whatever is, everyone hears their opinions in a new program over KGV, Missoula, Montana. Show is set in the court of the slightly deaf — and awfully dumb —, with one Judge Teeters presiding. Anne Dunne presents the case of the listeners, while Verne Sawyer plays chief mediator. Announcer Bob Young is the court crier. Both boos and bouquets are aired, as revealed in the fan mail.

Detroit's "WJR Presents" Is Now Being Fed to CBS

Detroit — "WJR Presents", long a favorite late night show on the Detroit station, has gone network and shifted to 2:30 Saturday afternoon. Program personnel consists of augmented studio orchestra under Samuel Benavie, a mixed chorus directed by Don Large, Helen Hadley, soprano, the Bavarians, male chorus, and the Three Aces. The announcer comes in only at start, middle and close of show. CBS carries over entire chain.

SPONSORING EDUCATION ADVOCATED BY WITMER

West Coast Bureau, RADIO DAILY

Los Angeles—Many so-called educational programs now aired on a sustaining basis might profitably be sponsored on a commercial basis, with tremendous attendant good-will accruing to the advertiser, in the opinion of Roy C. Witmer, NBC vice-president in charge of sales, here on a brief survey of Hollywood activities affecting his department. Such a policy, said Witmer, would permit networks to continue their policy of providing good educational features and the growth of the broadcasting industry on the present American plan of combining education with entertainment.

Witmer declared the seasonal lull in time sales has been largely forgotten by national advertisers, who are more inclined to stay on the air throughout the year instead of taking chances on again grabbing preferred time following a lay-off. He also said that radio now gets 10 per cent of every dollar spent for advertising in all media.

From here, Witmer goes to San Francisco, accompanied by Syd Dixon, coast sales head, before returning to New York.



Ann Worth HOUSEWIFE

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

More Power for Your Job!

WABY NEW EQUIPMENT... NEW PUNCH!

ALBANY, N.Y.

GUEST-ING

EFFIE SHANNON, ROBERT WEEDE, VIRGIL BINGHAM and AL PORIS, blind piano team, and LOUISE FLOREA and JIMMY BLAIR, on "Hammerstein Music Hall," Jan. 28 (CBS, 8 p.m.).

MILTON BERLE, KENNY BAKER, VICTOR MOORE and ANN MILLER, in "Radio City Revels," on "Hollywood Hotel," Jan. 28 (CBS, 9 p.m.).

NADINE CONNER, on Coca Cola "Song Shop," Jan. 28 (CBS, 10 p.m.).

JOHN CHAMBERLAIN, critic, on "Book-of-the-Month Club Concert," today (WQXR, 10 p.m.). CARL CARMER, author, same program, tomorrow; HARRY HANSEN, critic, Jan. 26.

COL. STOOPNAGLE, on "Cheer Up America," Jan. 26 (NBC-Red, 7:45 p.m.).

HELEN KING, on "Hobby Lobby," Jan. 26 (CBS, 7:15 p.m.; WOR, 10:30 p.m.).

LOIS WILSON and CLARENCE MUSE, on "Thirty Minutes in Hollywood," Sunday (MBS, 6:30 p.m.).

LOU GEHRIG, ROBERT YOUNG and FLORENCE RICE, on "Good News of 1938," Jan. 27 (NBC-Red, 9 p.m.).

KATE SMITH, on "We, the People," Jan. 27 (CBS, 7:30 p.m.).

BENNY GOODMAN QUARTET, on "Saturday Swing Club," Jan. 29 (CBS, 7 p.m.).

MARGARET BOURKE-WHITE, on "By Popular Demand," Jan. 29 (CBS, 9:30 p.m.).

EVELYN HERBERT, on "Hit Parade," Jan. 29 (CBS, 10 p.m.).

MARY ASTOR and RICHARD ARLEN, on "Your Hollywood Parade," Jan. 26 (NBC-Red, 10 p.m.).

JOHN L. HORGAN, hotel manager, on Dale Carnegie program, Jan. 25 (NBC-Red, 10:45 p.m.).

Sings on 5 Stations in Week

Bob Murray, vocalist, was heard in programs over five stations last week. He appeared on WABC, WHN, WOR, WNEW and WMCA. Murray sang over three different stations Thursday — with "The Instrumentalists," WABC; "To the Ladies," WHN, and with Merle Pitt's orchestra on WNEW.

LISTEN TONITE TO DORIS RHODES

6:45 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.



PETTY CASH VOUCHER
Week ending Jan. 21.

● ● ● Saturday... Learn that a contemporary, Edgar Thompson, radio editor of the Milwaukee Journal and exponent of WTMJ's "Behind the Mike," which brings name actors as guests from Chi., has been given the Catholic Action Award by the St. Rose Newman Club.

● ● ● Sunday... To Carnegie Hall for the Benny Goodman concert and find the place being picketed. Inside we spot Jay Freeman looking for his seat, Jack Miller sitting with songpluggers, Eddy Duchin swaying to swing, Mr. and Mrs. Jack Robbins entertaining Howard Phillips, Buddy Green and Willie Horowitz. In the next box is Henry Fonda and his wife doing a bit of "shagging" while Richard Rodgers stops in amazement... Later at the Essex House "informal" opening for Rudy Friml Jr. we meet for the first time the Julian T. Abeles—with Mrs. Abeles dubbing her husband "the singing attorney"... Past 3 a.m. we drop into Leon & Eddie's and encounter Eddie Garr, Joe Lewis, Monie Hellinger and Sidney Piermont, who tells us that Nick Kenny is booked into the Loew's State... A look-in at the Famous Door brings to our eyes Morton Downey with some music men.

● ● ● Monday... Hear that Rev. R. J. Barber, who conducts a show over WBTM in Danville, Va. and who likes to be called "The County Parson," became "The Marrying Parson" when a young couple entered the studios prior to his daily show and expressed a desire to be wed right away—which was done just a few minutes before his broadcast.

● ● ● Tuesday... The snow and rain prompted us to go out and purchase our first pair of rubbers—only to leave the store and find that the streets have dried up considerably... Ralph Wonders informs us of his plans to leave Rockwell-O'Keefe and taking Mickey Aldrich and Betty Finley along... Roy Wilson refuses to comment on Tommy Riggs' picture deal.

● ● ● Wednesday... A crowd in the Tavern for the cocktail hour includes Ted Husing, Betty Lawford, Judy Starr, Teddy Powell, J. C. Flippen, and Bill Corum, who is to be feted by the Friar's Club (tonite) at the Astor—which will bring out every one in town... Louis Sobol enters with his wife for dinner... Because we were conspicuous by our absence from the Casa Manana opening the nite before, we drop backstage to say hello to Wini Shaw and Oscar Shaw... To the Essex House's FORMAL opening we spot Ralph Wonders, Henry Spitzer, all the music boys, and some one starts the game of "I wonder whatever became of—." Some one substitutes the name of "Whatever became of the Phantom Troubador?"—and everybody wonders... Another visit to the Famous Door—this time for a novel reason—an opening of a new song by Louis Prima which is an event. It's Teddy Powell's new ballad, "Bewildered," introduced a week ago by Tommy Dorsey... City Editor George Clark of the Mirror is there with Jessie Briegan, who is in charge of the President's Birthday Ball in N. Y.

● ● ● Thursday... Duke Ellington is now making arrangements for a concert at Carnegie Hall. Wonder what Brahms, Bach and Beethoven would say if they could only talk today?... Over at the Kate Smith rehearsal we learn that Tom Lewis of Young & Rubicam wrote the Richard Barthelme and Francis Lederer scripts.

● ● ● Friday... We spot Richard Humber leaving town with his suitcase which bears the initials "R. H." but no "MR."... Understand that Dewey Bergman is being made to wave a baton for R-O-K.

TOTAL EXPENSE: 98 cents, including sales tax for rubbers!
AUDITOR'S REMARKS: Request denied... Why buy rubbers when you're going south next week!

AGENCIES

NEWTON R. BARRETT, executive director of the radio department at Reiss Advertising Inc., is handling script and show on the new Sunday Italian variety show which Reiss is producing over WOV for California Grape Wine Products and J. J. Kurts & Sons Furniture Stores. Program started yesterday, at 4:30-5:30 p.m., with Jack LaRue as guest star. Giulio Occhiboi directs the orchestra, with Charles Motta as emcee, Claudio Frigerio, baritone, and Lycia Orsini, lyric soprano, also in the talent lineup.

GEORGE TORMEY, radio department executive of Blackett-Sample-Hummert in New York, has been elected a vice-president of the firm. Tormey was at one time with Lord & Thomas.

WHAS Tribute Today

A tribute to radio's part in alleviating the suffering caused by the great Louisville floods a year ago will be broadcast over CBS and NBC today at 12 noon with Admiral Cary T. Grayson and Frank R. McNinch among the participants. A portion of the program will originate in station WHAS, Columbia's outlet in Louisville, which played such a vital part in keeping the stricken city in communication with the outside world when the flood waters raged through its streets a year ago. Barry Bingham, owner of WHAS, will speak briefly. The musical portions of the broadcast will also originate at WHAS. Dr. Grayson and McNinch will speak from Washington.

Newart Renews Sullivan

Chicago—John L. Sullivan's recent description of the Transcontinental Roller Derby twice nightly over WIND was such a good job that Newart Co., sponsors, signed him for the next Derby in April.

Newart also has renewed Sullivan in his WAAF series, "Deserving of Credit," wherein Sullivan brings worthy persons to the mike. Malcolm-Howard is the agency.

"Gang Busters" in Book Form

"Gang Busters," the Phillips H. Lord radio production, will shortly appear in a series of books published by Whitman Publishing Co. Deal was set by Bernard Schubert of the Lord office.

"Time" Advances Time

"March of Time" program on NBC-Blue, now heard at 8:30 p.m. Thursdays, is moving up a half hour to 8 p.m. starting Jan. 27.

TRY RADIADS

THE BETTER COMMERCIAL ANNOUNCEMENT SERVICE

WRITE FOR SAMPLE RADIAD SERVICE
6149 KENWOOD AVE. CHICAGO, ILL.

PROGRAM REVIEWS

"Music for Fun"

New CBS series, Fridays at 6-6:30 p.m., is part of the network's group of children's program. With Howard Barlow conducting the Columbia Concert Orchestra, this "Music for Fun" program brings to the mike each week a different juvenile guest who is interviewed and told musical stories by the emcee, William Speer, interpolated with playing of the numbers. Works of noted composers thus are made both fascinating and palatable for the young mind. It is a fine way of combining fun with education.

Others in this group of children's programs are the "Dear Teacher" question-and-answer games conducted by Madeline Gray, now heard Mondays and Wednesdays at 6-8:15 p.m., and Nila Mack's "Let's Pretend," dramatized fairy tales, which recently switched to Tuesdays and Thursdays at 6-6:30 p.m. Both continue to be excellent presentations of their kind, serving a good dual purpose.

Kate Smith Hour

With a skit that was nicely fitted to his talents, Francis Lederer, the stage and screen star of Czech origin, provided some very pleasurable moments on the Kate Smith hour over CBS last Thursday night. He appeared in the role of a gardener devoted to a little crippled girl, whose faith in him, when wrongly accused of stealing a woman's bracelet, brought about his release and a romance with the owner of the bracelet. Lederer has charm on the air as well as on stage and screen. The important part of the crippled girl was beautifully handled by Estelle Levy, an unusually gifted little actress. Margaret Bourke-White, photographer, was another guest of the program and delivered a highly interesting interview. Rest of the show okay as usual.

"Book-of-Month Club"

Last Thursday night's program of the Book-of-the-Month Club concert, heard seven days weekly on WQXR, had the personal appearance of the Perole String Quartet, popular concert group that has seldom been heard on the air. For the audience of select tastes to which the station caters, this is choice musical fare. Incidentally, the idea of a musical program of this type as an advertising vehicle for a book sponsor ought to be a pretty good bet, since listening to good music and reading a good book is already a very popular combination pastime. The prominent authors and critics who appear as

NEW BUSINESS

WGN, Chicago: Richman Bros. Clothes, time signals, through McCann-Erickson; United Drug, "Rexall Coast-to-Coast Frolic," five special ETs, through Street & Finney.

WHN, New York: United Drug, "Rexall Frolic."

WPTF, Raleigh, N. C.: Household Magazine, recipe contest, three five-minute programs weekly, two weeks; Zanol, Albert Mills; Pat Milk, "The Milky Way"; United Drug, "Rexall Frolic."

WBT, Charlotte: Olson Rug Co., on "Musical Clock," thrice weekly.

WTMJ, Milwaukee: Bulova Watch, station breaks, through Biow Co., N. Y.; Procter & Gamble (Dreft), "Kitty Keene," ETs, through Blackett-Sample-Hummert, Chicago; United Drug, "Rexall Frolic"; Penn Tobacco, "Rhythm Rascals," through Ruthrauff & Ryan, N. Y.

California Radio System: Lady Alycia Cosmetics and Hollywood Health Magazine, three morning shows weekly from KYA studios in Oakland, through Frank E. Cox agency, Oakland; Kruchen Salts, "Dr. Friendly," five weekly for year, through Stack-Goble, N. Y.; Progressive Optical Co. of Calif., Sunday afternoon series from KYA, S.F., through Allied Advertising Agencies, S.F.; Voters Council of Calif., 52 weeks, through Frank E. Cox agency.

KSFO, San Francisco: Crowell Pub. Co., Woman's Home Companion, "Jean Abbey," through Geyer, Cornell & Newell; Procter & Gamble (Dash), through Pedlar & Ryan; Philips Milk of Magnesia, "Stella Dallas," through Blackett-Sample-Hummert; Progressive Optical System, through Allied Adv.

WQAM, Miami: Wesson Oil & Snowdrift Sales Co., time signals.

NBC Daytime Revenue Up 34 Per Cent in '37

(Continued from Page 1)

nine new daytime accounts on the NBC webs during 1937. As of Jan. 14, 1938, 23 national advertisers had 56½ hours of daytime hours under contract.

Operas on WNYC

WNYC is going in strong for airing of recorded operas. "Iolanthe" will be aired Jan. 27 at 2 p.m., Act II of "Die Walkure" on Jan. 30 at 10:15 p.m., "Pagliacci," Feb. 1 at 2 p.m., "The Mikado" on Feb. 3 at 3 p.m. and "Otello" on Feb. 5 at 1:30 p.m.

guests on these programs also are an interesting bunch.

Briefly

Molly Picon displayed a wide range of talent in her diversified entertainment over WMCA last Friday night for Maxwell House Coffee. Highlight was Miss Picon's skit, "I Give You My Life," in a Topsy vein. Program as a whole is the type of human, disarming entertainment that undoubtedly satisfies its Jewish-American field.

James Roosevelt is another member of the F.D.R. family who has decided talents as a commentator. He demonstrated it last Thursday night on "America's Town Meeting of the Air" over NBC-Blue.

Those Cities Service concerts, Fridays on NBC-Red, roll merrily along as an always satisfying musical program of the better yet popular type. Lucille Manners, soprano; Robert Simmons, tenor, and the Revelers quartet, with Rosario Bourdon as conductor have been doing some excellent service for Cities.

John Barrymore, making a couple of guest appearances the past week, made a lot of listeners wish he'd get back on the air regularly. He made a grand emcee on Friday's "Hollywood Hotel" over CBS.

Sales Directors to Meet Next Saturday in Albany

(Continued from Page 1)

Ten Eyck, Albany, it is announced by Charles F. Phillips, commercial manager of WFBL, and division chairman of the second district of the national organization.

An open-discussion docket will be maintained, with no long-winded formal speeches. Transcriptions, compensation of salesmen, division of commissions between national reps and local time sellers, and other problems will be taken up. Also formation of mutual plans for utmost profitable utilization of the local musicians situation. William T. Lane, former radio commercial manager and now head of a Syracuse advertising agency, will be among the discussion leaders.

Parley is open to all station officials interested in sales.

Sponsors Renew KCKN Quiz

Kansas City, Kan.—KCKN's "Quizzer Court," sponsored by seven firms, has proven so popular and effective that six of the companies renewed for another 13 weeks. The seventh was a seasonal business. A new firm quickly picked up the open position.

Syndicating Comedy Spots

Syndication of comedy spots for local variety shows will be started shortly by Universal Radio Programs Inc. Firm has acquired a large gag and situation library and plans to release three spots for emcee and announcer and three comedy backouts weekly, according to L. N. Marks, v.p.

Kyser's "Kollege" Mail

Chicago—Kay Kyser's "Kollege of Musical Knowledge," which has been bought by American Tobacco Co. to start Feb. 1 on Mutual, has been drawing 7,500 letters weekly. Show, aired Monday nights from Blackhawk Restaurant, will be renamed and broadcast from WGN studio before audience at 8-8:45 p.m. EST.

ORCHESTRAS MUSIC

CAB CALLOWAY and his orchestra conclude their engagement at the Cotton Club in New York on or about March 9 and will follow Benny Goodman and his band at the New York Paramount Theater for two or possibly three weeks. Then his hide-highness of ho-de-ho will commence an extended theater tour.

Duke Ellington is writing the score for the next floor show at the Cotton Club in New York. The Duke and his orchestra will be featured in the new revue, which will have its premiere on or about March 11. Irving Mills and Irving Gordon are collaborating with Ellington on the book and score. Ellington also is assembling material for his concert in Carnegie Hall later in the Spring, and probably will augment his famous orchestra with a huge vocal choir.

Irving Mills will return to the Pacific coast in about three weeks to establish his new Hollywood office.

The Hudson - DeLange orchestra will spend the month of February in the New England states, playing one-nighters for Charlie Shribman.

Sid Phillips of London, arranger for Ambrose, is in New York and has signed contracts with Irving Mills.

"Square Dance for Egyptian Mummies" is the title of the latest opus from the pen of Raymond Scott, whose quintet continues to amaze Hollywood.

Harry Moss, manager of the new dance band service department for Mills, for seven years edited and published a magazine called Dance Review.

Lee Grant and his orchestra, who are heard daily on WMCA's "Grandstand and Bandstand" commercial, have been given two additional programs on that station by the same sponsor. Both programs are heard on Sunday: "Music As You Like It" at 1:30-2 p.m. and "Music In The Grant Style," 6-6:30 p.m.

Zinn Arthur and his orchestra have been signed to appear in a musical short to be produced by Warner Bros. Arthur and orchestra are currently appearing at Roseland.

Six-piece orchestra has been engaged by WOWO-WGL, Fort Wayne, comprised of Jeanne Brown, director, piano and accordion; Karl Connors, violin; Wade Verwiere, cello; Dick Galbreath, guitar, Tom Longworth, bass viol, and Norman Carroll, piano.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY Cl 6-2200

WALT FRAMER
Freelance originator of
RADIO SWAPS HEARD DAILY
OVER WWSW
Pittsburgh, Pa.



CHARLES NORMAN and Joseph Kay of NBC's engineering staff in New York, have been transferred to Hollywood, along with Marvyn Adams, from San Francisco, making a total of 21 engineers functioning at NBC locally.

"Men In The News" will be a regular Friday feature over KFWE at 8 p.m., replacing "Sports Slants." Bruce Jordan will be commentator on the new program.

Everett L. Jones, opera and concert publicist, has joined Hal Rorke's publicity crew at CBS, coincident with the added duties of the office in handling publicity of artists represented by Columbia Management, Inc., the CBS booking subsidiary under direction of Art Rush.

A. C. Lyle, Jr. is a new 19-year-old commentator on KEHE's "Young Hollywood" program, Saturday mornings at 11:15.

WCBS, Springfield, Ill.

Program department under John J. Corrigan has started four new ET shows—"House of Peter McGregor," "Eb and Zeb," "The Cub Reporter," and "Stars Over Hollywood" with Lila Lee.

H. L. Dewing, president, is elated over the signing of six new accounts last week.

"Meet Myrene," new women's program, is catching on fast and big. Studio audiences, as well as listeners, are taking to auburn-haired Myrene. Station has almost sold out its night time. Only about an hour and a quarter is available for the next year.

Announcer John Connelly is now handling all basketball broadcasts.

"Stooge" Blanchard is making a lot of new friends as the "Tavern Reporter," dance remotes, each night at 11-11:30.

WPTF, Raleigh, N. C.

Donald Ebaugh is director of the newly established studio orchestra, using staff musicians as the basic unit.

B.C. Remedy Co. and Stanback Co., both making headache powders, have renewed for a year.

BIRTHDAYS

| | | | | | | |
|----|----|----|----|----|----|----|
| 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

January 24

| | |
|-----------------|---------------|
| Alwyo Bach | Oscar Bradley |
| George Marshall | Durants |
| Leo Fitzpatrick | Anne Jamison |
| Milton Keys | Nick Toco |
| Jay Wesley | |

★ PROMOTION ★

Triple-Show Campaign

The merchandising department of WMT, Cedar Rapids, Ia., went to town in no small way in promoting the three new Quaker Oats programs, "Dick Tracy," "Margot of Castlewood" and "Aunt Jemima," now being aired five days a week. Cedar Rapids is the home town of Quaker Oats with 1,200 families dependent on the organization to butter their bread.

The station's campaign was under the supervision of Leo F. Cole, merchandising manager, and Ray Cox, who used direct mail, newspaper, radio spots, movie trailers, etc., to advertise the three new shows. Campaign was opened with a letter to every merchant in the station's territory, calling their attention to the programs which were soon to begin over WMT advertising products carried by them. The letter urged dealers to put in window displays of Quaker Oats products, call customers' attention to the forthcoming broad-

casts, and to do everything in their power to build the largest possible listening audience for the initial broadcasts. The letter further pointed out that increased sales were in store for them if they cooperated in merchandising the programs and products.

Promotion announcements were scheduled to run two weeks before the first program. A Cedar Rapids paper carried a complete story on the "Dick Tracy" program in addition to small paid ads reminding listeners to hear the three new programs over a major network and sponsored by a local firm. Mary Little, radio editor of the Des Moines Register & Tribune, devoted the greater portion of her three-column space in plugging the new programs on three consecutive days.

Entire campaign has been regarded as one of the most highly successful enterprises undertaken in this territory.

Soo Listeners Squawking For Coverage from CBC

Sault Ste. Marie, Ont.—With Canadian Broadcasting Corp.'s 50,000-watt transmitter now on the air for several weeks, and still no CBC coverage of the area in the offing, radio listeners here are raising a just shout to bring the government sponsored programs within hearing distance. Led by the radio dealers of the area, formation of a Radio Listeners League is in the offing. Meantime a strong petition is being circulated which will be forwarded this week to the Canadian broadcasting commission. Numerous letters are being showered on Harry Hamilton, M.P., to bolster the case and to urge him to use his influence with CBC.

Except in rare instances, no day radio is available in Sault Ste. Marie area except from the local station, CJIC. In the evening some American stations can be heard, and in very few cases the new CBL station, Toronto, comes in. The situation is very irking to Sault listeners, who contribute many thousand dollars annually to the commission.

WBBM Aviation Broadcasts

Chicago — Aviation's spectacular growth to a major industry is being portrayed in three special WBBM broadcasts dedicated to Chicago's International Air Show, which opens Jan. 28 at the International Amphitheater.

Boake Carter to Speak

Boake Carter, Philco - CBS commentator, goes to Washington for a talk tomorrow night at Constitution Hall under auspices of the Washington Forum on the subject of "Editorializing the News."

WDBO Staff Changes, Promotions and Additions

Following changes, promotions and additions to WDBO staff are announced by Harold P. Danforth, manager:

Charles Batchelder, announcer, promoted to producer; James H. Knox, formerly of WTOG, Savannah, relieves Roger Brown as manager of the extension studio in De Land; B. Geneva Burnett of Bristol, Tenn., Va., joins as continuity writer; Ken Randolph formerly of WMBR, Jacksonville, returns as advertising solicitor; Walter Kimble appointed musical director and organist, heading a new staff orchestra composed of Ruth Bogenrief and Howard Kamper, violins, Catherine Courtney, cello, A. G. Dietrich, bass, Annie Laurie King, piano.

Ad Lib Taboo at WLBC

Muncie, Ind.—Ad Lib is now taboo at WLBC. New program policy has been inaugurated by Donald Burton, owner. All programs whether sustaining or commercial are now full fledged productions with continuity furnished for each. All programs and music are carefully checked before going on the air and with the exception of two remotes of the question and answer variety, station now has new policy in full force.

George Griffin Signed

George Griffin will be featured in a series for Harvey-Whipple (Mastercraft oil burner) on WJZ starting March 22 at 7:45-8 p.m. Willard G. Myers is the agency.

"Crime Club" Books for Radio
Bernard Schubert, in association with Carrol Case of General Film Co., is offering the radio rights to "Crime Club" book series published by Doubleday, Doran Inc.



AL HOLLENDER, WJJD and **AL WIND** publicist is prolonging his Texas vacation and going on down into Mexico for a few days.

Tenor Driskill Wolfe of WAAF is back at work after a vacation in Miami.

M. E. Dietetic Laboratories (Soft Kurd Milk) is sponsoring six newcasts a day on WCFL through Reincke, Ellis, Younggreen & Finn agency.

John Bay of NBC staff got his hands caught in mimeograph machine gears and has been laid up at home recovering.

Sydney Strotz, NBC program and artists service manager, is back at desk after several days illness.

John Baker, NBC tenor, has been made a member of the Burlington (Wis.) Liars Club.

Marge Kerr, vice president of Tom Fisdale Inc., in charge of local office, is in the hospital again. She recently got out following an appendicitis operation.

Harry Mason Smith of Radio Sales is vacationing in Miami.

W. H. Stein, vice president of MCA, plans to vacation in Havana and Jamaica starting around Feb. 1.

Ralph Atlas returned from business trip to New York.

Charles Barney Cory, handling publicity for McCann-Erickson, has a new Leica and is stalking celebrities.

Howard Mayer, radio publicist, and wife are back from a month's tour of Mexico and Caribbean cruise.

WJSV, Washington

Elinor Lee, home economist, who conducts the "Aladdin's Kitchen" programs, returns today from Mansfield, O., where she attended meetings of National Conference of Home Economists.

Larry Elliott, who pinch hit for Elinor Lee last week, brought to the mike the "Seven Dwarfs," mighty midgets who are touring the country in connection with Walt Disney's cartoon film, "Snow White and the Seven Dwarfs."

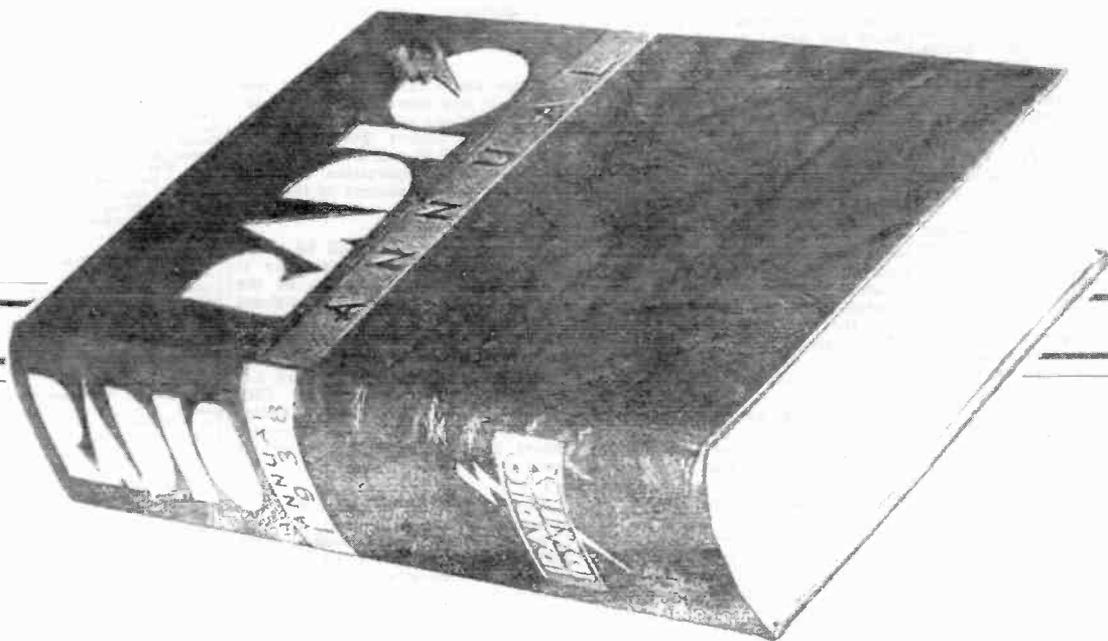
Arch McDonald, sports announcer and baseball broadcaster extraordinary, has been acclaimed by Clark Griffith, prexy of the Washington Senators, as the "world's champion eater."

Margaret Richardson, secretary to Arthur Godfrey, is back from a visit to her mother in Raleigh, N. C.

WANTED: A RADIO STATION

Station manager now with major network affiliate wants a station that needs a real live-wire manager whose 7½ years of radio experience qualify him to handle the toughest job it has.
Write Box A-124, RADIO DAILY,
1501 Broadway New York City

**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 NEXT MONTH

... distributed complimentary to Radio Daily Subscribers as part of Radio Daily Service.

Copyright Fees Reflect Higher Canadian Activity

(Continued from Page 1)

tions to a total of \$83,081, as compared with a total of \$70,000 in 1937. Increase is not due to any boost in fees but to the fact that there are now more stations than a year ago. Montreal has five stations instead of four; Regina has two instead of one; Vancouver has eight instead of six, and in Manitoba an additional station has been established in the town of Flin Flon, where International Nickel mines are located.

The appeal board's report also reveals the number of radio receiving sets in the Dominion now totals 1,037,201, an increase of 196,577 over 1937.

The report shows that Ontario, with 424,137 sets, has approximately 41 per cent of all the receiving sets in the Dominion. Quebec with 240,102 sets is second. Sets allocated to the seven other provinces for 1938 are given as follows: Nova Scotia, 40,938; New Brunswick, 27,254; Prince Edward Island, 3,282; Manitoba, 69,861; Alberta, 72,458; Saskatchewan, 68,193; British Columbia, 91,976.

CANADA

Betty and Frank return to the air today over CKY, Winnipeg, Mondays at 7:15 p.m.

Howard Bedford's "Clippings," poetry and philosophy program on CKNX, Wingham, Ont., is being extended to four times weekly in a new morning spot. Show is in its fourth year.

CKNX plans to open a branch office for nearby towns of Walkerton-Hanover. Station's news department already has a correspondent there.

Ukelele Bill's Hillbillies, CKNX unit, booked for personal appearances six nights weekly until middle of Feb.

Dorothy Norton, CBC pianist recently in Calgary, has moved to Montreal to join her husband, Jack Norton, violinist. CBC has lifted the ban on Rev. Father Lanphier and St. Michael's Radio League, Toronto, who are permitted to return to the air, but Rev. Morris Zeidman of the Protestant Radio League is still under suspension, with the result that Protestant League officials are charging BBC with discriminating against them.

ONE MINUTE INTERVIEW

WILLIAM H. APPLEBY

"Radio advertising has withstood the test of time with 'hooks' of every description injected into programs, from package tops to mental telepathy and has emerged with flying colors. Radio is now an accepted advertising medium and therefore, the listener's habits are questions of psychology for the advertising profession to determine. The popularity of programs will rest upon the amount of 'human appeal' injected by their creators."

★ Coast-to-Coast ★

THE "There Was a Woman" program, sponsored by Glass Container Ass'n over NBC-Blue on Sundays at 1:30 p.m., will broadcast a Nathan Hale story next Sunday. Plans also call for episodes from the lives of Alexander Hamilton, Louis Pasteur and P. T. Barnum. Yesterday's incident dealt with the wife of Marco Polo. Arlene Francis, Broadway stage luminary, played the leading role, supported by Carl Swenson, William Johnstone, Betty Garde, Chester Stratton and Edward Jerome. Miss Francis will have the lead in most of the forthcoming "There Was a Woman" broadcasts.

Helena, Baroness von Polenz, who made her debut as a featured guest artist on Palmolive's "Hilltop House," is being auditioned for a permanent spot on one of the network shows.

Three major newsbreaks, each with wide local importance, and two with international importance, gave CJIC, Sault Ste. Marie, Ont., an excellent opportunity for local news coverage during a five-day period. First was an inquest into the death of Helen Grier, with verdict determining the possibility of Vernon Spencer being held on a murder charge. Also of national importance was the decision of the Sault Ste. Marie police commission that the entire police force be asked to resign. A motor accident in which one person was killed and three others seriously injured was the basis of the third newsbreak, CJIC giving the first flash 20 minutes after the accident. CJIC was also able to give its listeners the flash on the Samoan Clipper disaster hours before the newspapers.

"Air Adventures of Jimmie Allen," serial transcription program, has been placed by Russell C. Comer Radio Productions, Kansas City, on WSMB, New Orleans, in behalf of A. S. La Nasa's Bakery Inc.

Gertrude Wilkerson of the KCKN (Kansas City, Kan.) staff and Robert Stahl of KFYO, Lubbock, Tex., were secretly married Jan. 5, at Liberty, Mo. Mrs. Stahl is one of KCKN's most talented staff members — is Auntie Bliss of the "Auntie Bliss En-

tertains" series — Kay Irving of "Women in the News"—and also conducts a poetry and song program under the title, "Sophisticated Lady." She will continue her work at KCKN.

Kati Cuff, publicity director for Standard Radio's Chicago offices, is ill of pneumonia in Heroitan Hospital.

Christie R. Bohnsack, program director of WNYC, was let out last week for allegedly being absent without leave and failure to cooperate. Bohnsack denied the charges and questioned legality of the dismissal. He held his job under civil service.

Chase and Ludlum's offer of free tickets to any sporting event for selected questions submitted by listeners to the "Sports Question Box," Saturdays at 6:35 p.m. on WEAJ, does not include transportation or other expenses, the conductors of the program point out.

President Roosevelt will be heard over all networks next Saturday at 11:30 p.m., on the occasion of the President's Birthday Balls throughout the country.

Due to his current commercial commitments, baritone Buddy Clark has temporarily discontinued his CBS Monday night "Buddy Clark Entertains" series. Clark is currently heard on three sponsored programs each week via NBC and CBS.

The Four Grand male quartet, once featured in the "Ziegfeld Follies," will be heard twice weekly over WHN starting today with George Vincent and Orchestra. The boys are David Sorrin, basso; George Fulton, first tenor; Gene Newcomb, baritone; and Jack Leslie, second tenor. They will be heard every Monday and Wednesday at 6:45 p.m.

Buddy Manners, blues singer, will return to WHN for the first time since her departure two months ago when she is heard with Don Albert's orchestra this afternoon at 3:15-3:30 p.m.

PITTSBURGH

Johnny Long's (Duke University) Orchestra succeeds Ray Pearl at Bill Green's (Mutual network) spot next Wednesday night.

Dick Stabile playing one nighters in this territory after return from honeymoon in Miami. His wife, Gracie Barrie, remained in Florida on a professional engagement.

KQV temporarily holding up radio-music settlement here. Station wants to use Luke (WJAS) Riley's Band, occasionally. Union says no; KQV must have full time band under another leader.

PHILADELPHIA

Tom Rhodes, former member of Philly police force, from which he resigned to adopt a singing career, is now heard over WDAS as the Singing Policeman.

Gene Edwards of WDAS announcing staff, who had a lonely assignment on the Sunday evening all-re-motes, now has a 15-minute stretch during which he muses aloud to the mike, with musical background.

Edward A. Ford has been appointed chief maintenance engineer for KYW, Philadelphia.

Erwin, Wasey & Co. Led In Business on Mutual

(Continued from Page 1)

third on Mutual with \$125,573. Blackett-Sample-Hummert is in fourth place. Mutual revenue during 1937 was derived from 53 agencies. Complete list follows:

| | |
|-----------------------------------|-----------|
| Erwin, Wasey & Co. | \$224,611 |
| Brooke, Smith, French & Dorrance | 224,229 |
| Ruttrauff & Ryan | 125,573 |
| Blackett-Sample-Hummert | 117,665 |
| Franklin Bruck Adv. | 98,633 |
| R. H. Alber & Co. | 96,556 |
| Charles Dallas Reach | 91,774 |
| William Esty & Co. | 91,101 |
| R. B. D. O. | 88,208 |
| United States Adv. | 85,185 |
| Baggaley, Horton & Hoyt | 79,028 |
| Kelly, Stuhlman & Zandt | 69,064 |
| J. Walter Thompson | 67,727 |
| H. M. Kiesewetter Adv. | 63,818 |
| Young & Rubicam | 57,902 |
| Albert M. Ross & Legler | 54,731 |
| Scholtz Advertising | 46,411 |
| Thompson Koch | 44,600 |
| Roche, Williams & Cunningham | 40,031 |
| H. W. Kastor | 33,462 |
| Redfield-Johnstone | 32,466 |
| Luckey Howman Inc. | 30,815 |
| Greyl Warwick & Legler | 28,587 |
| Howard E. Williams | 20,811 |
| Dorland International | 19,632 |
| Presba, Fellers & Presba | 18,005 |
| Vanderbie & Rubens | 17,451 |
| N. W. Ayer & Son | 16,720 |
| Snack-Goble | 16,610 |
| Hanff Metzger of Ill. | 16,080 |
| Russell M. Speeds | 12,720 |
| Renson & Dall | 12,512 |
| Hays MacFarland | 12,398 |
| Hager, Browning & Hersey | 12,004 |
| Rogers & Smith | 10,927 |
| Peck Advertising | 10,436 |
| Brown & Tarcher | 9,761 |
| The Biow Co. | 7,858 |
| Mitchell-Faust | 7,644 |
| Aubrey, Moore & Wallace | 6,360 |
| Lord & Thomas | 5,600 |
| Fisher, Zealand | 5,072 |
| Fulton, de Garmo & Ellis | 4,745 |
| Kirtland Engel | 4,284 |
| Chambers & Wiswell | 4,278 |
| Critchfield & Co. | 4,100 |
| Small & Seifer | 4,050 |
| Weston-Barnett | 3,744 |
| Ben Kocke Productions | 3,288 |
| Keincke, Ellis, Younggreen & Finn | 3,120 |
| Fairfax Adv. | 2,283 |
| Frank Presbrey | 1,224 |
| Leighton & Nelson | 600 |

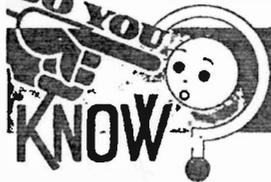
Spitalny Signs Newcomer

Cleveland—As a result of her appearance on Cleveland Street Railway's "New Names" program over WHK, Dotty Masek, accordionist, has been signed by Phil Spitalny for his all-girl orchestra.

Schmeling Fight on Mutual

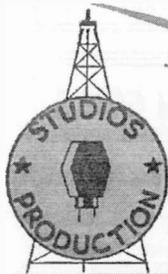
A blow-by-blow description of the Max Schmeling - Ben Ford heavyweight bout from Hamburg, Germany, will be heard exclusively over WOR-Mutual next Sunday at 10:30-11:30 a.m.

DO YOU KNOW



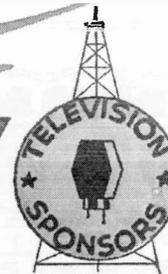
KNOW

WGN, Chicago, and station artists received an aggregate of 1,500,000 pieces of mail in 1937.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 17

NEW YORK, N. Y., TUESDAY, JANUARY 25, 1938

FIVE CENTS

B-S-H Led Agencies on NBC

Looking On ... AND LISTENING IN

AT RANDOM Production of a one-hour, or even a half-hour, variety or dramatic program for radio is fairly equivalent to staging a first-night in the theater. But whereas theater producers work for weeks on a single show, many radio producers put on two or three "first-nights" each week. That's one reason for so many inferior air programs.

One reason radio advertising is preferable to magazines in a great many cases is because readers of a periodical may skip over or miss a lot of advertisements—which are packed far thicker in publications than commercials on a radio program—but anybody listening to an air show can't help hearing the sponsor's message.

Why is it that more than half of the dramatic playlets on the radio are the same old trite cops-and-robbers stuff over and over?

There is a chance for a measure of fame to be achieved by a radio gossip who has the courage and ingenuity to avoid Hollywood chatter entirely—or would that be carrying originally too far?

No plan for education broadcasts can be very successful unless the planning board includes representatives of the classes who are to be "educated" as well as the professors and others who are to do the educating.

The Crowell Publishing Co. campaign to discredit radio reminds us of the time when vaudeville and legitimate theaters were fighting the movies, calling them a fad that wouldn't last, steadfastly declaring "shadows" would never supplant "flesh"—and all the time it was happening!
—D. C. G.

Pay for Ideas

Philadelphia—In an effort to discover new ideas that can be used in broadcasting, WIP has offered to pay employees for acceptable suggestions. Ideas may be either for a single broadcast or for a series, and can be submitted in brief or in detailed form. Station also has increased new talent auditions to two days weekly. Try-outs are aired.

TELEVISION PRIVILEGES IN A. T. & T. FRANCHISES

Television will probably be transmitted first by telephone lines, and to this end A. T. & T. subsidiaries are having television privileges included in franchises, according to E. F. McDonald, president of Zenith Radio Corp., in a statement on television Sunday night over CBS. Speaking on Zenith's regular program, McDonald scoffed at the talk that commercial television is near. Technical
(Continued on Page 6)

Holliday Sees Television Limited to Short Range

West Coast Bureau, RADIO DAILY
Los Angeles—Television is neither near at hand nor will it be possible to send programs more than a few miles if there are any hills, buildings or other obstacles in the way, according to Harrison Holliday, g.m. of KFI-KECA, who has been a broadcasting authority for 25 years and
(Continued on Page 6)

Recommendations for KCMO In Midwest Applications

Washington Bureau, RADIO DAILY
Washington—In a three-part report involving applications of KCMO, Kansas City, for power boost, request of KFOR, Lincoln, for power boost and application of L. L. Coryell & Son, Lincoln, for a new station, all on 1450 kcs., FCC Examiner George H. Hill has recommended granting the KCMO application and denying the other two. This would give KCMO 5,000 watts day and 1,000 watts night, with regional instead of local classification. Station now has 100 watts.

Fitzgibbons Appointed CSBS Sales Manager

Omaha—L. O. Fitzgibbons, formerly traffic manager for KOIL, is now general sales manager of the Central States Broadcasting System, which operates KOIL here and KFAB and KFOR, Lincoln. Paul Hamman remains as national sales director of the system.

WGRN Resuming Feb. 1

Granada, Miss.—WGRN, local 100-watt, off the air temporarily while new equipment is being put in, hopes to be ready to broadcast again by Feb. 1.

Billings of \$5,086,667 Placed in 1937 by Blackett-Sample-Hummert on Red and Blue Webs—Other Figures

Millenium

West Coast Bureau, RADIO DAILY
Los Angeles—KMPC reports that Charles Sweet, Hollywood furniture merchant, sponsoring George Wood in "The Children's Party" over that station, has objected to length of the commercials on his Sunday program.

Blackett-Sample-Hummert, which bought a total of \$10,361,446 of radio time in 1937, was year's leading agency on NBC with a gross billing of \$5,086,667. J. Walter Thompson placed second with a total of \$4,209,169. Lord & Thomas, Compton, and Young & Rubicam followed in that order. RADIO DAILY estimate of the leading NBC agencies follows:

Blackett-Sample-Hummert . . . \$5,086,667
Walter Thompson . . . 4,209,169
Lord & Thomas . . . 3,606,722
(Continued on Page 6)

HOLLINGBERRY PURCHASE FAILS TO GO THROUGH

Deal between George P. Hollingbery and Mrs. Jeannic Craig for the purchase of the New York office of Craig & Hollingbery fell through last Thursday. Mrs. Craig, according to Hollingbery, refused to go through with the deal after a contract was signed and delivered.

Hollingbery had agreed to purchase
(Continued on Page 6)

Facsimile Too Costly, Says Elliott Roosevelt

Oklahoma City—Facsimile reproduction of newspapers can never give much more than headlines and is too expensive to become a serious competitor of newspapers, said Elliott Roosevelt, president of Hearst Radio,
(Continued on Page 6)

Southern Sales Directors Meets Jan. 31 in Atlanta

Atlanta—Broadcast Sales Directors of the fifth district meet next Monday in the Henry Grady Hotel to discuss problems and suggestions which will be presented to the NAB convention in Washington next month. Chairman Maurice C. Coleman, WATL manager, will preside at the local meet.

WOPI Re-elects

Bristol, Tenn.—Va.—Officers of WOPI, including W. A. Wilson, president-treasurer, W. G. Keys, v.p., and E. M. Woolsey, secretary, were re-elected at last week's annual meeting of stockholders. A 5 per cent dividend on common stock was declared.

MIDWEST SALES HEADS MAP RECOMMENDATIONS

Kansas City—Forty executives from 22 stations in Missouri, Iowa and Kansas attended regional meeting of Broadcast Sales Directors here and drew up a schedule of recommendations to be submitted to the national committee of sales directors which is preparing resolutions for presentation before the NAB convention next month. John J. Gillin Jr.,
(Continued on Page 6)

Furgason Signs WFLA On National Rep Basis

Gene Furgason & Co. has been appointed national representatives of WFLA, Tampa, effective immediately. Station had already been represented by the Furgason Chicago offices and the inclusion of the New York office gives it national scope. WFLA was formerly represented by Craig & Hollingbery.

No KABC Sale

San Antonio—Henry Lee Taylor, co-owner of KABC with R. E. Wilson and Mrs. Thurman Barrett, has confirmed that sale of station to Elliott Roosevelt has been abandoned following expiration of Roosevelt's 90-day option. Active ownership will be retained by present group. Station moves into spacious quarters in the Milam Building on Jan. 23.

RADIO DAILY

Vol. 3, No. 17 Tues., Jan. 25, 1938 Price 5 Cts.

JOHN W. ALICATE : : : 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. 24)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|------------------|---------|---------|---------|----------|
| A. M. Tel. & Tel | 146 1/4 | 145 3/4 | 146 1/4 | + 1/4 |
| CBS A | 20 3/4 | 20 3/4 | 20 3/4 | — 3/8 |
| Crosley Radio | 9 1/4 | 9 1/4 | 9 1/4 | + 1/8 |
| Gen. Electric | 42 3/4 | 41 7/8 | 42 3/4 | + 1/8 |
| RCA Common | 6 3/4 | 6 5/8 | 6 5/8 | — 1/8 |
| RCA First Pfd | 48 1/4 | 48 | 48 1/4 | + 3/8 |
| RCA 55 Pfd. B | 61 | 61 | 61 | — 4/8 |
| Westinghouse | 103 3/4 | 102 | 102 | — 1/2 |
| Zenith Radio | 16 1/4 | 15 7/8 | 16 | — 1/8 |

NEW YORK CURB EXCHANGE

| | Bid | Asked |
|-------------------|-----|--------------|
| Maxelline Corp. | 16 | 15 1/4 + 1/4 |
| OVER THE COUNTER | | |
| Stromberg Carlson | 6 | 7 |

"Home Town Editor" on WBAL

Baltimore—More than 50 Maryland small-town newspapers are cooperating with WBAL in presenting a new twice-weekly feature entitled, "Home Town Editor." Programs, to be heard Tuesdays and Thursdays at 2-2:15 p.m., will consist of reading excerpts of latest news from these communities, and editorializing on problems facing the communities. Series will be handled by publicity chief Edward Codel.

Philly Favors AFRA

Philadelphia — Competitive efforts between AGRAP-AFRA has resulted in favor of latter group. Meeting held last week by AGRAP, with radio artists invited, is said to have brought out a very small attendance.

WCAU High Frequency Feb. 15

Philadelphia — WCAU's new high frequency transmitter, W3XIR, is expected to be completed about Feb. 15, when it will immediately start daily broadcasts, according to John Leitch, technical supervisor.

KMMJ

Clay Center, Neb.

The favorite family station

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Jan. 22, 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.) | | 37 |
| You're A Sweetheart (Robbins Music Corp.) | | 36 |
| I Double Dare You (Shapiro-Bernstein, Inc.) | | 29 |
| Dippy Doodle (Lincoln Music Corp.) | | 28 |
| Rosabe (Chappell and Co.) | | 28 |
| Bei Mir Bist Du Shoen (Harms Inc.) | | 27 |
| Once In A While (Miller Music Inc.) | | 27 |
| True Confession (Famous Music Corp.) | | 27 |
| Nice Work If You Can Get It (Chappell & Co.) | | 25 |
| Sweet As A Song (Robbins Music Corp.) | | 25 |
| Mama, That Moon Is Here Again (Paramount Music Corp.) | | 24 |
| In The Still of The Night (Chappell and Co.) | | 20 |
| Thanks for The Memory (Paramount Music Corp.) | | 20 |
| Bob White (Remick Music Corp.) | | 19 |
| Sweet Someone (Leo Feist Inc.) | | 19 |
| I've Hitched My Wagon to A Star (Harms Inc.) | | 17 |
| Everyday's A Holiday (Famous Music Corp.) | | 16 |
| I Can Dream Can't I (Marlo Music Co.) | | 16 |
| I Wanna Be In Winchell's Column (Leo Feist Inc.) | | 16 |
| Outside of Paradise (Santly Bros-Joy Inc.) | | 16 |
| I See Your Face Before Me (Crawford Music Corp.) | | 15 |
| There's A Gold Mine in the Sky (Irving Berlin Inc.) | | 15 |
| Two Dreams Got Together (Remick Music Corp.) | | 15 |

Join Hearst Chi Office

Chicago—Addition of Chris Heatherington to sales staff and Agnes Donovan as office manager was announced yesterday by Naylor Rogers, head of International Radio Sales here. Heatherington was formerly with Ruthrauff & Ryan and Radio Sales. Miss Donovan came from John Blair & Co. Curt Wilson has arrived from New York and Ed Heaton is an additional staff member.

Erville C. Sutton Dead

Oklahoma City—Erville C. Sutton, 42, chief continuity writer for WKY, died here of tuberculosis of the throat, having been ill for three weeks.



WOMEN In the NEWS

Ready For Sponsorship With Established Audience

WXYZ - MICHIGAN RADIO NETWORK

Unusually popular. Several months sustaining. Pleases women of all classes.

Conducted by Nancy Osgood whose radio and stage experience provides ample knowledge of what women like.

Quarter Hour Periods feature style trends, bits of Hollywood News, and highlights of prominent women in society, sports and educational activity.

"WOMEN IN THE NEWS" WITH ITS BUILT-UP AUDIENCE IS A "PLUS" BUY FOR THE RIGHT SPONSOR

KING-TRENDLE BROADCASTING CORP

MICHIGAN RADIO NETWORK WXYZ-DETROIT BLUE NETWORK
THE PAUL H. RAYMER CO., Representative

Did you know that the equipment at The School of Radio Technique is identical with that used at N.B.C. and C.B.S.?

G. GEORGE MARSHALL DURANTE DIR.
P. O. Bldg. Radio City, New York

Discover A NEW MARKET —THE ITALIAN MARKET

complete, economical coverage through



THERE exists within one hundred miles from New York City a separate market of two and a half million steady consumers —the Italian Market. There also exists a compact, positive, economical means of reaching these two and a half million steady customers through WOY, WB1L in New York, and WPEN in Philadelphia. 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 the 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 on your part.

INTERNATIONAL BROADCASTING CORPORATION • 132 West 43rd Street, New York, N. Y., Telephone BRyant 9-6080

ORCHESTRAS
MUSIC

HAL KEMP and his band return to the city of their first major triumphs when they open at Chicago's Drake Hotel on Feb. 4 with a Mutual wire. It will be the boys' first mid-western engagement in four years. Incidentally, Kemp was presented with a silver loving cup by the editor of the University of Pennsylvania student newspaper when his band appeared at the Earle Theater in Philadelphia recently. The Kemp Tempo bandsmen were voted tops in a band popularity contest sponsored by the undergraduate daily.

Horace Heidt and his ork will play the annual Yale Prom, with WICC feeding the music to NBC.

Eugene Jelenik and his Continentals, who have been appearing with great success in the Empire Room of the Hotel Utah, Salt Lake City, since Jan. 14, have been extended indefinitely. They broadcast via KSL.

Blue Barron and orchestra, currently featured over NBC from the Edison Hotel, signed contracts to record for Victor. Ed Kirkeby of CRA, who negotiated deal, reports that Barron will make 28 sides.

Bobby Hackett, sensational young cometist who came to New York this season with his own orchestra, has been signed by Irving Mills of Mills Artists Inc.

Bunny Berigan is at the Arcadia International, Philadelphia, for two weeks, with a CBS wire. Deal was set by Music Corp. of America.

Norman Moon, Don Elton, and Cliff Lowery are handling the vocal solos with Ernie Holst's orchestra which is currently heard via CBS from the Book-Cadillac Hotel in Detroit.

Bandsman Oscar Bradley has hired a new arranger, Neil Alderman, increasing his arranging staff to four. Bradley's son John, a student at Yale, also assists with these musical chores.

Because he will conduct one of his choruses on the CBS "Magazine of the Air" series, Lyn Murray has turned the directorial assignment of the "Modern Male Chorus" (CBS Sunday afternoons) over to Eugene Lowenthal.

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

January 25

Portland Holka
Teddy Bly

MAIN STREET
OL' SCOOPS DAILY

● ● ● An hour show weekly in which 62 nations will participate, coming from the countries' own stations, is injected as one of the promotional plans for World's Fair radio activities. During the fair, the shows will come from Long Island, saluting the various nations... Henny Youngman will return from Hollywood in time to find himself a feature on the Mennen variety show... Phil Baker's first Gulf show from N. Y. with the entire troupe will be March 20... Mary Margaret McBride has been airing all last week under bronchitis difficulties... Rush Hughes' first show on Jan. 31, slated to come from N. Y., will come from Frisco... Bob Ripley adds seven stations to his NBC net Saturday, making 64... Constance Bennett appears on the Jolson show next month—and may imitate a columnist... Jack Powell, the blackface drummer, is preparing a show aimed at kiddies... Coca Cola will revamp "Song Shop" within six weeks—doing away with guestar policy... Frank Parker is carrying a Universal Picture contract around in his pocket... Chesterfield's Whiteman show will go in for novelty acts—Connie Boswell will tout a sax... The Brewer's Ass'n show will start on CBS either Jan. 31 or Feb. 7 at 8-8:30 with Connie Boswell, R. Himber, Lou Holtz—and maybe Ted Husing (who claims he knows nothing about the show!)... Cahn & Chaplin, the "B. M. B. D. S." writers, have an MGM offer providing WB releases them... Bob Williams leaves Young & Rubicam to go with General Foods and will be replaced by Ross Worthington.

● ● ● A week ago NBC from the coast aired a show for promotion of the President's Infantile Paralysis Fund, so last Saturday CBS from New York decided to do its bit and presented Milton Berle, Frank Parker, Lucy Monroe, Bob Ripley, Freddie Rich's band from his theater dressing room, George M. Cohan, Fred Waring's band from Paramount Theater and Gabriel Heatter in a story about the boy in the wheelchair—a classic... Glen Law, newscaster for Iowa network stations KSO and KRNT, was appointed a special deputy sheriff of Polk County to attend the hanging of Allen Weaton and Stanley Mercer at Fort Madison—and was on the air with his impressions of the execution shortly afterward... WTMJ, Milwaukee, scored a news scoop over midwest stations when G-Men found the bodies of Charles Ross and James Atwood Grey, alleged kidnaper also slain... Rotarians of Kansas City heard themselves talk the other day when Ellis Atteberry, manager of KCKN, made a recording of Evan Fry's questioning the members at their luncheon—and then played it for their amusement.

● ● ● Bob Hope was signed to continue on "Your Hollywood Parade" for the next 10 weeks... Wrigley's renewed "Double or Nothing" for 13 weeks and the Andrew Sisters for eight... Rudy Vallee is trying to get Jack Osterman to script his WB picture... Earle Ferris is handling Ripley now... Beatrice Pina has been hired for the "Dick Tracy" show—the only femme on it... Tommy Riggs WILL have his lalsetto, "Betty Lou," in his picture debut

● ● ● WEEI, Boston, is planning a special broadcast of a "Dogs of All Nations Revue" on Feb. 2 from the ballroom of the Hotel Statler. It is believed that this is the first revue of its kind ever staged... The dogs and their owners will be in costumes of the countries where the breed originated... Jay Wesley and Jack Knell will cover the event for the station... In connection with the airing of the Annual Poultry and Pigeon show which had Ron Gamble and Hul Bennett at the mike, WHIO, Dayton, took advantage of the occasion to record its own sound effects of the roosters crowing. The lusty cock-a-doodle-dos of the prize fowl were piped from the exhibition rooms through to the station's control room.

AGENCIES

L. R. NORTHRUP, Arthur B. Sullivan and Ashley Belbin yesterday became partners in Charles Danlel Frey agency, Chicago, joining Frey and R. L. Hurst in ownership. Hurst joined agency a month ago from Lord & Thomas. Northrup has been g.m. of agency. Sullivan, director of production, came from N. W. Ayer. Belbin formerly was copy writer at Blackett-Sample-Hummert.

HENRY KLEIN, radio director for BBD&O, Chicago, has a new dramatic show, "Theater of Life", a sort of one episode "March of Time", which he plans to get on the air soon.

SAN ANTONIO

Hilda Steinweiss of KMAC back from California.

Tea Casper's "Sports Parade" will be a regular feature on KMAC. He started last Saturday.

Vivian Vorden and all-gal ork, formerly on KONO, now playing dates in and around Laredo.

The Singing Gauchos are back on KMAC after a Louisiana trip.

Louise Shanklin recently joined KABC office staff.

On most remote jobs, Station Manager Charley Bell and Production Director Guy Savage of KABC work together.

Ken McClure of WOAI will have his newest publication, "After 30," off the press in a few days.

Charles L. Jeffers is a recent addition to WOAI technical staff.

Lew Valentine's new "Dial a Smile" on WOAI is going big. Among features is Pat Flaherty singing hymns, accompanied by Bert Ponard on the organ.

William McCabe, former sales manager at a coast station, recently appointed KABC studio manager.

Bill Boyd and his Ramblers are a new hillbilly outfit on KABC, also heard on KONO.

OMAHA

Mr. and Mrs. Ed Henderson, parents of Lyle Talbot, movie actor, are now on the WOW staff in "The Jangles," daily dramatic series. Jettabee Ann Hopkins writes, directs and participates in the show.

Harry Johnson, KFAB announcer, is now handling the evening sports program over KOIL, taking the place of Bob Cunningham. Johnson also is conducting a baseball school for women listeners.

James Faris, KOIL, and KFAB continuity writer, is recovering after an appendectomy.

Creighton University has started a weekly musical concert series over WOW with a student announcer.

TO AN ADVERTISING AGENCY

Desirous of Creating a Radio Dept.—or to one desirous of stimulating its present set-up... A forceful sales executive with a background of ten years in radio advertising is available.

BOX A-125 — RADIO DAILY
1501 Broadway New York City



VYOLA VONN, Miss Fif of Texaco show, has had her option picked up by Eddie Cantor two weeks in advance of expiration of her current 13 weeks contract.

Hal Chambers, special events announcer on KFWB, succeeds Tommy Harris as emcee on "Hollywood Matinee." Harris continues to vocalize on the program, however.

George Jessel is fast becoming a regular radio impresario. In addition to his "30 Minutes in Hollywood" and his advisory berth on production of "Good News of 1938," he is readying "Variety Show," with Harpo Marx and a name band, and still another with Sid Silvers called "All the World's a Stogie." He also recently purchased a 26-episode serial, "Science Versus Crime," by Dr. Thomas F. MacLaughlin, long connected with Scotland Yard and two other Hollywood-flavored continuities, "The Dogs of Hollywood Stars" and "Hollywood Success Stories," with authentic material based on actual experiences of the stars in their climb to fame and fortune.

The new KHJ-Don Lee series, announced as "Previews and Encores" and scheduled for inaugural last Sunday, 2:30-3 p.m., gets both a new title and a new time, with the billing changed to "Tales from an Antique Shop" and the time moved up to 2-2:30. Rabbi Magnin's inspirational Sunday talks take a new spot in the groove immediately following, 2:30-2:45.

"Sons of the Pioneers" replaces "Western Review" in the 12 noon to 1 p.m. slot on KFVB Sundays, marking the return of Bob Nolan to the Warner station.

Ben Sweetland, long "Your Friendly Counselor" on KHJ-Don Lee, moves over to KFI with his friendly philosophy on a similar Monday through Friday schedule.

Ray Noble and his band, with Tony Martin as vocalist, will be shortwaved to Germany by NBC on a special program to be broadcast January 29.

The "Golden West Cowbells" are a new KMTR Sunday feature at 2:30 p.m. Group consists of a string ensemble and features special vocal arrangements by Irene Dawson heading the troupe.

Jack Benny and Mary Livingstone celebrated their eleventh wedding anniversary last week. Jack and his side-kick, Don Wilson, are scheduled for a guest appearance at a Beverly Hills Chamber of Commerce banquet Jan. 31.

IN A CLASS BY ITSELF
GWQXR
 INTERSTATE BROADCASTING CO.
 730 FIFTH AVE., NEW YORK

NEW PROGRAMS—IDEAS

Audience Ad Libs

Logged as "Ad Lib," WIP, Philadelphia, has added a new program under the direction of "Dr. Socrates," giving members of the audience a chance to speak extemporaneously on topics assigned by the "doctor." Twelve persons are chosen at each broadcast, and the subjects on which they are asked to speak range from the light and humorous to the political and serious. In the former classification are such assignments as "What is your opinion of the man who has his nails manicured in a

barber shop?" and "Do you think it's true that a woman cannot keep a secret?" Talks are limited to one minute—which seems plenty for the average person.

WBAL "Trading Post"

Jerry Lee Pacht conducts this one over WBAL, Baltimore, every morning except Sunday. Program offers a complete swapping service to listeners, and in addition is bolstered by news, stock and weather reports, occasional poetry, readings from letters, and transcribed music.

WTMJ, Milwaukee

Jerome Crittenden, Milwaukee tenor who has appeared on many WTMJ shows, commutes to Chicago each Sunday to appear on NBC's "Romance Melodies."

At the risk of losing his dignity, William J. Benning, musical director, has bought a pair of skis.

Bill Evans, emcee of "Top of the Morning," has been offered a duck as mascot and contemplates using him to quack-quack the time and temperature reports.

WWL, New Orleans

After an absence of several years, Pinkey Vidacovich swung back on the air as new musical director of the station with the augmented orchestra which went to work under the network-AFM plan of settlement. Jimmie Willson is trying out a new program twice weekly at 10:45 a.m. entitled "New Voices." It tests out singers on Wednesdays and actors and dramatists on Fridays.

WOW, Omaha

Using a letter-writing contest as a basis of study, station made a survey covering the station's six daily news periods and received 16,800 replies from 17 states.

Nebraska Power Co. has purchased 15 minutes twice weekly and has a "Homemakers' Club" directed by Martha Bohlsen, former women's department writer for the Omaha Bee-News. Bozell & Jacobs placed the program.

Foster May's daily "Man on the Street," formerly sponsored by Chevrolet, is now sponsored by General Electric, 15 minutes daily.

WNBC, New Britain, Conn.

Station now signs off with national anthem.

Tiny Quinn and his Commanders, with "Tiny" himself doing the vocals, now spotted at 1:30 p.m. Saturdays.

Mildred Meize of continuity staff spoke on "Radio in the Home and Its Effect on Children" to the Berlin, Conn., Motherhood Club.

It's welcome back for Larry Luke, the Duke of Song, with Johnny Nesco's Troubadours, Saturdays at 2:15 p.m.

Shirley Hayes moves into radio row with a program of songs Thursdays at 3:15 p.m.

Eva Johnson and Franklin Pratt offer "Pine Hollow Echoes" Saturdays at 2 p.m.

It's farewell for awhile to Jerry Beaupre's organ music from Embassy Theater.

Hal McIntyre's Orchestra, now directed by Russ Shearer, returns every Sunday at 4:30 p.m. commencing Feb. 6.

Jack Lacy's "Popular Pleasantries" extends another half hour on Feb. 6 giving the tuners-in an hour and one-half of "music as they like it."

WMAS, Springfield, Mass.

George Crowell of Framingham, Mass., has joined as junior announcer. He replaces Al Felix, resigned.

Kay Fayre, vocalist, whose "Round the Town" program has been a feature for years, has left the station and will now air from Hartford.

Paul Pelletier has been appointed musical director.

He was called back from the Pan American Exposition in Texas for the job.

WSPR, Springfield, Mass.

Under the direction of Hillis W. Holt, chief engineer, a new lighting system is being installed in Studio A. This does away with squinting by announcers reading scripts.

Quincy A. Brackett, president, aired the other night with Mayor Roger L. Putnam and Albert W. Marlin, manager of WMAS, in the first of a series of city broadcasts.

Heller Back to Chicago

Chicago — Little Jackie Heller returns to local NBC schedules and will also do some personal appearances in the midwest.



FRANCES DIXON, who handles auditions for NBC program department, made a guest appearance on NBC Jamboree other evening and explained how aspiring youngsters may get into radio. She cited case of Florence George, who was piped in from Hollywood and tossed a few bouquets to NBC.

Mildred Stanley, 21 year old exteno, is replacing Gale Page as songstress on several programs.

Gale Blocki, John Blair salesman, on a central states swing with Cincinnati a scheduled stop.

Cheri McKay and the Three Notes to Louisville to appear on special CBS program in which city expressed gratitude for relief in flood last year.

Announcer Tom Bullita of "Poetic Melodies" back at work after a case of bronchial infection.

Patricia Long, winner of a Harold Stokes audition on Mutual's "On A Sunday Afternoon," has been picked by King's Jesters as their new queen, succeeding Marjorie Whitney, who leaves to head an orchestra called King's Lads.

Bradley Eidmann, WAAF salesman, back from a business trip to St. Louis and Kansas City, resulting in some new accounts.

January 10, 1938

Information for Advertisers

The following documents may be secured without charge from companies sponsoring them, or through ADVERTISING AGE, by any national advertiser or advertising agency executive writing on his business letterhead.

No. 1280. Let WLTH Help You Sell a Market.

In this folder, WLTH offers some interesting facts about Jewish broadcasting, maps of the station's primary and secondary listening areas, and market data broken down by districts, with comparable population figures for other markets.

No. 1281. Sell

WLTH
 New York City

Another Way to Tell the WVOO Story!

WVOO Tulsa is the most powerful station between St. Louis and Denver. The Triangle More pop. than any other. Call for more facts. Home station! 25,000 watts. N. B. C. Edward Petty and Co., Rep.

B-S-H Led Agencies On NBC During 1937

(Continued from Page 1)

| | |
|--------------------------------|-------------|
| Compton Advertising | \$2,944,680 |
| Young & Rubicam | 2,536,002 |
| Wade Advertising | 1,437,470 |
| Hendon & Bowles | 1,195,509 |
| Stack-Goble | 1,188,799 |
| H. B. D. O. | 1,062,415 |
| Lenzen & Mitchell | 944,947 |
| N. W. Ayer | 745,121 |
| Roche, Williams & Cunningham | 698,301 |
| H. W. Kasor | 681,467 |
| McCann-Erickson | 678,844 |
| Campbell Ewald, N. Y. | 602,372 |
| Pedlar & Ryan | 590,841 |
| Aubrey, Moore & Wallace | 585,125 |
| Cecil, Warwick & Legler | 569,535 |
| Sweeney & James | 557,634 |
| Hutchinson Adv. | 504,521 |
| The Biow Co. | 465,992 |
| Needham, Louis & Brophy | 455,704 |
| Erwin, Wacey & Co. | 422,016 |
| Gardner Adv. | 414,659 |
| Fuller & Smith | 414,429 |
| MacManis, John & Alams | 318,420 |
| The Wessel Co. | 277,784 |
| L. W. Ramsey | 257,462 |
| Hixson-O'Donnell | 241,134 |
| Hermingham, Castleman & Pierre | 155,252 |
| McKee-Albright | 144,720 |
| Newell-Emmett | 144,104 |
| Blaker Adv. | 143,846 |
| Donahue & Coe | 135,674 |
| McJunkin Adv. | 119,752 |
| Comer Adv. | 117,265 |
| Maxon Inc. | 102,336 |
| Keayon & Eckhardt | 70,044 |
| Preck Adv. | 48,825 |
| Arthur Kudner | 4,908 |
| L. D. Wertheimer | 1,951,265 |

Ten leading 1937 agencies on CBS, NBC and MBS were:

| | |
|-------------------------|-------------|
| Blackett-Sample Hummert | \$7,256,744 |
| Lord & Thomas | 5,282,329 |
| J. Walter Thompson | 3,427,148 |
| Hendon & Bowles | 4,484,332 |
| Young & Rubicam | 3,450,016 |
| Ruthrauff & Ryan | 2,944,680 |
| Compton | 2,801,174 |
| N. W. Ayer | 2,019,949 |
| H. B. D. O. | 1,951,265 |
| Newell-Emmett | 1,951,265 |

Hollway Sees Television Limited to Short Range

(Continued from Page 1)

has carefully watched all television developments.

Hollway's talk, delivered on his "Listener-Inner" program over KFI last week, was intended primarily for persons who are holding off buying new radio sets because they have been led to believe television is around the corner. He urged his listeners to discount such reports, and added that if television does appear in the homes in the next few years it will be via an attachment to regular radio sets.

Midwest Sales Directors Draw Up Recommendations

(Continued from Page 1)

WOW addressed the meeting on spot business sales. Policy problems was discussed by K. W. Church, KMOX. M. F. Allison, KMBC promotion and publicity director, spoke on problems of local and national sales promotion, and Paul Hamman, sales director of Central States Broadcasting System, discussed general sales problems.

J. Leslie Fox, sales director of KMBC, presided at the all day session, which closed with a cocktail party given by Arthur B. Church, president of KMBC.

Grace Moore on NAPA Board
Grace Moore has been elected a member of the board of National Ass'n of Performing Artists.

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Jan. 24: Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station, 1210 kc., 100 watts, 250 watts LS., unlimited.

Santo Sottile, Charleston, S. C. CP for new station, 1200 kc., 100 watts, 250 watts LS., unlimited.

Joe L. Smith, Jr., Beckley, W. Va. CP for new station, 1210 kc., 100 watts, 250 watts LS., unlimited.

Jan. 25: WMPS, Memphis. Transfer of control of corp. to Memphis Press-Scimitar Co. 1430 kc., 500 watts, 1 KW., unlimited.

Jan. 28: Frontier Broadcasting Co., Denver. CP for new station, 1420 kc., 100 watts, 250 watts LS., unlimited.

WMEX, Boston. CP to change frequency and increase power to 1470 kc., 5 KW., unlimited.

EXAMINER'S RECOMMENDATIONS

Colonial Broadcasting Co., Morristown, N. J. CP for new station, 620 kc., 1 KW., unlimited, be denied.

Shirley D. Parker, Yakima, Wash. CP for

new station, 1310 kc., 100 watts, 250 watts LS., unlimited, be denied.

WDWS, Champaign, Ill. CP to increase power to 100 watts, 250 watts LS. be granted, 1370 kc., unlimited.

KTUL, Tulsa, Okla. CP to increase power to 1 KW., 5 KW. LS. be granted, 1400 kc., unlimited.

L. L. Coryell & Son, Lincoln, Neb. CP for new station, 1450 kc., 250 watts, 1 KW. LS., unlimited, be denied.

KFOR, Lincoln. CP to change frequency and increase power to 1450 kc., 1 KW., 5 KW. LS. be denied.

KCMO, Kansas City. CP to change frequency and increase power to 1450 kc., 1 KW. be granted, Unlimited.

APPLICATIONS RECEIVED

WWSW, Pittsburgh, Auth. to transfer control of corp. from Pennsylvania Newspaper Co. to P. C. Publishing Co. 100 shares common stock.

Edward Breen and Allen R. Loomis, Fort Dodge, Ia. CP for new station, 1500 kc., 100 watts, 250 watts LS., unlimited.

George B. Storer, Pontiac, Mich. CP for new station, 800 kc., 1 KW., daytime.

Hollingbery Purchase Fails To Go Through

(Continued from Page 1)

Mrs. Craig's interest in the firm outright and also pay her a weekly stipend. Contract was signed last December and all portions of the agreement were to be carried out before Jan. 1.

Sales personnel of New York office moved out over the week-end and will establish new offices in Graybar Bldg. today. Edward Spencer will be in charge, with Robert Davies and Alex Hodges, who joins the firm on Feb. 1, as salesman.

The new firm will represent all stations formerly on Craig & Hollingbery list except WEBC, Superior, and WJAX, Jacksonville.

Mrs. Craig, when reached by RADIO DAILY, said that all comments would have to come from Hollingbery.

Facsimile Too Costly, Says Elliott Roosevelt

(Continued from Page 1)

in a talk here. He pointed out that a facsimile receiver costs \$250 and \$2.50 a month to service.

Hearst Radio plans to spend \$150,000 on KOMA here when and if power boost to 50,000 watts is granted by FCC, Roosevelt said. Remodeling of station is nearing completion in Biltmore Hotel.

WDNC, Durham, N. C.

Iral Harden from WCAU, Philadelphia, has joined announcing staff, filling spot vacated by Tommy Loeb, who joined Lord & Thomas.

The Y.M.C.A. Better Speech program is back on the air after a holiday layoff.

"Melody Kitchen" returns March 7 under sponsorship of Durham Public Service Co., according to station manager J. F. Jarman Jr. Lee Vickers directs and announces the show, with talent including Mary Dixon, Jack Payton, Art Dowling and others.

WGBM to Feed State Net On Ind. Basketball Finals

Indianapolis—WFBM, local CBS outlet, will feed the final games in the Indiana State High School Athletic Ass'n basketball competition to a state-wide chain consisting of WGI., Fort Wayne; WSBT, South Bend; BWOW, Terre Haute, and WIND, Gary, on March 26 when the four surviving teams out of an original field of 781 come to Indianapolis to fight it out for the state basketball championship. Broadcasts will be sponsored by Buick through Arthur Kudner Inc., New York.

Two afternoon games will be played with the winning teams meeting in the final night game to determine the winner of the 1938 basketball crown. Len Riley, WFBM staff sports announcer, will do the play-by-play description.

WGCN Modernizing

Gulfport, Miss.—With a complete modernization plan in effect, WGCN here is taking over more space for studios, reception room and offices together with neon signs. Station will also take sign space along Highway 90, the historic old Spanish Trail which serves as a main street for most of the Gulf Coast towns.

John Gillin Honored

Omaha—John J. Gillin Jr., WOW general manager, has been awarded a gold key emblematic of the Omaha Junior Chamber of Commerce distinguished service award, made annually to Omaha's outstanding man, thirty-five years old or under, whose civic activities mark him as eligible for the award.

WLBC, Muncie, Ind.

Annual Letter Week is being conducted this week.

C. X. Castle, engineer, has completed ham rig.

Al Lee, announcer, assigned to Morning Bulletin Board.

Ottis Roush, chief announcer, has compiled a basketball average chart which gives totals quickly.

Television Privileges In A.T.&T. Franchises

(Continued from Page 1)

and economic difficulties stand in the way, he said. Images at present cannot be transmitted more than 27 miles even with best equipment, and changes in apparatus have been so rapid that receivers sold a year ago are now obsolete.

He pointed out that 2,000 transmitters would be needed to give adequate coverage of the U. S., and cost of wiring them together as radio stations are now joined would cost about \$475,000,000.

Philadelphia—Television will be a "headache" and not a profitable industry for many years to come, according to Sayre M. Ramsdell, v.p. of Philco Radio & Television. The time is still far off when television can be shown on a national basis, he said.

Seek Excise Exemption

Washington Bureau, RADIO DAILY

Washington—Herbert Moore, head of Transradio Press, appeared before the House Ways and Means Committee last week asking that radio news services be exempted from the excise tax on teletype, telegraph and telephone facilities. He pointed out that newspapers and press associations are exempt from such taxes.

BOSTON

WEEI staff members just back from Southern cruises include Mr. and Mrs. Neil Wallace, newlyweds; Mr. and Mrs. Jay Wesley and Francis McLaughlin.

Grace Edmunds, WBZ head hostess, seriously ill and not expected back for five weeks.

Yankee web's Gretchen McMullen, celebrates her 11th radio birthday Jan. 28.

WNAC and Yankee web will get weekly "New England Food Commentator" direct from Chicago during National Grocery Industries Convention.

Recent WEEI visitors included Mefford Runyon, CBS v.p. and treasurer; Vic Whitman, formerly of WEEI and now scripting for Wilson, Powell & Hayward, and Ed Lord of WLNH, Laconia, N. H.

KGVOO, Missoula, Mont.

Helen Heidl has joined the "Around the Fireside" cast.

Loretta Mathieson is latest addition to "Dude Ranch," dramatic-musical show.

Senator Burton K. Wheeler was among those sending congratulatory messages on station seventh anniversary.

Complete schedule of U. of Mont. Grizzly Basketball Games will be aired, with Verne Sawyer at mike.

WICC, Bridgeport

Jimmie Morton, director of the Bellmen, convalescing from a motor accident, expects to be on hand for New Haven studio dedication Saturday.

An augmented Connecticut Colonial orchestra of 17 pieces under Harry Berman will feature the new studio dedication program.

Radio Daily Presents Its First Annual

CRITICS'  FORUM

With No Punches Pulled And No Holds Barred

- Is radio entertainment progressing, going backward or standing still?
- How can news periods be improved?
- Are the number of educational and cultural programs sufficient?
- Are you prejudiced against a program because it is transcribed, regardless of entertainment value?
- Can small unaffiliated local stations successfully buck network shows, and how?
- Should radio be:
 - (a) Government controlled?
 - (b) Government regulated?
 - (c) Government censored?
- What type of programs do you like best: such as variety shows, sports broadcasts, symphony concerts, forums, commentators, drama, novelty programs, bands, etc.

SQUAWK DEPARTMENT

What's wrong with Radio? We all have our pet peeves, squawks and ideas. Exchange of viewpoints never hurt anyone, so talk freely.

150 Critics Answered These Questions--And How--For



Starting Next Monday In Radio's Own Newspaper

OKLAHOMA CITY

M. H. Bonebrake, WKY commercial manager, back from Hot Springs honeymoon.

Herman C. Chaney named director KOMA staff orch. KOMA also taking on Rhythm Rangers, outfit under direction of Dave Schmiedeker.

KOMA remodeling studios, taking entire 24th floor in Billmore Hotel with business offices moved to floor below while work going on.

Cecil James "Snaps" Elliot concluded WKY piano playing assignment with over 140 consecutive programs.

Neal Barrett, g.m. of Hearst Radio in the southwest, Gayle Grubb, WKY manager, and Joseph W. Lee, Oklahoma Network g.m., on the "selling business" committee of the Oklahoma City Chamber of Commerce.

Hal Gus Scher announcing WKY ork programs.

Maxine Mead now singing with WKY staff orchestra on spot periods.

Roger Hall, warbler on Cain Coffee program over WKY, leaving for ticket on Pacific Coast. Brother Marty will continue as solo on the coffee show.

John Molloy, chief engineer KGFF (Shawnee) has acquired a 7/8 pound income tax exemption. Son is named Pat.

KSL, Salt Lake City

Barton Howell, news editor, had to go to the hospital for treatment of hand injured in photographic experiment.

Miriam Erickson is back on her Independent Coal "Fireside Melodies" vocal spot. Barbara Ross subbed for her.

Ed Broman has placed a 52-week contract for Paramount Baking Co. (Holsum bread).

Shirl Thayne, drummer of KSL ork which made a big hit at Sun Valley New Year's Eve party, has been requested by W. A. Harriman, Union Pacific chairman, to fill a winter engagement.

Salt Lake Tribune-Telegram will promote its "Intermountain Empire Progress" with a 13-week series, with Irma Bitner in charge of production.

Earl J. Glade, managing director, arranged the recent KSL salute to Newark News Radio Club (N. J.) on its 10th anniversary.

ONE MINUTE INTERVIEW

ALFRED J. McCOSKER

"The creation of radio programs, still a young art, receives criticism from every quarter. Some of it is constructive, some destructive. There are many programs, some designed for adults as well as those created particularly for children, which could be improved upon. We at WOR are constantly striving for the improvement of our programs and welcome criticism of all sorts."

★ Coast-to-Coast ★

BOB LONGWELL, Ed MacKenzie and Charlie Sterritt, newscasters at WJBK, Detroit, have been retained by Fairway Cleaners, now sponsoring the station's hourly broadcasts, 7 a.m. to 12 midnight. Account runs indefinitely.

Grace King is back on WBRC, Birmingham, warbling under sponsorship of Southern Radio News, weekly radio fan magazine.

"Dawn Over the Sudan," by Ronald Dawson, program director of WOL, Washington, has been bought by 2YD in New Zealand, making the fourth British colony to air his works, according to Dawson.

Elinor Sherry, diminutive blonde songstress, is being set for a series

of personal appearances in theaters throughout the East, in addition to her regular WOR broadcasts. She is being handled by the WOR Artists Bureau.

Milton W. Stoughton, commercial manager, WSPR, Springfield, Mass., has been appointed chairman to arrange for 1938 souvenir dinner, Springfield Advertising Club, next May.

Clair Shadwell pinch-hit on Briar Hopper show on WBT, Charlotte, while Program Director Charles Crutchfield fought bad cold.

Charles Schmidt has replaced George Blumenstock as advertising manager of WGCN, Gulfport, Miss.

KANSAS CITY

Dan Paul, WDAF announcer, back on job after licking flu.

Jimmie Patt, CBS special events man for western division visited his family here and former colleagues at KMBC.

Ruth Royal, KCKN musical director, turned over her vocal spots to Gertrude Wilkerson last week, due to laryngitis.

Bernard Maltby of KCKN engineering staff recovering after appendix removal.

George Couper Jr. of KXBY sales staff back from two-week business trip to Chicago.

Joseph H. Story Jr. of KMBC sales staff attending canners' convention in Chicago.

Tom Evans, KCMO president, is advised from Washington that FCC examiner has recommended boost to 1,000 watts.

Lee Roberts, KCMO program director, will produce new children's opportunity show for Jones Store Co.

Don Davis, WHB president, and Al Stine, scripter, in Chicago on business.

WDAF has formed a 10-piece staff orchestra under direction of Program Director Harry Kaufmann.

John Schilling, WHB g.m., is laid up by a bad cold.

Jerry Burns, KXBY program director, has started a "Campus News" program of gossip about college and school activities, with correspondents established at various schools to send items.

WHB has sold a third daily ET program to Gorman Furniture Co.

KSO-KRNT, Des Moines

Luther Hill, manager, and Craig Lawrence, commercial manager, to Washington and Kansas City, respectively, on business.

Ken Brown, special events director, spending a week in Florida.

New safety program on KSO, Saturday afternoons, was publicized in an illustrated article in Des Moines Register.

ST. LOUIS

Sammy Walsh, comedian and emcee, has joined KWK.

More than 50,000 kids in this area have enrolled in Secret Six Clubs, promotional feature on "Speed Gibson" series over WIL.

Bob Convey, head of KWK, returns from Florida this week.

Mother of Ray Schmidt, KWK sports announcer, died last week.

PITTSBURGH

Louis L. Kaufman, one of KDKA's first announcers, has returned to the local airwaves, KQV, at 1 o'clock Monday to Friday, with "Pittsburgh Today." Lou is an active Pittsburgh attorney.

Eddie Peyton, Pittsburgh nightclub owner now sojourning in the south, is broadcasting over WQAM, Miami.

Karl Krug, Sun-Telegraph columnist, reports in his "Pittsburgh by Night" that a Network Broadcasting School will be opened here soon with Darrell Martin, president, and numerous local luminaries on the faculty.

Hal Kemp shelled out extra money to give Pittsburgh theater-goers a girl they've always liked — Maxine Gray. Maxine was in Hollywood; Kemp engaged her for one week only at the Stanley where Kemp holds the all time attendance record.

WCAE reported hiring a "talent scout" to look over prospects in the tri-state territory. Cash prizes will be given listeners for "tips" that lead to worthwhile discoveries.

Tim and Irene have been signed for the Stanley Theater's tenth anniversary celebration next month.

An exclusive news-room studio has been provided for Johnny Davis, WWSW commentator, in the new Post Gazette Building.

Lawrence Welk's unique band is clicking over Mutual from Hotel William Penn's Italian Terrace.

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. Sam Moore, Jr.
William Esty Company
100 E. 42nd Street, N. Y. C.

My dear Mr. Moore:

No doubt you have read several of our open letter advertisements addressed to agency executives in the past few weeks, calling their attention to our excellent recording facilities.

The results to date have been extremely gratifying—not only to us, but to the new accounts we've acquired.

We should be very happy to have you make a personal visit to our studios, but if this should be inconvenient, a telephone call will bring you a sample recording.

Very truly yours,

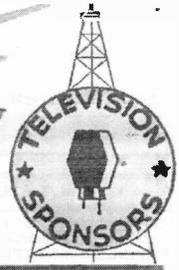
Kenneth W. Howard
Sales Manager.

KWH/amh



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 18

NEW YORK, N. Y., WEDNESDAY, JANUARY 26, 1938

FIVE CENTS

Agencies' Spot Checkup

'DID I REMEMBER' LED NETWORK SONGS IN 1936

"Did I Remember" was the most played song on the radio in 1936, when it was aired 30,442 times from its starting date, June 13, according to ASCAP's compilation of the year's hits. The list, just released in the ASCAP Journal, tabulates songs performed over the various networks and shows that 132 numbers were played 10,000 or more times in that year, against 85 in 1935. Leading numbers in 1936 were:

| Title | Times Aired |
|-----------------------------|-------------|
| 1. Did I Remember | 30,442 |
| 2. Melody From The Sky | 29,425 |
| 3. Is It True What They Say | 29,346 |
| About Dixie | 28,969 |
| 4. Giddy Goody | 28,969 |

(Continued on Page 3)

Canada's New Fee on Sets May Spur U. S. Purchases

Montreal—Canadian Government's boost in radio set license fee to \$2.50 a year, with similar charge for each additional radio in a home or installed in auto, may result in greater purchases of U. S. sets by Canadians visiting across the border.

Whereas sets bought in Canada are (Continued on Page 3)

Tape Recording System Licensed to Grombach

Jean V. Grombach and the Miller Film Corp. have signed contracts whereby the Grombach subsidiaries, Grombach Productions Inc., Advertisers Recording Service Inc., and Jean V. Grombach Inc., are licensed to use the Miller Tape Transmission method for recording of radio programs.

Miller Film Corp. was formed over (Continued on Page 2)

Dissented on Mae?

Washington—Commissioners at the FCC would neither confirm nor deny the report that some of the members of the Commission were not keen on speaking the Mae West "Garden of Eden" program. When questioned, Commissioner Norman Case said: "The Commission has made its report on the matter. Beyond that, I have no statement to make."

On the Spot

Norfolk—Now it can be told—why Jeff Baker, WTAR announcer, was a little nervous when he announced the Daughters of the Confederacy Lee-Jackson Day Luncheon. Jeff, who was highly complimented for his handling of the assignment, happens to be one of those northern Yankees.

POWER BREAK SILENCES WEAF FOR 86 MINUTES

First serious power failure in six years, kept WEAF, NBC-Red network key station, off the air yesterday afternoon for 86 minutes, 1:45-3:11 p.m. Only one commercial program was affected, however, and this was switched to WJZ for a New York outlet. Out of town affiliated stations were not affected by the key station failure. At 3 p.m. the "Pepper Young Family," script show for Camay soap, was the first commercial starting Feb. 1.

(Continued on Page 3)

K. K. Hackathorn Appointed WHK-WCLE Sales Mgr.

Cleveland—K. K. Hackathorn, for the past 12 years with the Cleveland Plain Dealer classified advertising department, has assumed duties as sales manager of WHK and WCLE, it is announced by H. K. Carpenter, v.p. of United Broadcasting Co. and g.m. of the twin outlets. Hackathorn is a Cornell graduate and a member of Cleveland Athletic Club, Cornell Club and Sigma Pi.

Mary Eastman to Disk Series of Operettas

Mary Eastman has been signed to record a series of operettas for World Broadcasting System, with work to begin next week. Louis Katzman's orchestra will also be used. Mack Davis, Columbia Artists Inc., set the deal.

Babbitt Renews "Harum"

B. T. Babbitt Inc. "David Harum" show on NBC-Red network has been renewed for 52 weeks, effective when current contract expires shortly. Show is heard 11-11:15 a.m. and is handled by Blackett-Sample-Humert.

Stations Resent Demand by Advertising Firms for Photostatic Copies of Log—Threaten Spot Rate Rise

RADIOTYPEWRITER SENDS 100 WORDS PER MINUTE

A radiotypewriter, capable of transmitting 100 words a minute by air, will be placed on the market in a few months by International Business Machines. Machine has standard keyboard and messages can be sent either by short wave radio or by wire. Principal market for the new invention is expected to be among big organizations, for inter-office communications, issuing memos, etc., as well as in more distant transmission.

"Flying Priest" Series Going on 100 Stations

MIVA, the Missionary International Vehicular Association founded by Father Paul Schulte, O.M.I., famous as "The Flying Priest," will release a new program, "Wings Over The World," to more than 100 stations in the U. S. and Canada on a weekly basis starting Feb. 1.

"Wings Over The World" will present, in dramatized version, true historic stories of the Flying Priest's adventures in the Arctic and in (Continued on Page 2)

Victor Arden to Make New Chevrolet Series

Victor Arden and his orchestra, after a month's recess, have been set for another series of Chevrolet "Musical Moments" transcriptions to be made starting Feb. 7 at World Broadcasting System studios. Program, heard twice weekly over some 351 stations, will continue to feature Graham McNamee, Songsmiths Quartet and special radio guest stars. Campbell-Ewald is the agency.

Falstaff Adds Stations

Falstaff Brewing Corp., using a split-network on NBC out of Chicago (Red), is adding three Florida outlets beginning Feb. 7. Stations are WJAY, WFLA and WIOD. Program is heard Monday, 10:30-11 p.m. CST and is handled by the Gardner Agency, St. Louis.

By M. H. SHAPIRO
Standing order for photostatic copies of station logs by major advertising agencies which seek to know just how their spot campaigns are being handled by the outlets has resulted in scores of letters being received by station representatives from their constituents who indicate that, if the agency requests are to become a habit or epidemic, the station will either have to raise its spot announcements rates considerably or refuse to accept the accounts.

It is admitted that in many instances (Continued on Page 3)

RADIO AIDS IN LOCATING AIRLINER LOST 7 HOURS

Radio played its part in another emergency Monday night when three local stations (WMCA, WOR and WNEW) cooperated in finding the Eastern Airlines transport lost in the storm for seven hours. WMCA, which normally signs off at 1:45 a.m., received a flash at that time that the plane, en route from Newark to Washington, was lost. With short (Continued on Page 3)

Mrs. Jeanne Craig Gives Her Version of C&H Deal

In a statement yesterday regarding failure of the deal whereby George P. Hollingbery was to acquire full control of Craig & Hollingbery Inc., station rep firm, Mrs. Jeanne Craig said that a contract had been signed (Continued on Page 2)

To the Rescue

Washington—The sports department of a local paper recently published a letter of criticism aimed at Arch McDonald, WSJV's round baseball announcer. Such a flood of rebuttals came in, defending McDonald, that the paper printed a statement saying it was impossible to print all the letters—and conceded that Arch is a good sports commentator.



Vol. 3, No. 18 Wed., Jan. 26, 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. 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. Holly wood, 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

(Tuesday, Jan. 25)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 146 1/2 | 145 1/4 | 145 1/2 | - 3/8 |
| CBS A | 20 1/2 | 20 1/4 | 20 1/4 | - 1/2 |
| Crosley Radio | 9 1/4 | 9 1/4 | 9 1/4 | - 1/8 |
| Gen. Electric | 42 1/2 | 41 3/4 | 41 3/4 | - 1/2 |
| RCA Common | 6 1/2 | 6 1/2 | 6 1/2 | - 1/8 |
| RCA First Pfd. | 48 1/2 | 48 | 48 1/4 | - 1/2 |
| Stewart Warner | 10 1/4 | 10 | 10 | - 1/2 |
| Westinghouse | 101 1/4 | 100 1/2 | 101 1/4 | - 1/2 |
| Zenith Radio | 16 | 15 3/4 | 15 3/4 | - 1/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|-------|-------|-------|-------|
| Nat. Union Radio | 3 1/2 | 3 1/2 | 3 1/2 | |
|------------------|-------|-------|-------|-------|

OVER THE COUNTER

| | Bid | Asked |
|-------------------|-----|-------|
| Stromberg Carlson | 6 | 7 |

"Movable Sales Force" Is Organized by Ascop

Ascop has organized a "movable sales force", which will cooperate with local Ascop representatives around the country in effort to build up a greater number of licensed establishments in the respective territories. First new unit will be headed by Richard Powers, an Ascop rep, who will have with him John Hammet and Larry Schlums, both young college men. According to John G. Paine, general manager, the policy will be to seek to educate non-licensed establishments to the point of taking out a license rather than bringing the infringers to court.

Sheila Barrett for Waldorf

Sheila Barrett opens in the Sert Room of the Waldorf-Astoria on Feb. 3, succeeding Eve Symington until spring. Leo Reisman and Xavier Cugat supply the music.

Under One Tent
★ POWER
★ MARKET
★ POPULARITY
Actually Equipped for Super Power

Tape Recording System Licensed to Grombach

(Continued from Page 1)

a year ago by James A. Miller, inventor of the method, Frank Hummert, vice-president of Blackett-Sample-Hummert, and A. H. Dicbold, president of Sterling Products. Tape Transmission is a new system for recording sound on film, said to be superior to the wax method of recording which is universally used today.

Miller Film Corp. to enable the stations to broadcast from the tape, will install the equipment in the stations under a lease. Miller also declared that Warner Bros. has no interest in the company as had been previously reported.

Grombach said that prices for the new service had not been set yet, but that further announcements on the new service may be expected shortly.

Burns Amending Complaint

West Coast Bureau, RADIO DAILY

Los Angeles—Demurrer of Radio Transcription Co. of America, in the suit by Bob Burns for alleged dubbing into currently-produced transcriptions the recordings made for the firm by Burns several years ago, was sustained in Superior Court. Presiding judge gave Burns' attorneys ten days to file amended complaint. The comedian had asked for restraining order and damages.

Doyle Seeks Helen Morgan

Stuart F. Doyle, Australian radio and theater operator, is dickering through the Wm. Morris agency for Helen Morgan to go to Australia for radio, film and theatrical work.

Doyle, who left Sunday for the coast, also closed a deal with Servel Inc. for his air conditioning business in Australia and has obtained the U. S. license for a new British neon sign.

Bruce Myers Slips Again

Detroit — WJR's Tim Doolittle (Bruce Myers) has another broken arm, the result of a fall while skating. It's just an arm it's a leg. He's thinking of making a year-by-year contract with his surgeon. His hillbilly band has been a feature on WJR for many years.

Detroit Agency Changes Name

Detroit—Martin Inc., local agency, is changing its name to Martin, Frank & Atherton Inc. Frank W. Martin, president of the old firm, is named president and treasurer of the new organization, with Frank W. Atherton as vice-president and E. G. Frank as secretary.

Pepsodent Spots on WHAM

Pepsodent on Jan. 30 will start a sidewalk interview series over WHAM, 4-4:30 p.m. Program was planned by William Fay, manager of WHAM, and sold by George Hollingbery. It is the only spot series Pepsodent is planning to use.

Mrs. Jeanne Craig Gives Her Version of C&H Deal

(Continued from Page 1)

with George P. Hollingbery and the stock of Craig & Hollingbery Inc. of New York placed in escrow with the Harris Trust & Savings Bank of Chicago, but when George P. Hollingbery failed to comply with the terms of the agreement, the escrow agents returned the stock to Mrs. Craig, thereby terminating negotiations. Only one member of the staff resigned, and Morton D. Bolton and Paul F. Adler are continuing to service accounts as usual, according to Mrs. Craig.

"White Mustang" from KDKA

First of the dramatizations in the "Under Western Skies" series to be carried over NBC-Blue network from KDKA, Pittsburgh, will be "The White Mustang," presented tonight at 9. Author is Derby Sproul, who also will have charge of production, with Maurice Spitalny directing the special music. Spahr Hull will be narrator and cast will include Delle Gillis, John Johns, Helen Wayne, Jack Orriston, Charles Webster and Leon Ward.

WLW "Hoosiers" Commercial

Cincinnati—"Hoosier Housewarming," WLW-produced variety show, has gone commercial for F. & E. Laboratories, through Blackett-Sample-Hummert. Talent includes "Pappy" Shannon, comedian; Deon Craddock, singer; Dough Browning, emcee; Five Novelty Aces, Drifting Pioneers, studio orchestra and weekly guest stars.

Station also has a renewal of Pinex "Merry-makers" through Russell M. Seeds Co.

Heidt Gives Composer Break

Mme. Maria Grever, operatic coach and composer, who wrote some songs years ago that were later simulated by others without compensation to her, presented her latest, "Tipitin," which means guitar, on Horace Heidt's NBC-Blue program last night. Heidt met Mme. Grever recently and, after hearing her story, decided to aid her.

Kyser Show Titled

Kay Kyser's "Kollege of Musical Knowledge," which takes over the Mutual "Melody Puzzles" period Feb. 1, will be retitled "Kampus Klass." Program, originating at WGN and to be heard over WOR here for Lucky Strikes, will air Tuesdays at 8-8:30 p.m. Lord & Thomas is the agency.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

COMING and GOING

BRYCE OLIVER, WHN news commentator, has returned from a two-week vacation in the West Indies.

WILLIAM A. SCHUDT JR., general manager of WBT, the CBS outlet in Charlotte, is on a business trip to Atlanta. He returns to Charlotte tomorrow.

GRADY COLE, WBT newscaster, gets back in Charlotte tomorrow from Louisville, where he participated in the WHAS flood anniversary broadcast.

NORMAN MORRELL, NBC assistant commercial program manager, left by plane for the Coast yesterday to confer with Coast production officials. He will remain several months.

MONROE GOLDSTEIN, representative for Edward C. Robinson and Joe Penner, returned by plane to the Coast last night following the Robinson broadcast on CBS.

RAY PERKINS leaves today for Kansas City to appear at the President's birthday ball in that city.

LORETTA LEE, vocalist heard over CBS from the West Coast for the past six months, returns east next week to begin a vaudeville tour being handled by Paul Ross of Columbia Artists Inc. Tour opens Feb. 4 and includes dates in Detroit, Cleveland and Chicago.

CHARLES E. GREEN, president of CRA, leaves for Chicago today, to be gone several days. RUSS LYON of the sales staff leaves for Detroit this afternoon.

"Flying Priest" Series Going on 100 Stations

(Continued from Page 1)

Africa. The series is authored by Gene Stafford.

The cast, headed by Charlotte Chain and Raymond Bramley, will include the following network favorites: Betty Worth, Lucille Lortel, Natasha Lewis, Craig MacDonnell, Kenneth Delmar and Waldemar Kappell.

KSL Musical Clearance File

Salt Lake City—With increased live talent productions evidencing need for a simplified and correlated musical clearance file, Albert J. Southwick, KSL executive, announces compilation of a musical clearance file. Under Southwick's direction, Lucille Cannon and Francis Urry are engaged in filing 25,000 selections, reputed to include every title available for radio use. Cost of work is estimated at \$1,000, with completion expected Feb. 15. When completed the file will give ready access to any radio selection, composer, owner and date of copyright.

NORTHWEST'S LEADING RADIO STATION
OFFERS
KSTP
LIFELIKE RECEPTION
NEW TRANSMITTER
INCREASED COVERAGE
BASIC RED NETWORK
MINNEAPOLIS SAINT PAUL

AGENCIES CHECK UP ON SPOT CAMPAIGNS

(Continued from Page 1)

stances, upon receipt of the photographic copies of station logs, agencies have found that some outlets were running two or three spot announcements between programs. This resulted in one of the largest radiobilling agencies in the country serving notice that in the future it expected a weekly photostatic copy of the station logs on all spot campaigns placed by the concern.

Stations countered that an occasional request for a check-up was well within the agencies' rights, but for a steady diet it would work a hardship on a great many stations which are on the level and consequently suffering for a few unethical managements. For the small rate charged for station-break announcements, the fair-minded stations emphatically state there is no money in it when attended by various detail and log photographs.

Excerpts from typical letters to station reps follow:

"...it is getting to the point where the spot announcement business requires so much detailed work that the cost is greater than the income. Because some stations do not operate according to Hoyle, I see no reason why the honestly operated station which has notified the client of any changes or errors should be required to furnish anything beyond affidavits."

"...agency's letter questions the integrity and honesty of the station... we will not take the time to send on copies of our announcers' operating schedule for any account, as this would be setting a precedent and we would eventually be required to do it for each and every spot advertiser...we do not feel that the spot business, at our present rate, is worth the effort which the agency expects the station to make."

"...we have treated the account with exacting fairness and honesty and frankly do not believe we are expected to forward complete announcer schedules...we will, however, send a copy showing schedule for 15 minutes before and after the announcements, but will eliminate our affidavits."

Albany Ork on CBS

Albany—Herb Gordon and his Ten Eyck Hotel Orchestra have been scheduled for airing over CBS for half-hour periods at midnight, Tuesdays and Thursdays. Rockwell O'Keefe made the tie-up. Programs will originate via WOKO here, with Sherb Herrick at the mike.

LUCILLE & LANNY

LINWOOD GRAY
"2 voices and a planny"
Now appearing with Fred Allen
TOWN HALL TONIGHT
Arrangements by Lanny Grey
Management NBC Artists Service

NEW PROGRAMS—IDEAS

"Your Child and Mine"

WREC, Memphis, has started this discussion series led by Dr. William R. Atkinson, Professor of Psychology and Education at Southwestern College. Purpose is to offer parents advice on child upbringing. Two voices are used on each show. Dr. Atkinson having the assistance of a different feminine voice for each broadcast. Forest Hill Dairy is sponsor.

American Diplomacy

"America Looks Abroad," new dramatic feature over WSM, Nashville.

"Did I Remember" Led Network Songs in 1936

(Continued from Page 1)

| | |
|---|--------|
| 5. You | 28,685 |
| 6. When I'm With You | 28,522 |
| 7. Lost | 28,224 |
| 8. When Did You Leave Heaven | 27,352 |
| 9. You Can't Pull The Wool Over My Eyes | 26,695 |
| 10. Stompin' At The Savoy | 26,610 |
| 11. Would You? | 25,994 |
| 12. There's A Small Hotel | 25,942 |
| 13. Take My Heart | 25,904 |
| 14. Let Yourself Go | 25,234 |
| 15. All My Life | 24,881 |
| 16. Stars And Stripes Forever | 24,802 |
| 17. Alone | 24,748 |
| 18. These Foolish Things | 24,565 |
| 19. Robins And Roses | 24,542 |
| 20. Glory Of Love | 24,465 |
| 21. Way You Look Tonight | 24,191 |
| 22. Until The Real Thing Comes Along | 24,143 |
| 23. It's Been So Long | 22,983 |
| 24. Cross Patch | 22,963 |
| 25. Lights Out | 22,639 |

Power Break Silences WEAf for 86 Minutes

(Continued from Page 1)

mercial scheduled and a switch was made.

Cause of the accident was a broken circuit breaker which fell across a high voltage wire in the Belmore plant of the Long Island Power & Light Co. This necessitated shutting off the high voltage circuit. During a two-hour check-up, while the station was off the air, 540 phone calls were received from would-be listeners.

WCAU Airs Mayor from Bed

Philadelphia—As a result of Mayor S. David Wilson being confined to his bed for the past few weeks, WCAU ran a wire to his home last night at 10:30 p.m. in order that the Mayor could have an opportunity to fight against the proposed sales tax which the City Council is seeking to put through.

Bob Carter to Speak

Bob Carter, chief announcer at WMCA, will be guest speaker at Advertising Club Luncheon tomorrow afternoon. Carter will speak on radio.

Larry Menkin Back

Larry Menkin, CBS production man, has returned to work after a week's illness.

presents the story of American diplomatic relations. Shows dramatize background of present international situations and are enacted by cast of 50, directed by Harold Selman on the dramatic end and by Pietro Brescia on the musical side.

Dramatizing Words

Dramatizations of words and phrases is a new feature recently added to E. A. McFaul's "Pronounce It" program over CKLW, Windsor-Detroit.

Canada's New Fee on Sets May Spur U. S. Purchases

(Continued from Page 1)

automatically registered via the dealer, radios brought in from the U. S. can avoid registering.

Canadian tourists returning from the U. S. in last nine months brought in radios valued at \$499,827 duty free under the \$100 exemption. Of this amount, \$54,389 worth of radios were brought in during December.

It is estimated that about 25 per cent of license holders have two or more radios. New fee, which goes in effect April 1, has aroused much protest.

RADIO AIDS IN LOCATING AIRLINER LOST 7 HOURS

(Continued from Page 1)

wave equipment, station maintained contact between pilot of plane and Newark airport officials, also airing intermittent bulletins and requesting listeners to listen for the plane and phone in if they heard it. At 3:04 a.m. WMCA flashed the news that plane had landed at Hartford, and station signed off at 3:34 a.m. after airing names, details of landing, including of the crew and passengers.

Dave Driscoll of WOR's special features division was at home preparing to retire when he received news of the missing plane via radio. He drove from Forest Hills to WOR's Times Square studios in 18 minutes through the storm. WOR listeners were asked to phone in, and 227 calls were received from five states. Station stayed on the air until 3:30 a.m. Fourteen years ago to a day, WOR did similar service when the dirigible Shenandoah broke loose at Lakehurst.

WNEW's all-night audience also co-operated Monday night by listening for the lost plane. At 2:53 a.m. a listener reported to Stan Shaw that he heard it over Bridgeport. Shaw passed the information on to Newark airport.



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-TRENDELL BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT BLUE NETWORK
THE PAUL H. RAYMER CO., Representative

AVAILABLE ON —WXYZ— MICHIGAN RADIO NETWORK

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

March 8: KNAC, San Antonio. Vol. assignment of license to Walmac Co. 1370 kc., 100 watts, 250 watts L.S., unlimited.

WGAN, Portland, Me. Authority to transfer control of corp. to Wm. N. Campbell and Lloyd C. Greene. 640 kc., 500 watts, limited.

National Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts L.S., unlimited.

March 14: Garden Island Publishing Co., Ltd., Lihue, Hawaii. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited. Mountain Top Trans Radio Corp., Denver. CP for new station. 1310 kc., 100 watts, 250 watts L.S., unlimited.

APPLICATIONS RECEIVED

Hazeltine Service Corp., New York. CP for new television station. 42000-56000, 60000, 86000 kc., 125 watts.

Eastern Carolina Broadcasting Co., Goldsboro, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

Tacoma Broadcasters, Inc., Tacoma. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.

EXAMINER'S RECOMMENDATION

W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime. be dismissed

LINCOLN

John Edwards, newscaster for KFOR, submitted the prize winning play, "Hades Ladies" to the University of Nebraska dramatic society.

Don Searle, newly appointed general manager of KOIL, KFAB, and KFOR, is here for a week instructing KFAB-KFOR studios in his policy needs. Will make his office in Omaha at KOIL.

Chick Miller has been named chief announcer in the Lincoln studios of KOIL, KFAB and KFOR. He succeeds J. B. Lake, who moved to KWGB, Hutchinson, Kan.

KVI, Seattle-Tacoma

Edward J. Jansen, commercial manager, is in St. Joseph's Hospital, Tacoma, recovering from a minor operation.

Lewis North, engineer, was the featured speaker at the Radio Club in Olympia last week.

"Sports Round Table" took to the air Monday, led by Jerry Geehan, KVI's popular sportscaster. Outstanding sports authorities and personalities will appear as guests on the programs Monday night.

DAILY SCOOPS

Suggested Listening Tonight!

• • • BARRY WOOD

.....WABC, 6:45 P.M., E.S.T.
doing

"I DOUBLE DARE YOU"

and

"GOOD NIGHT, SWEET DREAMS, GOOD NIGHT"

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



• • • Personal Postcards To: Phillips H. Lord: You were victimized last week by a clever press agent who planted a person on "We, The People" which your office oked. Person made the news pages via a press agent's yarn about shaving in phone booth to get a job and then being nabbed by a detective. All this was pre-arranged including the pinch. Later he was selected for your show and during the rehearsal his scripts had the name of the razor deleted from the script—but during the show, he managed to use the name three or more times when it was too late to cut him off. Your office paid him \$15 for this stunt—but Packard Razor doubled your price and he's working there now!...Tommy Rockwell: Now that Ralph Wonders is no longer with you, he's bound for Chicago with a recorded show under his wing which may be sold by the time this reaches print...Richard Himber: Irving Lehrer, your press agent who is doing a swell job for you, deserves the title "Mr." because of his work...Boys and girls in Hollywood: Del Casino will be in your midst by the time you read this. We just know you'll go wild about the kid...Oscar of the Waldorf: Bill Paley, head of CBS, has an air-conditioned kitchen right next to his office on the 20th floor of the Madison Ave. edifice...Edward Klauber: May we again suggest Johnny Augustine for a conducting spot at CBS. He's a genius with a baton waving over a herd of musicians.

• • • F. W. Meyer: With all Denver stations banned from the courtroom during the trial of three men charged with installing transcription microphones in office of Gov. Teller Ammons of Col., your KLZ boys reported the closing moments of the trial by recording proceedings from adjoining ante-room. A second after the verdict finding the trio guilty of eavesdropping was returned in court, principals in the case were hustled before KLZ mikes to record views. Disks were played hour later during regular newscast...Voices recorded included District Attorney John A. Carroll and convicted men.

• • • Grover Whalen: At the opening nite of Billy Rose's place you went backstage to see how things were being run and Wini Shaw, that glamorous gal, come down the steps and planted a kiss right on your kisser. It was a mistake and she apologizes. She thought you were Oscar Shaw—who impersonates YOU...CBS page boys Bob Ferris and Sammy Schiff: A fellow tried to get into the Hammerstein show last week but was refused admittance until Teddy Powell came to his aid. He was Mack Davis of the Artists' Bureau...Arthur Kudner: Did you know that the Duke and Duchess of Windsor have rented a beautiful home at Paradise Beach, Nassau, in which they'll reside for a period while visiting?...CIO: Henry Spitzer signed Harold "Pins and Needles" Rome as a Chappell writer—also Marc "Cradle Will Rock" Blüstein...Toby Wing: Pinky Tomlin, who was your fella while you were west, presented Joane Alcorn with an engagement ring bearing 20 diamonds and 18 sapphires—with Feb. 17 set as the blending date in Santa Barbara.

• • • Press agent's union: Leslie Leiber of the CBS press dept. and flute player on the Swing Session was transferred to the coast for four weeks. George Lottman, just back from Florida, will go to Hollywood to reorganize his coast office. Hal Davis of the CBStaff is back at the desk after a nervous breakdown due to overwork (?)...Associated Press: Your wire service released a story about the farmer in Shelbyville, Ill., whose cows, hogs and horses adore mountain music and he doesn't go out in the cold to get them back home but tunes in a hillbilly program via the loudspeaker which is hung on the barn door and the music brings them back on the trot. Well, the program the farmer tunes in on comes via WEBQ, Harrisburg, Ill., and is a transcription of WMCA's Zeke Manners Gang.

NEW BUSINESS Signed by Stations

WGN, Chicago: Bayuk Cigars (Phillies). "Quin Ryan's Highlights of Sport"; Kruschen Salts, "Dr. Friendly"; Sterling Products, "Way Down East."

WKY, Cincinnati: Richman Bros. Co. (clothing), spots, through McCann-Erickson; Carter Products Co., spots, through Street & Finney; Longines-Wittnauer Co. (watches), spots, through Arthur Rosenberg Co.; RCA-Victor Co., spots, through Lord & Thomas; Procter & Gamble (Ivory Soap), spots, through Compton Advertising; Good Luck Food Co. (Good Luck Desserts), announcements, through Hughes, Wolf & Co.

WEW, St. Louis: P. W. White Motor Co., musical clock.

WFIL, Philadelphia: Adam Hat Stores, spots; American Chiclet Co., spots, through Badger, Browning & Hersey; Grove Laboratories, news; Manhattan Soap Co., spots, through Peck Advertising; Glass Container Assn., dramatics; Humphries Homeopathic Medicine, spots, through Biow Agency.

KYW, Philadelphia: Procter & Gamble (Ivory Soap), ETs, through Compton Advertising; M. G. Breitenbach Co., ETs, through Morse-International; Richard Weatherill, talk.

WGY, Schenectady: United Drug, ETs, through Street & Finney; Scott Paper Co. "Market Basket," participation, through J. Walter Thompson.

COLUMBUS

William Orr, WBNS commercial manager, visited Chicago on business. Jim Cooper, WBNS newscaster, is considering broadcasting his late evening news program from his home. The idea is that he can catch an extra hour's sleep if he doesn't have to return to the studio every night.

Three local stations will employ 18 musicians as regular staff members. This marks the first time that WCOL has employed staff musicians.

WOKO-WABY, Albany

WOKO, Albany, has signed a ten-piece band.

Billy Rose and Johnny Lee will resume their Saturday evening program of popular songs Jan. 29.

Balbo Oil is sponsoring a Sunday afternoon program of Italian music over WABY.

Parent-Teachers Association of Albany is sponsoring a series of Friday programs over WABY.

THE KID'S NO DUMMY

WHAT'S OUR LEADING FOREIGN LANGUAGE STATION

WBX NEW YORK
1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

**ORCHESTRAS
MUSIC**

CLYDE LUCAS and His Orchestra, formerly an MCA attraction, has signed an exclusive management contract with Rockwell-O'Keefe.

Larry Clinton brings his orchestra into the Terrace Room of the New Yorker Hotel on Saturday for the one night only while Glen Gray and the Casa Loma Orchestra will adjourn to Washington to appear at the President's Ball.

Meyer Davis, musical caterer to the smart set and the White House, will direct his orchestra in a special program over NBC-Blue network on Feb. 1 at 10:30-11 p.m. Barry McKinley, tenor, will assist.

When the New York Police Club's Glee Club airs its annual concert from Madison Square Garden on Saturday, part of the program will be the result of the efforts of their radio god-father, genial Horace Heidt. The tall Biltmore maestro, has coached them in several of his own routines and has lent them arrangements. In order that "Rosalie" and "Vieni, Vieni" will have the right interpretation, Heidt's choral director, Leo Flanders will appear as guest conductor.

Fletcher Henderson and his orchestra open at the Trianon ballroom, Seattle, tomorrow for CRA. Orchestra recently closed a four weeks' engagement at the Vogue ballroom, Los Angeles.

Leon Prima and his orchestra have left Prima's Shim Sham in New Orleans to play at the Grove, new spot on the Gulf Coast at Gulfport. Earl Dantin and his band replace Prima and the latter's New Orleans spot. Dave Winstein and his band are closing at the Club Plantation shortly to be followed by Burt Massengale.

Ken Sisson, American arranger and orchestra leader, now conducting "Canada 1938" for Imperial Tobacco Co. Ltd. from Montreal, has written a tune called "Snowtime," which has been accepted for publication by Mills Music Co. and Canadian Music Sales. Lyrics of the tune were written by L. S. B. Shapiro of the New York Times, who also is Manhattan columnist for the Montreal Gazette.

Erskine Hawkins and his Orchestra are being booked for a tour of one nighters throughout the Eastern States. The band will be fronted by Stepin Fetchit. Set-up was engineered by Moe Gale of Gale Inc. and Consolidated Radio Artists.

WILLIAM SCOTTI and The Sweetheart Rumba 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.
Exclusive Management
Ben B. Lipset, Inc. 607 Fifth Ave., N.Y.C.
Phone PL. 3-6368

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WDAS—Philadelphia
1370 Kilocycles—250 Watts

ALEXANDER W. DANNENBAUM, President
P. J. STANTON, General Manager
A. W. DANNENBAUM JR., Sales Manager

"PHILADELPHIA'S Only Full Time Independent Broadcasting Station"—this slogan has accompanied the call letters of WDAS for many years and truly identifies it in Philadelphia.

Established in 1920, the station has built for itself an enviable reputation for bringing to Philadelphians events of local significance as well as programs. Having more local accounts than any other local station is testimony to the popularity of WDAS in the Philadelphia scene.

The first to broadcast the Eastern Penitentiary programs. The first to make a definite stand on mass audience programs that resulted in favorable comment from many national agencies. In addition to its many local programs—wrestling bouts, boxing bouts, the "Merry-Go-Round" programs—WDAS has been broadcasting many church services. Its programs for the foreign language groups and negroes have likewise brought the station nationwide repute.

Showmanship, ever a paramount factor in broadcasting, is synonymous with WDAS. Its street broadcasts, remote lines into newspaper offices and political headquarters, its comic cartoon advertising campaign in the Evening Ledger, the first ever to be attempted, are typical of this showmanship.

No little credit for the success of this station, which refused to be catalogued as a "one lunker" years ago, may be placed on the shoulders of the station president and guiding influence, Alexander W. Dannenbaum. With over 50 remote lines, WDAS, still the only independent full-time station in the 3,000,000 Philadelphia area, is forging ahead to even greater success in 1938.

SAN FRANCISCO

Hal Burdick's serial, "Dr. Kate," after a six-week absence, returns to NBC-Red coast network for Sperry Flour on Jan. 31. It will air 15 minutes daily.

Joe Sudy, whose orchestra goes into the Del Mar Country Club on Saturday for a run, will air coast-to-coast on NBC-Blue.

Gordon Mooser, formerly of KEHE, Los Angeles, has joined KYA as chief accountant.

"Hawaiian Moon Casino" has been renewed by Lehn & Fink through Wm. Esty & Co. over CBS stations here and in L.A.

KYA has added another 15-min. daily news period at 6:15 p.m., with J. Clarence Myers handling it six days and Richard Moyes Deasy on Sundays.

CBS Signs Lew Parker

Lew Parker, comedian, has been signed under management of Columbia Artists Inc.

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

GUEST-ING

CHRISTINE JOHNSON, contralto; ROBERT SHANLEY, baritone, and ELDA ERCOLE, soprano, on "Metropolitan Opera Auditions," Jan. 30 (NBC-Blue, 5 p.m.)

GENE LESTER, singing cameraman, on "Log Cabin Jamboree," Jan. 29 (NBC-Red, 8:30 p.m.)

ALAN MOWBRAY and LOUISE FAZENDA, on Radie Harris program, Jan. 27 (WOR-Mutual, 6:45 p.m.)

MARI SANDOZ, author, guest of Page Carr's "Books in the News," tonight (WQXR, 3:45 p.m.)

BOB CROSBY and his orchestra, and KAY WEBBER, vocalist, on Martin Block's "Sunday Swing Concert," Jan. 30 (WNEW, 11 a.m.)

FLORENCE VINCENT, newspaperwoman, guest of Vivian Shirley, today (WNEW, 2:30 p.m.)

IDA LUPINO, with Tyrone Power in "Forever England," on "Hollywood Playhouse," Jan. 30 (NBC-Blue, 9 p.m.)

GLENDA FARRELL and HUMPHREY BOGART, in "Manhattan Latin," on Rudy Vallee show, Jan. 27 (NBC-Red, 8 p.m.)

EDWARD ARNOLD, MRS. ARNOLD and JACK MULHALL, on Peg Murray-Ozzie Nelson program, Jan. 30 (NBC-Blue, 7:30 p.m.)

MARY JANE WALSH, on Schaefer Beer program, Jan. 27 (WEAF, 7:30 p.m.)

MAUREN O'CONNOR and DOROTHY MARIE WADE, on Eddie Cantor show, tonight (CBS, 8:30 p.m.)

FORT WORTH

Bess Coughlin, pioneer WBAP singer, noted for her cowboy ballads, went to Louisville to represent WBAP on WHAS flood show.

Blanche LeBow, who has appeared at WHB and KMBC, Kansas City, is now singing with George Duffy's orchestra at the Texas Hotel, airing over KTAT.

Bob Calen now has a night show as well as an early morning program over WBAP. It's dedicated to forthcoming Southwestern Exposition.

LET THE GOLD DUST TWINS DO YOUR WORK*

Let WHN DO YOUR SELLING

New York's No. 1 Showmanship Station reaches the World's Richest Market effectively and economically

*Courtesy of Hecker Products Corpora.

WHN is affiliated with Loew's chain of theaters and the Metro-Goldwyn-Mayer Studios.

1540 Broadway New York City

PROGRAM REVIEWS

"Choral Contrasts"

"Choral Contrasts," on WOR-Mutual, Sundays at 9-9:30 p.m., is presented in conjunction with WPA Federal Theater Radio Division. Groups heard last Sunday were the Madrigal Singers, Negro Melody Singers and Federal Opera Singers. Repertoire included Mozart, Brahms, Haydn and of course traditional tunes. Organ music helped on the accompaniments, and each group had its own conductor. With the exception of the traditional airs, it seemed that the selections were top-heavy, both in arrangements and rendition, as well as the selections themselves. Actually the "contrasts" failed to materialize on this occasion. Voices were excellent, but probably the Sunday night date induced the tiresome material.

"That's My Story"

Dramatizing short short stories adapted from Liberty Magazine, this WLW Line presentation (WLW, WFIL, WHN) sponsored by Libby, McNeill & Libby ought to prove a generally interesting series. The Liberty shorts usually have a good action content, making conversion into a radio script a rather simple matter.

Initial skit, though in a somewhat familiar domestic drama groove, held interest, with emphasis on femme appeal. Acting was okay and commercials were not overdone. Program is heard Monday, Wednesday and Friday, 6:15-6:30 p.m. J. Walter Thompson Co. is the agency.

"Pet Peeves"

"Pet Peeves," heard Saturdays at 7:30-7:45 p.m. on WMCA-Intercity, is another form of quiz-type forum program, emceed by Jack Shannon and announced by Joe Tobin. Listeners may send in letters with their peeves and the best one is invited to the studios to put them on the air. Thus the street car motorman, the guy who blocks the door in the subway and so on, all get their just dues. Many are the obvious squawks the average listener would like to get off his chest and for the most part the show is quite entertaining.

"Motor City Melodies"

This program, also known as "WJR Presents," went on the CBS coast-to-coast network Saturday from WJR, Detroit, at 2:30-3 p.m., and turned out to be a generally pleasing musical show, with orchestra and vocalists both of big-time calibre. Opening with a vocalized "Let 'Er Go," the well varied repertoire included "O Sole Mio" by the orchestra, "Louisiana Hayride" with vocals, a special arrangement by Ray McConnell of "Homing," more vocal work on "Saskatchewan," "The Skaters' Waltz," and "Who" and other pieces in which the orchestra did itself credit. The harmony work was very

RADIO PERSONALITIES

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

SYDNEY DIXON

NEWCOMERS to radio could get more than a few pointers from NBC's newly appointed western division sales manager, Sydney Dixon. Like a lot of other NBC veterans, Dixon has a wealth of early day radio experience, which takes in every phase of broadcasting from producing and selling bedtime story programs to operating a nemo booth.



Became sales executive via tenor route.....

Born in Muskegon, Mich., May 14, 1898, Dixon was four when his family moved to Seattle. His education in Seattle public schools was broken for a year in 1918 when he joined the army. Later he attended the University of Washington. Possessor of a fine tenor voice, he studied for two summers at the Myers School of Voice in New York. To pay for his tuition he delivered ice to fashionable homes around Central Park and Riverside Drive. One of the homes he serviced is now occupied by John Royal, vice-president in charge of programs for NBC.

After he finished school, he turned to radio as a singer. In between public appearances, which included a tour of Canada, he sang over every well-known station in the West. As staff tenor, sports announcer, program and sales manager, he worked for several Seattle stations. In 1930 he left Seattle to join KYA in San Francisco as production manager. In 1931, with a full knowledge of radio, and with an acquaintance of practically everybody in the industry, Dixon joined NBC as manager of local sales in the Golden Gate city.

When the need of a sales office for NBC in Hollywood became apparent, Dixon was transferred there, and later made Assistant Sales Manager of the Western Division. Recently, when Harry Anderson resigned to accept a position with the Honolulu Advertiser, owners of KGU, Don E. Gilman, vice-president in charge of the western division, appointed Dixon sales manager.

Dixon is married to a well-known pianist, the former Guinevere Borgford, whom he has known since she was four. They have two sons.

He is a member of the Board of Directors of the L. A. Advertising Club, Chairman of the Ways and Means Committee of the PCAA for the 1938 convention, member of the Delta Tau Delta Fraternity and the Phi Mu Alpha national fine arts honorary society, and also belongs to the San Francisco Bohemian Club.

good. Talent on the show includes Samuel Benavie and augmented studio orchestra; Helen Hadley, soprano; The Bavarians, male chorus; Three Aces, and a mixed chorus directed by Don Large.

Benay Venuta

A new Benay Venuta program series started Saturday at 2-2:30 p.m. over WOR-Mutual. Like other shows in which Miss Venuta has figured, it was a lively and altogether highly enjoyable musical variety concoction, with Leo Freudberg's orchestra for musical background, Leonard Warren and Sylvia Clyde supplementing Miss Venuta in vocals, and Pauline Alpert in a piano specialty. Only artist not caught before was Warren, who displayed a grand voice in his rendition of "Rosalie." He deserves more opportunities.

Tino Rossi

NBC's new French singing star, Tino Rossi, who made his debut this week for Monday and Friday series at 7:45-8 p.m., is a likable and appealing romantic troubador on the order of Jean Sablon, but with a somewhat more expressive voice. He has a Parisienne flavor and charm, and is at his best in French ballads, though he also warbled in accented English—even essaying "Bei Mir Bist Du Schoen"—with entertaining re-

sults. His style, however, is more to the taste of continentals than to the mass American audience.

Arthur Godfrey

More of the typical Arthur Godfrey singing and chatting, with organ accompaniment by Johnny Salb, is offered in the new Barbasol (shaving cream) spot on CBS, Monday and Friday at 7:15-7:30 p.m. It's the same brand of carefree, informal and altogether easy-to-take stuff that Godfrey has been offering in morning periods for the same sponsor. Agency is Erwin, Wasey & Co.

WFBM, Indianapolis

Col. Fred Winter goes along as announcer with Chuck Wagon Boys to a new 8:30 a.m. spot, thrice weekly.

"Early Birds," now in fifth year, start a half-hour earlier to accommodate participating sponsors. Ben Wilbur handling news assignments, with Ned LeFevre conducting the early morning flight.

Walter Reuleaux, music chief, directing Bohemians, five-piece string ensemble, added by Railroad Men's Federal Savings & Loan.

PROMOTION

KELO Jell-O Weight Guessing

A shimmering, shivering, towering mold of Jell-O, reputed to be the world's largest Jell-O dessert, was displayed recently by the KELO-KSOO Merchandising Department in the show windows of Sioux Falls (S. D.) Gas Co. The giant dessert was made in specially constructed molds and placed inside a large Electrolux Refrigerator. Hundreds visited the exhibit to inspect the unusual display and enter a contest to estimate the weight of the Jell-O dessert. First prize was awarded to a theater employee who estimated the weight at 92½ pounds. . . . just one ounce more than the correct weight. All contestants were given Jell-O recipe books and General Foods' Radio Brevities Magazines.

According to reports received by the KELO-KSOO merchandising department, Jell-O sales response in the Sioux Falls territory has been extremely gratifying.

News Bulletin Board

WHBF, Rock Island, has constructed a news bulletin board in the lobby of the Safety Building where they have their Rock Island studios. Latest news bulletins, both local and UP, are posted on the board immediately after broadcast. It is particularly convenient for office workers who are unable to listen to radio during working hours. Board also lists the times of regular WHBF newscasts.

Vick's Cartoon Albums

Vick Chemical Co. is giving away 100,000 cartoon albums of 65 pages, free for the writing, via the Tony Wons program. Only two announcements are being made, the first one having gone out last Friday at 10:30 a.m. over 28 stations of CBS.

Student Listening Habits

CBS sales promotion department last night put into the mails a 24-page booklet on "Radio Goes To College." Book is a study of the listening habits of college students.

WCAE, Pittsburgh

New commercial brings the Pearce family, music and drama, to the air Sunday night at 6:45 p.m. Premiere last Sunday met with widespread approval.

Sports Announcer Jim Murray is a member of cast that will stage show at annual Pittsburgh Sports Writers roundup dinner at William Penn Hotel, Feb. 13.

Musical Director Earl Truxell drew round of applause from radio scribe Darrell Martin last week. Truxell's work on "Night at the Inn" shows was complimented.

Announcer Charles Roe is playing the lead in local production of "Accent on Youth."

Lillian Malone's "Polly Entertains" program goes into a new spot next week, 9:30-9:45 a.m.



DON E. GILMAN, vice-president in charge of the Western Division of NBC, since making his permanent residence in Hollywood, has taken an active interest in civic affairs. Last week he was named a director of the All Year Club of Southern California, in which group he will play an active part, along with prominent publishers and other community leaders.

Wade Lane, whose Mertens and Price transcription series, "Home Folks," is a favorite in every English-speaking country, now has a new Monday night quarter-hour known as "Cross Roads" on KEHE. Lane was known to millions of radio listeners for his portrayals of the "Postmaster" on "The Country Church of Hollywood." His new program is heard at 7:15 p.m. Mondays.

With "Hollywood Hotel" making its debut on 26 Canadian stations Friday night, Ray Paige and his orchestra will feature a special arrangement of "Canadian Capers," and Ann Jamison, herself a Canadian, will sing favorites of Canadian audiences. George Murphy, filmiter, will emcee the show.

Reports that Dick Powell seeks release from his singing-emcee berth on "Your Hollywood Parade" are denied by Warner Bros., who have the star under contract. Tom McAvity, Lord & Thomas producer, says the situation is being ironed out satisfactorily.

Dale Armstrong, radio editor of the L. A. Times, inaugurated his "Radio" interviews of radio personalities on KFI Tuesday at 10:15 p.m. First interviewee will be Jack Benny. Armstrong mutes his KFAC program with the start of the new one.

David S. Ballou Productions reports the sale of the first 39 episodes of their transcribed "Thrills in the Newsreels" to All-Canada Radio Facilities, Ltd., for Canada.

Howard Swart, author of and player in "The Newlyweds," wrote and acted in the 650th episode of the CBS afternoon serial.

Patricia Ellis and Stanley Morner will guest on the CBS "Hollywood Showcase" Jan. 27. Lud Gluskin's music and Harry Simeone's chorus are regular features of the program.

WREC, Memphis

Professor W. R. Atkinson, who teaches psychology at Southwestern University, has started a series giving mothers psychological advice concerning their children. Program sponsored by Forest Hill Dairy Co. "The Friendly Four," a quartet of Latter Day Saints (Mormons) from Salt Lake City, sang four programs over WREC while in Memphis over week-end on a good will tour.

Hugh Murphy, WREC announcer, is grooming for a role in "Eternally Yours," playlet to be presented by James Lee Academy of Art.

NEW HAVEN

WELI now takes Billy Fields and his Westerns, 2:30 Fridays from WSPR, Springfield. WNBC, New Britain, does likewise.

Combined New Haven Symphony and Civic orchestra concert series for young folks, with Harry Berman as conductor and commentator, enjoy unusual New England coverage. WICC feeds the music to the Colonial, WELI to WMCA-Intercity and WNBC, WCOP, and WSPR have a special regional hookup.

Perry Lafferty, WBRY music director, is heard in his own creation, "Piano Styles of the Future."

Mack Parker, WICC studio super in New Haven, sings the lead in the New Haven Light Opera Guild's presentation of the "Chocolate Soldier" Feb. 25-26.

OKLAHOMA CITY

Bill Simpson, KTOK announcer, married Dorothy Morgan, one of Dixie Belles trio, Saturday. Staff gave pair a party at home of Mrs. Helen McCabe, sec. to g.m. Joseph W. Lee.

Elliott Roosevelt, Hearst Radio president, spoke at Chamber of Commerce luncheon here and was aired by WKY, rival to KOMA, local Hearst station.

Harold Shreve, continuity editor KTOK, is originator and author of new Sunday commercial "The Key Show," 15-minute spot entirely in rhyme.

Criterion Theater on WNEW

Criterion Theater, Broadway movie house, is using WNEW for three five-minute spots and one quarter-hour weekly for a period of 13 weeks.



HUGH STUDEBAKER recently visited the Ozarks, where he looked over some farm property which he may buy.

Verne Smith, leading man of "Arnold Grimm's Daughter", is studying Spanish and French.

Del Owen, associated with John Blair production department, will return to music making for a brief spell when he conducts an orchestra at the International Amphitheater at the Stock Yards in connection with the International Air Show to start on Jan. 28.

**If You Have Something To Sell
To The Radio Industry
Put It In The Show Window of Radio**



**"A
TEST
WILL
TELL"**

**ADVERTISE
REGULARLY**

IN



PHILADELPHIA

Mary LaTell is the newest addition to WIP's vocal corps.

Edward Ford is the new chief engineer of the new KYW building.

Pat Henry, former WIP baritone, is now on the CBS Instrumentalists Show.

Powers Goraud's new "Radiofilm" broadcast moves to Sunday nights.

Clarence Fuhrman and his WIP studio band now have five songsters on daily programs, namely, Evelyn Russell, Mary West, Jack Hutchinson, Ruth Webb and Larry Rogers.

Kerby Cushing starts a new series of sportscasts over KYW, with guest stars.

Jack Steck takes on the WFIL job of directing and interviewing for the station's auditions.

Frank Shannon will revive his "S.S. All In Fun" program on an early morning spot over WPEN and continue his engineering at WCAU in the evenings.

WCAU's whispering Jack Smith is now heard thrice weekly in a new series of request songs.

Karl Bonowitz replaces Arthur Hinnett at KYW and becomes the "Melody Man" on a new series.

The Dixie Plow Boys, with Lee and Mac, take over the two daily WCAU broadcasts of the Happy Valley boys, who have left for New York.

May Robbins, formerly with stations in western Penna., is a new addition to the WIP program department staff.

ARTA has filed complaint with National Labor Relations Board charging Sanford Guyer, sports announcer for WIP, was discharged for union activity. Station denies charge, claiming announcer was released on request. Guyer is still heard in a program over the station as he's under contract to a sponsor who wants him.

WIP introduces a new program, "Sing Music," with Samuel Wooding, Joseph Savitt, father of Jan Savitt, KYW's music director died suddenly.

Dave Tyson heads WFIL's new "Ole Time Spelling Bee."

Ben Alley celebrates his first anniversary on WCAU next week, with Doris Havens accompanying him at the organ.

Angelo Palange and Manning Hall of WPEN are now conducting "Ring-side" interviews from one of the city nighteries.

ONE MINUTE INTERVIEW

JAMES R. FOUCH

"Programs are no better than the microphones used. The tiny, delicate precision instrument can make or mar a broadcast. Through the years they have been developed from the original cumbersome instrument to today's scientific development. Probably tomorrow's research will come, not so much to the instrument itself, as to stands, booms and other accessories."

★ Coast-to-Coast ★

ALISTAIR COOKE, heard as "A Critic on Broadway" Saturdays at 7:30 p.m. over NBC-Red Network, has been engaged as commentator of "March of Time" newsreels for distribution throughout the British Isles. He will make his debut in the film for February release.

A recording of Carl Sandburg reading selections from the "American Song Book" to the accompaniment of his own guitar will be heard for the first time on the air on Norman Corwin's "Poetic License" program over WQXR at 9:45 tonight.

Jean Ellington, NBC songstress, has added shortwave broadcasting to her activities. She is now the vocalist of the musical program shortwaved by NBC to Europe on Tuesdays at 1:30-2 p.m., with Norman Cloutier's orchestra.

CBS "American School of the Air" will introduce two new courses when the "Human Relations Forum" starts next Monday, and the "International Music Programs" begin Feb. 10. Both will be heard during the regular school time, 2:30-3 p.m.

A new time, planned to be permanent, has been set for the Senator Fishface and Professor Figgstottle musical comedy program. Next Sunday and thereafter, the zany comedians will be heard at 6-6:30 p.m. over NBC-Blue Network.

Jack Stevens, prominent Hartford sports broadcaster heard over the Yankee Network weekly on Saturdays at 7:45 p.m., will produce his weekly programs from WICC's New Haven studios as a feature of the dedication program produced from WICC, celebrating the opening of WICC's new studios on Saturday.

A specially written radio version of the Federal Theater of the cur-

rent play, "One Third of the Nation," will be presented by the City-Wide Tenants Council over WNEW at 4:30 p.m. today.

CHAB, Moose Jaw, Saskatchewan, has signed for "The Morning Bulletin Board," variety show syndicated by Star Radio Programs. The Canadian station is also broadcasting Star's "Good Morning Neighbor," and is a Star Commercial subscriber. Latest stations to take the latter service are WIL and WSAL. WIBX of Utica is airing Star's special series, "Howlers."

Dr. Paul N. Wenger, Supervisor of Manual Arts in the public schools of Greenwich, and John G. Shea, Special Teacher in the same schools, co-authors of "Colonial Furniture," will be guests on Syd Hayden's "Everybody's Hobbies" program over WNYC on Friday at 5:15 p.m. Dorothea Lawrence, concert soprano of many hobbies, continues on the program singing original American songs through February and March.

The Three B's (Bob Oglesby, Ben Loewy and Bill Lambert), swinging trio, recently back from Texas, and Ruth Clayton, singer from the cast of "I'd Rather Be Right," were on the Nick Kenny "Road to Fame" program over WMCA last night. It was Miss Clayton's radio debut, and she's rated a comer.

Jackie Jordan Jr., 12-year-old son of Jack Jordan of WHN's Artists Bureau, will be seen in the new Broadway play, "Sun Up to Sun Down" which opens Feb. 1 at the Hudson Theater.

Jay Jostyn has been signed to play the male lead in "Second Husband," CBS feature which stars Helen Menken. Program, under sponsorship of Sterling Products, is heard Tuesdays, 7:30-8 p.m.

KFYR, Bismarck

The North Dakota State Bureau of Criminal Identification is using KFYR for a daily five-minute Police Bulletin broadcast.

The Four Counts, versatile instrumental and vocal group, are now on KFYR three times a week. They came here from Minneapolis.

Most enthusiastic acclaim given any musical group heard over KFYR during the past several years was accorded The Singing Debutantes, a modern chorus of 17 girls directed by Florence Page.

Bert Burda, a sensational 13-year-old boy soprano, is the year's greatest solo discovery at KFYR, according to Dick Burris, program director. Station is now giving complete news coverage of North Dakota in press reports written by Fred Orr.

WJSV, Washington

Arthur Godfrey, Arch McDonald and Larry Elliott of the station's staff, as per annual custom, will serve as emcees at local hotels Saturday for the President's ball celebrations.

Elinor Lee, home economist, is back from the economics confab in Mansfield, O.

Station's new staff orchestra, conducted by Meyer Goldman and handled by John Salb, made its debut last night.

Three of the station's personalities have joined the ranks of successful songwriters -- at least, successful enough to have their works published. Arthur Godfrey's "Pale Potomac Moon," and "I'm Losing You" by John Salb and Hugh Conover, are being put out by Davis & Co., New York music firm.

RICHMOND

State Corporation Commission issued an amendment to the charter of WLBG Inc., Richmond, with John Stewart Bryan listed as president, to change its name to Richmond Radio Corp. and changing location of its office from Petersburg to Richmond.

A new program, "Information Please," will be heard over WRNL every Tuesday at noon. Consists of questions and answers sent in by listeners.

In addition to its varied educational features, WRTD's Junior Radio Club program, under direction of "Uncle Bill" Vidal, will use large numbers of boys and girls interested in public safety activities.

Art Brown and Joe Blair motored down from Washington last Sunday. Art, now broadcasting from WOL, was formerly organist of the Byrd Theater here and was heard on WRVA.

WRTD has inaugurated a new weekly program, "Going Places," written by Ellen Graves Hutton, who plays a leading role opposite Wesley Brooks. It's a dramatized travelog.

James J. Kane to Marry

James J. Kane, CBS night press staff, will be married to Elizabeth Rita Garigan on Feb. 5 at the Church of St. Rose of Lima.

KFYR, Bismarck

Station Manager Frank Fitzsimonds on sick list with a severe cold.

Since putting into operation its new 704 foot vertical antenna, mail department is being deluged with reports of much improved reception and service.

Latest addition to the announcing staff is Mervin Clough.

Most recent craze around the studios is the amateur movie bug. Program Director Dick Burris, Announcer and News Director Wayne Griffin, Announcer Mervin Clough, and Control Operator Ernie Grewer all bitten.

Maestro Sam Kontos is in Chicago for two-month vacation with his mother.

WSYR, Syracuse

Victor Miller, former Syracuse Symphony conductor, appointed station's musical director.

Norman Crane will emcee a new five-weekly dinner concert series for Revoir-Hudson Motors.

John Feeney, staff cellist, also uses three saxes, clarinet, oboe and English horn.

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

January 26

Donald W. Thornburgh
Hugo Rosenfeld



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 19

NEW YORK, N. Y., THURSDAY, JANUARY 27, 1938

FIVE CENTS

Changes Plans on Radio Measure

Looking On ... AND LISTENING IN

FORUM When it comes to seeing the radio situation from both sides of the fence, there is no group of men in the country better situated and qualified than the radio editors and critics of the nation's newspapers.

These scribes are the middle men who stand between the industry and the public.

They are in a position to detect the mistakes of the broadcasters and to hear the complaints of the big listening audience.

For these and other reasons, the views and observations of the leading radio editors of the nation hold practical value and constructive guidance for the industry at large.

It was with this thought in mind that RADIO DAILY recently conducted its first annual forum of radio editors and critics.

Response exceeded expectations, both in number of replies and in the amount of forthright discussion elicited on important current issues.

Some of the critics showed a tolerant attitude, others made no effort to pull their punches, but all of them showed a sincere desire to contribute their best thinking for the betterment of a great and growing industry which combines economic and civic service with entertainment and education in a manner never before equalled.

Publication of the results in the Critics' Forum will begin next week in RADIO DAILY.

They contain much food for thought, many helpful suggestions, much criticism, some amusing observations, and withal a stimulating experience that will benefit all who read.

Don't miss it.

— D. C. G.

Solves Phone Jam

Cincinnati—WCKY's Information Bureau, which answers questions phoned during the half-hour broadcast, has been averaging 800 calls a day and the telephone company demanded addition of 10 trunk lines. Bill Dye, in charge of program, then restricted questions to subscribers from one phone exchange a day, making just enough calls for snappy show.

PHONOGRAPHIC NETWORK FORMED BY JACK GRIFFITH

National Phonographic Network Inc., bringing together the operators of coin-operated phonograph machines in restaurants, taverns, bars, etc., throughout the country, has been formed by Jack Griffith, former president of U. S. Sound & Recording Corp. and lately with Van Cronkhite Associates Inc.

Idea behind the venture is to tie up 100,000 phonograph machines, of which 83,350 already have been signed, according to Griffith, and obtain national advertisers as sponsors for the records. A maximum of 15 advertisers will be signed, with competitive accounts excluded, and commercials will be limited to 25 words. Griffith is president of the firm.

(Continued on Page 3)

Construction Started On Galesburg Station

Galesburg, Ill.—Galesburg Broadcasting Co. granted permit to operate new 250 watt daytime station on 1500 band, will begin construction at once. Station expected to be in operation in about six weeks with studios in Hill Arcade building. Howard A. Miller is president and manager; other directors are Omer N. Custer, Sidney Nirdlinger and Durrell Barash.

Makelim and Kaufman Get WHIP Appointments

Chicago—Appointment of Hal Makelim as commercial manager of WHIP and Bob Kaufman as assistant to the president in charge of program traffic is announced by George V. Courier, president of Hammond-Calumet Broadcasting Co. Makelim recently left WHIP, where John Carey succeeded him. Kaufman recently left sales promotion job at WLS. Reinhardt Elster has been named musical director.

Delegation From Denver Attending FCC Hearing

Denver—With hearing set for Jan. 31 on application for full time for KFEL and KVOB, several interested parties will journey to Washington for the event. From KFEL will be Gene O'Fallon, Frank Bishop, J. P. Veatch and Joe Myers, while KVOB

(Continued on Page 2)

Senator Herring Alters Ideas for Bill Patterned After British System Would Increase FCC Powers

By GEORGE W. MEHRTEHS
Washington Bureau, RADIO DAILY

Washington—Apparently reversing his original plans for a radio measure to pattern American broadcasting after the British system, which is free of advertising, Senator Clyde L. Herring of Iowa told RADIO DAILY yesterday that his proposed measure would look more toward regulation and placing censorship powers in the hands of the FCC.

He said the FCC is doing a good job, but they don't have enough power to censor broadcast material. "I am not for government ownership," Herring declared, "but I do think the listening public should be protected from having to listen to

(Continued on Page 2)

Mistaken Identity

Chicago—Clair Heyer, national sales manager of WHBF, Rock Island, was held up for 10 minutes when he tried to enter Merchandise Mart the other day with a batch of magazines under his arm. Building has a strict rule against mag salesmen, and Heyer answered the description of a peddler reported on the loose. He finally convinced cop that his mags were all on radio—and he had been invited to enter the place.

FOODS LED LAST YEAR IN CAMPAIGNS VIA DISK

The drug and toilet goods industry, which ranked first in 1936, was forced to share honors with foods and food beverages in the number of Selective Broadcasting campaigns using vertical-cut Wide Range transcriptions in 1937. The two leaders were tied with 26 campaigns each, according to an analysis announced by Norton Cotterill, vice-president of World Broadcasting System.

A total of 120 separate campaigns

(Continued on Page 3)

John M. Dolph in Frisco On CBS Production Boost

San Francisco—John M. Dolph, executive assistant to Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations, is here directing activities in connection with enlarged production for S. F.

Carlson Says Southern Had No Interest in WJBW

New Orleans—In a statement intended to clarify the litigation between Southern Broadcasting and WJBW over a contract to operate station allegedly held by Southern, Charles C. Carlson, owner and operator of WJBW, says the contract was merely one of employment whereby he engaged Southern as an advertising agent and later discharged

(Continued on Page 2)

BENNY GOODMAN'S SWING BRINGS 'EM OUT IN ZERO

With Benny Goodman and his swing crew on the stage and Mae West in "Every Day's a Holiday" on the screen, the New York Paramount Theater yesterday attracted the biggest opening day crowd in its history. Fans were lined up at the box office as early as 5 a.m. in severe

(Continued on Page 2)

Cherniavsky Appointed WLW Musical Director

Buffalo—Josef Cherniavsky, now at Buffalo Theater, has been appointed musical director for WLW, Cincinnati, starting Feb. 14.

Verbal Action

Salt Lake City—A KDYL actress recently put her whole soul into an aside that might have made Shakespeare happy. Script called for an emotional "shiver" at appropriate moment, but instead of emoting the business, actress read the line: "Oh, it's SO cold in here (SHIVER)"—and read the stage direction with plenty of feeling.



Vol. 3, No. 19 Thurs., Jan. 27, 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. Merrero, 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, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

FINANCIAL

(Wednesday, Jan. 26)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Chg. |
|-----------------|---------|---------|---------|---------|
| Am. Tel. & Tel. | 145 1/4 | 144 3/8 | 144 1/2 | - 1 |
| CBS A | 20 | 19 1/2 | 19 1/2 | - 3/4 |
| Crosley Radio | 9 3/4 | 9 1/2 | 9 3/4 | - 1/4 |
| Gen. Electric | 40 1/2 | 39 1/2 | 40 | - 1 1/4 |
| RCA Common | 6 1/2 | 6 | 6 1/8 | - 1/2 |
| RCA First Pfd. | 47 1/2 | 45 | 46 | - 2 1/4 |
| Stewart Warner | 10 | 9 1/2 | 9 1/2 | - 1/2 |
| Westinghouse | 99 | 94 1/2 | 94 1/2 | - 6 1/2 |
| Zenith Radio | 14 | 13 1/4 | 13 3/4 | - 1 1/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------|--------|--------|-------|
| Hareline Corp. | 15 1/2 | 15 3/8 | 15 1/2 | - 3/4 |
| Nat. Union Radio | 3 1/2 | 3 1/4 | 3 1/4 | ... |

OVER THE COUNTER

| | | |
|-------------------|-----------|-------------|
| Stromberg Carlson | Bid 6 1/4 | Asked 7 1/4 |
|-------------------|-----------|-------------|

New WHN Drama Series

A new drama series, with all action taking place in a central location, will start over WHN on Sunday at 5:30-6 p.m., with scripts written and produced by Michael Wardell, formerly with Walter Hampden. First offering, "Busy Signal 4142", has its entire scene in a phone booth. Iiram Sherman, legit actor, makes his radio debut in this play. Cast also will have Ann Thomas, Lawrence Paquin, Franklin Davis, Laura Windsor, Charles Powers and others.

Roesler's CKLW Office

Chicago—New local office of CKLW, Detroit-Windsor, under direction of George Roesler, has been opened at 260 North Michigan Ave. New York office, with two men, will be opened shortly. Frank Ryan, boss of station, now making selections.

Jules Rosenberg
INSURANCE
Insurance Specialists to the
Radio and Music Industries
JOHN 4-2800 Beckman 3-0375
80 JOHN ST NEW YORK

HERRING CHANGES PLANS ON PROPOSED RADIO BILL

(Continued from Page 1)

commercial advertising every five minutes of a broadcast.

Since his original statement advocating the British plan, Herring has received many letters from broadcasters throughout the country asking that some government body be designated to regulate the type of material going into the home, he said.

Carlson Says Southern Had No Interest in WJBW

(Continued from Page 1)

Under the contract, Carlson states, Southern had no control over or any interest in the operation. He adds that the FCC held a hearing on the contract and gave Southern no interest or control.

Case has been before the state supreme court for some time.

Radio School Adds Equipment

George Marshall Durante, director of the School of Radio Technique in Radio City, has installed additional Western Electric microphone equipment. Equipment at the school is identical to that used in major broadcasting studios.

Radiad Service Expands

Chicago—Edward L. Foertsch, president of Radiad Service, announces the removal of offices to new and modern quarters at 612 North Michigan Ave.

Foertsch has also been appointed representative of the Vis-O-Phone Sales Co., handling a new line of Sound Slide Film Machines and portable turntables, with offices at the same address.

"Epic" in Schools via ETs

Beginning Tuesday and continuing every Thursday and Tuesday at 10:30 a.m., WNYC will rebroadcast through transcription to students in 49 New York City high schools the WPA Federal Theater Radio Division's "Epic of America" series now heard on Sunday nights at 8 p.m. over Mutual. Series has an essay contest tieup.

Turkey Talk on KFJM

Grand Forks, N. D.—The victory chant of the grand champion gobbler of the All-American Turkey Show was sent to the northwest when Elmer Hanson, commercial manager of KFJM, interviewed the champ over the air after it had been selected from 400 noisy competitors.

Airline Event On The Air

Akron—WJW has been granted exclusive broadcasting rights for the ceremonies and celebration when United Airlines inaugurates its new route, making Akron a stopping place on the Chicago-New York division of the transcontinental system. Tentative date is March 1.

BENNY GOODMAN'S SWING BRINGS 'EM OUT IN ZERO

(Continued from Page 1)

cold, and after they got inside they began to shag in the aisles, with ushers unable to do anything about it.

As far as could be ascertained, Goodman had an edge on Miss West as the drawing factor. The maestro recently did turnaway at a swing session in Carnegie Hall, and his previous Paramount booking also brought them out in droves.

Delegation From Denver Attending FCC Hearing

(Continued from Page 1)

will be represented by W. D. Pyle, T. C. Ekrem, Jerry Akers and J. E. Finch.

Now sharing time on 920 kilocycles, KFEL and KVOD want full time, KFEL to retain the 920 band, and KVOD asking for the 630. Scripps-Howard, owners of Denver News, have also asked for full time on the 630 band, but advices from Washington say the application has been withdrawn, though parties connected with the Denver News deny this.

Mountain Top Trans Radio Corp. has asked for full time on the 1310 band and is expected to oppose full time to KFEL and KVOD. Efforts to uncover backers of Mountain Top met with rebuffs.

Lester Mitchell to WTOL

Toledo, O.—Lester Mitchell has been named program director for Toledo's newest station, WTOL, which plans to begin broadcasting within the next few weeks. Mitchell was previously with WWJ, Detroit, as drama producer. His wife, Elaine Beeson, who has been active in Detroit radio circles, will present a woman's program over WTOL. New station is headed by Frazier Reams, president, with M. E. Kent, manager, and William Siegman, chief engineer.

Jack Hix to be Honored

Baltimore—"Uncle Jack" Hix, for 10 years conductor of children's programs here, will be honored over WBAL tomorrow at 7:45 p.m. by the Baltimore Safety Council. He will be presented with a large plaque. Speakers on program will include Harold C. Burke, WBAL manager.

Kelly Succeeds Carnegie

Andrew Kelly, "Horsensense Philosopher," tomorrow night takes over the Emigrant Industrial Savings Bank program on WOR formerly handled by Dale Carnegie, who now has an NBC series. N. W. Ayer is the agency.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

COMING and GOING

DORIS KEANE, manager of WHIP and WWAE, Hammond, Ind., leaves Monday for a fortnight in Florida and Cuba before attending the NAB sessions in Washington.

ERNO RAPEE goes to Chicago to conduct the Chicago Woman's Symphony Orchestra on Feb. 1.

CLAIR MEYER, national sales manager of WHBF, Rock Island, Ill., is on a business trip to Kansas City and Omaha. He will then go to Detroit, New York and other eastern points.

ESTHER KRAVITZ, commercial traffic manager for WJSV, Washington, is back on the job after a 10-day cruise in southern waters.

UNCLE DON, pioneer children's entertainer of WOR-Mutual, and his right hand man, BILL TREADWELL, will fly to Chicago this week-end to attend the Convention of the American Medical Ass'n. SIMON LUBARSKY, one of Don's sponsors, will also take the trip.

LOUIS BERNSTEIN, head of Shapiro-Bernstein, music publishers, leaves tomorrow for Miami with MRS. BERNSTEIN.

DEL CASINO leaves tonight for the West.

MAIDA HEATTER, daughter of the commentator, leaves for Florida tomorrow.

RUSH HUGHES flies to the Coast tomorrow to begin his new NBC series Monday.

IDDY DUCHIN arrives in Chicago today to fulfill an engagement and continues on to the Coast.

GOODMAN and JANE ACE have reservations at the Roney-Plaza in Miami.

LINTON WELLS, NBC commentator, arrived back in town yesterday via plane. He was on the Coast for a few days.

T. W. SYMONS JR., president and general manager of KPZY, Spokane, is in town.

ELMORE VINCENT and DON JOHNSON return tomorrow evening from Rochester after presenting their "Fishface and Figsbottle" show on the WHAM, Rochester, dedicatory program.

KEN SISSON returned to Montreal yesterday after visiting his family here.

Kennedy Appointed FCC Assistant General Counsel

Washington Bureau, RADIO DAILY
Washington—James A. Kennedy, FCC Acting Assistant General Counsel, yesterday was appointed Assistant General Counsel by Frank R. McNinch, FCC chairman.

Kennedy succeeds to the post recently vacated by Carl F. Arnold. He has been an FCC attorney since 1934.

... Did you know
that the instructors
in The School of Radio
Technique are well-
known men constant-
ly engaged in radio
productions?
GEORGE MARSHALL DURANT DIR
R. K. O. Bldg. Radio City New York

FOODS LED LAST YEAR IN CAMPAIGNS VIA DISK

(Continued from Page 1)

for advertisers in 14 distinct classifications utilized the company's transcription facilities in 1937, an increase of 16.5 per cent. The breakdown follows:

| Industry | No. of Campaigns | |
|----------------------------|------------------|------|
| | 1936 | 1937 |
| Automotive | 6 | 7 |
| Clothing | 2 | 4 |
| Drugs and Toilet Goods | 24 | 26 |
| Farm Equipment | 2 | 2 |
| Foods and Food Beverages | 21 | 26 |
| Financial and Insurance | 0 | 2 |
| Household Appliances | 6 | 3 |
| Jewelry and Silverware | 2 | 2 |
| Laundry Soaps and Cleaners | 7 | 9 |
| Oil and Gasoline | 5 | 7 |
| Paints | 3 | 2 |
| Radios | 3 | 2 |
| Tobaccos | 2 | 4 |
| Miscellaneous | 18 | 21 |
| TOTAL | 103 | 120 |

The amount of time involved in the 1937 campaigns totalled 32,819 station hours, an increase of 33 per cent over 1936.

Westinghouse Dividend

Quarterly dividend of \$1 a share on common and preferred, payable Feb. 28 to stock of record Feb. 8, was declared yesterday by Westinghouse.

Zenith Radio directors also met, but took no action on dividend.

45 Minutes for Kyser Show

The Mutual-Lucky Strike show which starts Kay Kyser on Feb. 1 will thereafter be a 45-minute program, 8-8:45 p.m. Current series is a half-hour. Lord & Thomas has the account.

Hall Johnson Choir on CBS

Hall Johnson Choir, negro voices, has been signed by Columbia Artists Inc. for a new series on CBS. Arrangement was made by CBS with Wm. C. Glassner. Choir was first heard in radio back in 1927-28 for Everready Hour on NBC and has been frequently heard on commercials and in concert ever since.

WXYZ, Detroit

Al Chance, chief announcer, has his left hand in a sling, result of accident.

"Ann Worth, Housewife," Michigan Radio Network series written by Tom Dougall, who also directs and sometimes plays a part, reaches its 750th performance Jan. 31. Lenore Collins plays Ann.

Nancy Osgood, featured in "Women in the News," completes 11 years of broadcasting this week.

★ Call
for
BRINCKERHOFF
RECORDINGS
29 W. 57th St. PL 3-3015

NEW PROGRAMS—IDEAS

Postage Stamp Romance

Credit for a successful new idea belongs to Frank D. Nagel, head bookkeeper at KLZ in Denver, who recently inaugurated "Postage Stamp Adventures," a novel series dealing with the history of many rare issues.

Convinced that there is "romance in postage stamps," Nagel persuaded doubtful production chiefs to give the program a chance. The bookkeeper's opinions were upheld by listener requests that the experimental production be aired as a regular feature.

As a result, Nagel, an expert stamp collector in his own right, now presents a 15-minute program each Wednesday evening.

For added incentive to listeners who are not confirmed philatelists, Nagel includes dramatizations of hectic events connected with the histories of many stamps.

KRLD "Singing Convention"

"Singing Convention of the Air," sustaining program of KRLD, Dallas, Wednesdays at 11 p.m. CST, featuring the Stamps Quartet, has achieved quite a record. Program brought first a crowd of 1,500 to the Hotel Adolphus grand ballroom. Larger quarters had to be secured, and the program was moved to the auditorium of the Full Gospel Church in East Dallas, where the quartet sings to a pack-jammed audience. Letters and telegrams come from all over the U. S. after each broadcast.

Show is under the direction of Virgil O. Stamps, of Stamps-Baxter Music Publishers, Dallas.

Audience Chooses Drama

Portions of three dramas were auditioned over the airwaves and the audience asked to choose their favorite in a new stunt recently for "Curtain Time," airing over WGN, Chicago. Trick, pulled at close of program, drew wide response. Idea was said to have originated in dialers' complaints about radio's dramatic fare.

Daily Business Review

A new and definitely informative program is now a feature over WPAY, Portsmouth, O., each week day, 6-6:15 p.m. It is called the "Portsmouth Business Review" and deals primarily with general and in-

Ruckert Records Plane Search

Baltimore—Experimenting with the ultra-short wave set after sign-off Monday night, WFBR engineer Paul Ruckert dialed in Eastern Airlines' Newark dispatcher and Flight 85, lost somewhere over New England. Ruckert set up the transcription equipment and at 2:45, knowing the plane was low in gas, began recording and cut the last dramatic 15 minutes when the plane was given definite directions and landed safely in Connecticut. Eastern Airline officials listened to WFBR's playback that afternoon.

dividual business conditions here in Portsmouth, a matter of great interest to all local business men. In conjunction with this program, the closing stock market quotations and the Dow-Jones averages are given. The latest news of national business along with articles by prominent business men of this country are discussed. Already, this program has gained widespread interest and popularity.

Back to School

Rock Island, Ill. listeners were taken back to school recently in a recent broadcast over WHBF. Ivan Streed, production manager, took a microphone to the John Deere public school, Moline, and remoted typical school afternoon. Show started in school yard before opening session, brought in bell starting classes, a geography and a history class at work, and singing by first-grade youngsters. Spontaneous and authentic, show evoked considerable comment.

"International" Amateurs

WHIP, Hammond's new 5,000-watt hour has started a new amateur hour "for all nationalities" under the direction of Vincent V. Kalmik (Baron De Vincko). Folklore and songs of many nations will be featured.

PHONOGRAPHIC NETWORK FORMED BY JACK GRIFFITH

(Continued from Page 1)

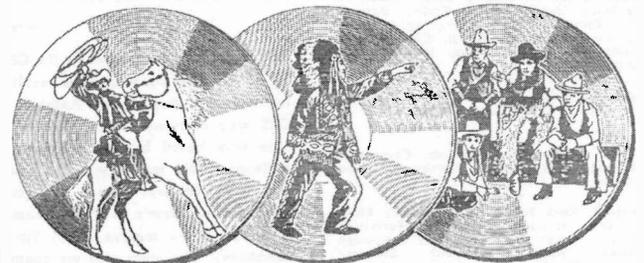
with Andrew Dahlstream as secretary; Charles E. Mallers of Mallers Bldg., v.p.; Charles B. Fletcher, president of Marietta Corp., treasurer, and 10 other Chicago business men on the board. Headquarters are at 10 South La Salle St., Chicago, with New York address at 150 East 39th St.

New WPA Series on WHN

"This Was News", new series dramatizing front page stories of history to make them sound like this week's news, starts Wednesday at 9-9:30 p.m. over WHN, as a presentation of the WPA Federal Theater Radio Division. Donald Macfarlane, manager of the Division, will direct.

Dallas School Moves

Dallas—Southwestern School of Radio Broadcasting and Broadcast Recordings Inc., moving to new and enlarged studios on the 8th floor, Santa Fe Building, announces a three-month course in technique of radio broadcasting beginning Feb. 4. Twenty-five high school students were recently auditioned for admission into the junior workshop division of the school.



Radio's Greatest Audience Builder "THE LONE RANGER"

TRANSCRIPTIONS READY

FOR CONTRACTS TO STATIONS AND SPONSORS

FEBRUARY FIFTEENTH
3 HALF HOURS WEEKLY

The Lone Ranger
Movie Serial Will
Be Released For
Nationwide Showing
in Theatres Soon—
A Republic Pictures
Production.

The program feature that builds
Audience Volume And Sales
"Single Handed."—A 4 year test
in Big Cities and Small Towns
Shows Supremacy of Audience:
Boys, Girls, Men, Women

Write or Wire WXYZ, Detroit

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

GUEST-ING

ERROL FLYNN, OLIVIA DE HAVILLAND and C. AUBREY SMITH, in "Green Light," on "Lux Radio Theater," Jan. 31 (CBS, 9 p.m.)

MARGO, on Kate Smith show, Jan. 27 (CBS, 8 p.m.)

JOHNNY MERCER, on Paul Whiteman program, Jan. 28 (CBS, 8:30 p.m.)

JERRY BLAINE, Park Central Coconut Grove ork leader, on "Happy" Lewis program, today (WINS, 11:30 a.m.)

WILL B. JOHNSTONE, on "Cartoon Club of the Air," Jan. 30 (WNEW, 6:45 p.m.)

IRWIN EDMAN, author, on "Book-of-Month Club Concert," today (WQXR, 10 p.m.) DEEMS TAYLOR, same program, tomorrow; HEYWOOD BROWN, Jan. 29, 9 p.m.; LIN YUTAN, Jan. 30, 10 p.m.

NEW BUSINESS

WNEW, New York: United Drug Co., "Coast to Coast Frolic," ETs, through Street & Finney, Inc.

WHO, Des Moines: Gardner Nursery, through Northwest Radio Advertising; Association of Pacific Fisheries, through J. Walter Thompson Co.; Tim Lake Laboratories, farm news, through United Advertising Companies; Foster Milburn Co. (Doans), through Spot Broadcasting; National Live-stock & Meat Board, through Campbell-Ewald; Hubbard Milling Co.; North American Accident Insurance Co., news, through Franklin Bruck Advertising Corp.; American Book Mart, "Sunset Corners Frolic," through E. H. Brown Advertising Agency; Cowie Furs, announcements, through Coolidge Advertising Co.; United Drug, through Spot Broadcasting.

WMAQ, Chicago: Gude's Pepto Mangan; Shell Coke; Calavo Growers of Cal.; all spots.

WJW, Akron: Clark Gardner, Compagnie Parisienne, both through Northwest Radio Advertising.

WHBF, Rock Island, Ill.: Pillsbury Flour Mills, spots, through Hutchinson Advertising Agency; Compagnie Parisienne, ETs, through Northwest Radio Advertising; Standard Chemical Mfg. Co., announcements, through Buchanan-Thomas; Truax-Tracer Coal Co., "Mississippi Valley News," through Harry V. Miles & Associates; Chicago Engineering Works, "Modern Miracles," ETs, through Lunke & Associates.

KMOX, St. Louis: American Academy of Accountancy, "Curious Questions"; Procter & Gamble, (Lava Soap), announcements; Scott Paper Co. (towels), "Magic Kitchen," participation.

DAILY SCOOPS

Suggested Listening Tonight!

• • • JOAN EDWARDS
WEAF, 6:35 P.M., E.S.T.
doing

"I DOUBLE DARE YOU"

• • • BARRY MCKINLEY
WJZ, 8:15 P.M., E.S.T.
doing

"SMOKE IN THE CHIMNEY"

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



• • • "Little Shots About Big Shots": From the leuding front of Richard Himber and Jack Robbins' 11-year-old son, Brother, comes this latest escapade. . . . Brother asked Himber to do something for him but Dick said that his friends were only those who were "1, 2 and 3" on the list of hit songs and Robbins was only No. 1 with "You're a Sweetheart." This prompted Brother to remark, "Well, Himber, I guess you haven't any friends at all—because NOBODY is 1, 2 and 3! . . . Al Pearce was on the Ford show a week ago but things became rather vague to him. He could hardly see the script. Some months ago Al was down with the flu, which developed into a touch of pneumonia. Early last week his eyes became infected and the M.D. reported that the old pneumonia bug had settled in his orbs. . . . Major Edward Bowes has gotten a three-week blanket clearance for "B.M.B.D.S.," preventing others from doing the song on CBS within two hours either side of his period because his amateurs feel they can win doing that number.

• • • Now they're calling Sam Serota the "Walking Electrical Transcription" because a sponsor who has spot announcements on WIP, Philly, and WCAM, Camden, thinks Serota's voice is about the best in the city—and so he hired Sam to hop from WIP over to Camden twice daily to put the spot announcements on the air. . . . Adding a 15 minute vocal program to his already double-header title, Bill Shannon, ace announcer at WATL, Atlanta, is afraid some day he'll forget himself and ask riddles on his "Good Morning Man" show and sing on his "Riddle Man" program.

• • • A clue aired on the CBS "Gang Buster" series last Wednesday by H. Norman Schwartzkopf resulted in the apprehension of the criminal the following day in San Antonio. . . . K TSA, San Antonio, is a part of the CBS web carrying "Gang Busters" and it was over this station that the clue was heard by the informant. George Perry, escaped convict from a Texas chain gang, was the one apprehended by the clue that Perry had web fingers. Show is sponsored by Colgate-Palmolive-Pest! . . . Incidentally, there's a liquor sign on Broadway which uses the same principle of the famous N. Y. Times sign, flashing news (but about personalities). The other nite we spotted this: "Phillips H. Lord, Radio's No. 1 Gangbuster, is the only American who can do an authenticated hulu"—for which he probably deserves recognition in the Hall of Fame we suppose!

• • • Jay Jostyn originated the role of Max Tilley, the male lead in the "Life of Mary Sothern." In the four years the program has been aired, no other actor played the part even though Jostyn was off the show one year. Which isn't as strange as it seems—because though Jostyn left WLW to come east a year ago the script made constant mention of the character though it wasn't portrayed. . . . However, late last year the show moved to N. Y. and the part of Max Tilley was revived with Jostyn re-entering the cast. . . . PERSONAL Postcard to Kay Kyser: We, again, enjoyed your "Kollege of Musical Knowledge" the other a.m. via MBS, but kinda wondered why a song like "Disappointed and Disgusted" should come into the makeup. . . . Jack Waldron at Leon & Eddie's last Sunday nite asked the assemblage to please bow their heads in a moment of silence to pray for Henny Youngman, who that very moment was making his Hollywood debut at the Troc. Waldron added that he, himself, traveled over 3,000 miles to deposit an "egg" right on that floor! Leonard and Marjorie Traube have a new feminine mouth to feed.

★ F. C. C. ★
ACTIVITIES

HEARINGS SCHEDULED

March 18: WBAA, Lafayette, Ind. CP to move to Indianapolis, Ind. 890 kc., 1 KW., 5 KW. LS., unlimited.

Orlio A. Senzel, Rochester CP for new station, 1500 kc., 100 watts, 250 watts LS., unlimited.

March 21: Peter J. Caldarone, Providence, CP for new station, 1270 kc., 250 watts, daytime.

March 28: Hal Broadcasting Co., Inc., Camden, CP for new station, 1500 kc., 100 watts, 250 watts LS., unlimited.

Vancouver Radio Corp., Vancouver, Wash. CP for new station, 880 kc., 250 watts, daytime.

WQAM, Miami

Fred Fowler, announcer, has been appointed official announcer for city of Miami and will serve as narrator for this season's Bayfront Park concerts.

Patty Labota, tenor, being heard over station while filling engagement at Royal Palm Club.

"Adventures of Charlie Chan" signed for 13 weeks, with Bonacker & Leigh, food brokers, sponsoring.

Arrival of 24 Hollywood starlets to appear at local club was aired from the train, Harry Richman, Sammy Lee, Johnny Austrian and his ork and George Hussy, official Miami greeter, participated.

Special events director Leslie Harris was on the job with a short-wave broadcast from the scene of the grounding of the S.S. Iroquois last week.

ATTENTION
FOOD MANUFACTURERS
AND AGENCIES

NEW YORK'S OUTSTANDING
PARTICIPATING PROGRAMS FOR WOMEN

"FOR LADIES ONLY"—WNEW

8:45-9:15 A.M., with Dorothy Lane

"KITCHEN KAPERS"—WNEW

11:00-11:30 A.M., with Glenna Strickland

"CHARM SCHOOL"—WMCA

12:30-1:00 P.M., with Edythe Fern Melrose

"THE SHOPPER PROGRAM"—WAAT

2:30-2:45 P.M., with Ella Hastings

and George Magee

"Our programs are pulling in excess of 4000 Letters weekly!"

☛ Serving only Quality Food Accounts

We secure hundreds of fine retail outlets for our clients

AMERICAN INSTITUTE OF FOOD PRODUCTS

Robert A. Borjes, Gen. Mgr.

157 Chambers St., New York City

Phone: BR 47-9799-92

(On the Air 73 Weeks)

Write or phone for rates



PETE PRINGLE, the "Yankee Reporter" for Trans-Pacific news-casts from KNX at midnight, has been upped to managing editor of all CBS Pacific Coast news broadcasts. Starting in January, 1935, Pringle has built up a tremendous audience in the islands of the Pacific, Alaska and other remote and isolated spots for his summary of the day's news at midnight.

Edward G. Robinson stays over in New York for a third airing of "Big Town" from the East on Feb. 1. Returns to Hollywood immediately thereafter.

Happy Jack Kay's "Breakfast Club" on KFI has a new participating sponsor in Globe Investment Co., recently signed for 312 broadcasts.

Charlie Wellman, veteran radio entertainer who has been missing from the airlines all too long, returns via KFAC with a Tuesday evening program at 7:15 called "What Do You Think?"

KARM, new CBS affiliate in Fresno, now releases the nightly "Scattergood Baines" series and the Sunday afternoon "Double Everything."

PHILADELPHIA

Joe Louis, fight champ, and Tommy Loughran, ex-lightweight champ, will be brought to the WIP mike Friday at 8 p.m. from the Nixon Grand Theater.

Karl Bonawitz will be heard over KYW in organ and piano recitals.

James Allan, WIP program director, has put on a luncheon music series in response to requests from cafes, restaurants, etc. Clarence Fuhrman and staff orchestra are used.

Walton Newton, newest addition to WIP announcing staff, wants to write and produce network shows.

Aeolian Choral Singers of Tennent College start a new Thursday series over WIP. Group includes 40 mixed voices.

WCCO, Minneapolis

Roy Brant, formerly with North Dakota stations, has joined as news editor. He's a member of the board of directors of Ass'n of Radio News Editors and Writers.

E. H. Gammoms, manager, also has signed Thomas H. Dawson, formerly with Pillsbury ad department, for the sales force.

RADIO PERSONALITIES

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

RUSS WINNIE

RUSS WINNIE, WTMJ's assistant manager, commentator and special events expert, claims to have broadcast more football games than any sportscaster in radio. In nine years at the mike, Winnie has specialized on football, baseball and basketball, but has covered everything from a marble tournament to deep sea diving. He was chosen by NBC to cover the All Stars-Bears football game in 1935. The same web put him on the AAU track and field meet and Olympic semi-finals.



Claims championship in football miking.....

It's almost ten years since Winnie, a graduate of the University of Wisconsin, set out in search of a career that would provide him an outlet for a basic knowledge of advertising and a pronounced flair for showmanship. He found it the morning he walked into the offices of WTMJ, then scarcely a year old, and said, "I'd like to talk into one of those funny-looking round gadgets." Mikes have changed and Winnie has grown to be an executive as well as ether personality, but into "those gadgets" he calculates that he has poured five million

words, and used every term—even invented not a few—known in the bright lexicon of sports.

Meanwhile, Winnie acquired a wife, two husky boys and a smartly appointed home in Whitefish Bay, lakeshore suburb of Milwaukee.

NEW PATENTS
Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

- Re. 20,632—Tuning Scale. Harold M. Lewis, Great Neck, N. Y., assignor to Hazeltine Corp.
- 2,105,472—High Power Discharge Device. James E. Clark, Long Island City; Sture O. Ekstrand, Bergenfield and Victor L. Ronci, Brooklyn, assignors to Bell Telephone Laboratories.
- 2,105,483—Electron Discharge Device. Joseph P. Laico, Brooklyn, assignor to Bell Telephone Laboratories.
- 2,105,506—Electron Discharge Device. Victor L. Ronci, Brooklyn, assignor to Bell Telephone Laboratories.
- 2,105,507—Electron Discharge Device. Victor L. Ronci, Brooklyn, assignor to Bell Telephone Laboratories.
- 2,105,518—Selectivity Control System. George L. Beers, Collingswood, N. J., assignor to RCA.
- 2,105,534—Radio Receiving Arrangement. Helmut Johanson, Berlin-Charlottenburg, Germany, assignor to C. Lorenz Aktiengesellschaft, Berlin-Tempelhof.
- 2,105,537—Signaling Method and Arrangement Therefor. Ernst Kramer, Berlin-Tempelhof, Germany, assignor to C. Lorenz Aktiengesellschaft, Berlin-Tempelhof.
- 2,105,538—Reduction of Noise. Vernon D. London, Collingswood, N. J., assignor to RCA.
- 2,105,558—Noise Control System. Rogers M. Smith, Merchantsville, N. J., assignor to RCA.
- 2,105,568—Apparatus for Diathermic Treatment. Fullerton D. Webster, Mountain Lakes, N. J., assignor to Federal Telegraph Co.
- 2,105,569—Directional Wireless Aerial System. Eric Lawrence Castling White, Hillingdon, and William Spencer Percival, Hanwell, England, assignors to Electric & Musical Industries Limited.
- 2,105,641—Automatic Volume Control Circuit. Frederick H. Drake, Boonton, N. J., assignor to RCA.
- 2,105,678—Modulation. George L. Usselman, Port Jefferson, N. J., assignor to RCA.
- 2,105,789—Radio Receiver. Alfred Aubyn Linsell, London, assignor to RCA.
- 2,105,818—Voltage Indicating Electron Discharge Tube. Henry W. Parker, Toronto, Ontario, Canada, assignor to Rogers Radio Tubes Ltd., Toronto.
- 2,105,849—Phase Modulation. George Lindley Usselman, Port Jefferson, N. Y., assignor to RCA.
- 2,105,878—Variable Condenser. Samuel Cohen, Brooklyn, N. Y., assignor to General Instrument Corporation, New York.
- 2,105,902—Periodic Voltage Generator. Madison Cawein, Manhasset, N. Y., assignor to Hazeltine Corp.
- 2,105,924—Electron Discharge Device. Haliam E. Mendenhall, Summit, N. J., assignor to Bell Telephone Laboratories.
- 2,105,925—Antenna System. Francis L. Merriam, Montclair, N. J., assignor to Bell Telephone Laboratories.
- 2,105,959—Automatic Volume Control System. Harold P. Spearin, Chicago, Ill., assignor to Alfred Crossley.
- 2,106,120—High Frequency Apparatus. Le Roy John Lindberg, Glasgow, Mont.
- 2,106,149—Radio Apparatus. Ernest G. Linder, Philadelphia, assignor to RCA.

WELI, New Haven

Station adds 45 minutes starting Feb. 1, "Newspaper of the Air," with Golly the roving reporter and sportscaster Phil Buxbaum Jr. at the mike, joins the schedule.

Bill Larner, former announcer who had to resign because of illness, is composer of "Trailer for Two," being featured by local orks.

WATL, Atlanta

Julian Flint has been added to the announcing staff.

A newly initiated program is the "Musical Echoes" broadcast daily at 11:45. Show contains all old tunes on a "memory-lane" theme.

Selma Castle has succeeded Kay Roberts as vocalist on the Duncie Music program, now heard at 9:30 p.m. from Henry Grady Hotel.



THIRD annual term of NBC announcers school under direction of Everett Mitchell, senior announcer, has been opened for NBC employees. Lynn Brandt is assisting Mitchell. Joe Silver, WAAF continuity editor, is scripting and announcing a new show for Rhein Jewelers.

The Hoosier Philosopher (G. Carleton Guy) recently celebrated his 1,690th broadcast over WAAF.

Burridge Butler, owner of WLS, is back from KOY, Phoenix, for a few days.

Burlington Liars club has admitted to membership Announcer Durward Kirby and Gene Rouse of NBC.

Patricia Dunlap and Marjorie Hannon, who play Dexter Twins in "Bachelor's Children," to New York to spend four days.

Virginia Clark of "Romance of Helen Trent" and James Bengston, her husband, plan a motor trip to Miami in February.

Margaret Fry, writer and wife of Ken Fry, director of special events for NBC, has departed on a West Indies cruise which will include a month's stay in the Virgin Islands.

Vivian Della Chiesa is back from New York and will open at Chicago theater on Feb. 18.

Billy White, the platinum voiced tenor, has left "Kaltenmeyer's Kindergarten" and gone to New York to look into several prospects.

Betty Olson of the Escorts and Betty now appearing on "Kaltenmeyer's" show.

Rosalind Marquis, former Chicago girl, will be songstress with Hal Kemp when he opens at Drake on Feb. 4. Gene Walsh, new guitarist with band, also is former Chicagoan.

Film Scouts are interviewing Bob Barron of the Skelly Court of Missing Heirs.

Judith Waller, NBC educational director, back from New York.

J. W. Knodel, formerly with the San Francisco Examiner, has joined Free & Peters Inc., Chicago, station reps, as account executive.

R. S. Peterson, NBC assistant auditor, is back from a trip to New York.

Marge Kerr, vice president of Tom Fizdale, Inc., seriously ill following an operation at Henrotin hospital, her second in several months. Roger Doulens sent out from New York offices to pinch hit for her, along with Lorraine Shaeffer and Sam Geison.

CARL BIXBY
Creator, writer, director or producer of successful network radio programs.
P. O. Box 84, Manhasset, L. I., N. Y.

Lawson Zerbe
PL 3-7600

PROMOTION

50,000 "Secret Sixers"

More than 50,000 St. Louis boys and girls are now enrolled in the "Secret Six Clubs," promotional angle on the electrically transcribed serial "Speed Gibson," now about 45 episodes old over WIL. Show is sponsored by Mildland Baking Co. (Toast-master Bread), through Schaeffer-Brennan agency. Contact between bakery and juvenile "club members" is made by bakery's salesmen-drivers. Latter already have complained of long delays on their delivery routes, while groups of "Secret-Sixers" quiz them on "Speed Gibson".

"Observers Club"

New juvenile club idea has been evolved by W. E. Long Co., to plug transcribed "Adventures of Ace Williams", over WCHS, Charleston, W. Va. Show is sponsored by Ashley Bread Co. for Holsum Bread, so "Holsum Observers' Club" has been formed. Kids desiring to join go to retail outlet for application blanks. More than 5,000 members have been obtained within fifteen broadcasts. Mayor of Charleston has become honorary member, and chief of police is being lined up.

LINCOLN

A 12-piece studio orchestra started working for WOW this week. Ole and Marge, Swedish dialect program, is a new locally produced program on KOIL. Omaha, and KFAB, Lincoln. Parts are taken by Paul Brawner and Dorothy Bennett.

KDYL, Salt Lake City

Frank Austin, announcer, appearing on Friday Night Variety Show in blackface.
 Al Priddy, announcer, doing a Schiepperman takeoff on same show.
 Jack Gregson, announcer, originating his own program called "Sophisticated Swing," with By Woodbury's KDYL orchestra.
 Myron Fox, of program department receiving accolades from Intermountain Theaters for his original "Spelling Bee" now being broadcast from the Victory Theater. Fox is also responsible for the other theater idea "Ask Me Another" currently at the Capitol Theater.
 Utah Mfrs. Ass'n. as part of its convention banquet here, witnessed the KDYL Variety Show.

WTMJ, Milwaukee

William F. Dittmann, sales manager, is attending a pow-wow of sales managers division of NAB at Nicollet Hotel, Minneapolis.
 Bernie Cummins' New Yorkers band has arrived at Milwaukee's Schroeder Hotel, with twice daily broadcasts over WTMJ.
 Johnny Olson has a new leader for his "Rhythm Rascals," just renewed by Penn Tobacco, in Maurice Kipen, long-time favorite on the station.

SAN FRANCISCO

KFRC airing a new show, "Pulse of the City," open discussions of civic problems, with Ted Gifford.
 Tom Breneman, newly appointed production rep for CBS here, has taken up permanent residence, swinging into production work on "Toast to the Town" and "My Secret Ambition."
 "Tales From an Antique Shop," debuted here Sunday on KFRC for the Mutual-Don Lee net at 2 p.m. First drama in the series was written by Rupert Pray of the production staff, with a large cast, assisted by Chester Smith's orchestra. Dramatized history will be produced under Bill Pabst.

Paul Martin, NBC maestro, airing for the cast on a Sunday 7 p.m. spot and using The Three Cheers, male vocal trio.

Newscaats at KYA have been augmented by a new series of weekly quarter-hours at 6:15 with station's press chief, J. Clarence Myers, doing the commenting. Kaye Jewelers are sponsoring the 7-a-week.

Louis Graf, national rep of XELO, 50,000 watter in Tijuana, dividing his time between here, Tijuana and L. A.

"Jean Abbey," sponsored by "Woman's Home Companion," has been renewed for another year on KSFO after completing its first 12 months. Program is quarter hour live talent, locally produced, placed by Geyer, Cornell & Newell, N. Y.

Gene Emmet Clark, who has done production work on a number of local outlets for the past 8 years, now doing free-lance scripting in San Jose.

WIOD, Miami

Bill Pennell, popular announcer, broadcast a thrilling description of the antics of sharks and whip rays on the ocean floor, while with short wave relay he hovered over the ocean's surface in a blimp. Whenever the blimp dived, says Pennell, he went first, and his stomach followed.

Sam Parker, Friend of the Kiddies, follows up his Junior Announcers contest with the most pretentious Kiddie Revue aired locally in a long time. Tie-ins with all major dancing schools provide an array of surprisingly professional talent.

Jack Bell, widely known sports commentator, interviews Jimmy the legless swimmer, before departure for a non-stop swim from Miami to Havana. Jimmy eats and sleeps in the water.

Musical Director Earle Barr Hanson and his Orchestra claim distinction of being the first orchestra to broadcast three programs over three different stations every night within the same three quarters of an hour.

D'ARTEGA
 AND HIS
ORCHESTRA
 Exclusive Management
JACK LAVIN
 PARK CENTRAL HOTEL NEW YORK

RADIO DAILY

WITH A
COMPLETE STAFF

WILL COVER
THE COMING

**National Assn.
of Broadcasters**

CONVENTION
FEB. 14-15-16

WASHINGTON, D. C.

FOR

RADIO DAILY

READERS
EVERYWHERE

PITTSBURGH

Hal Kemp took his band and his Stanley Theater floor show to Bill Green's to welcome Johnny Long's Orchestra over WCAE and Mutual network. Kemp gave Long his first professional engagement.

The report that KQV has a misunderstanding with the AFM has been contradicted. Station had no intention of using the WJAS staff, and there will be no penalty.

Al Trench, formerly with WWSW and WCAE, but now a radio salesman for Gulf Gasoline in Toledo, visited here recently.

WWSW has added another account to its sport schedule—all the Pittsburgh Pirates' basketball games at home.

Nan Grayson (privately Mrs. Walter Framer) has a prominent part in "Spring Song" at the "Y" Playhouse.

Maurice Spitalny, new bandleader at KDKA, has taken over the musical direction on "Pittsburgh Varieties," Pittsburgh's longest-run commercial program.

WTAR, Norfolk

Campbell Arnoux, general manager, attended the Norfolk Junior Chamber of Commerce Annual Banquet and was presented with Plaque of Meritorious Service awarded to the station.

John Pepper, assistant technical supervisor, is rated in ninth place in advance listings of the 8th Annual Short-wave contest being conducted by the American Radio Relay League. Pepper's hobby is short-wave.

Travis Barnes, singing salesman, has started a new series, "Morning Serenade," for Virginia Meat Products Co. Show is aired to introduce scrapple, practically unknown in the South. Lee Chadwick is scripting and announcing.

Vocal-Art Trio has been signed for a new weekly feature. Singers are from the Scherzo Club, local musical organization.

Charles Pattee, Engineer is starting his fifth year with the Norfolk station. He recently was appointed control room supervisor.

ONE MINUTE INTERVIEW

MORTON BOWE

"Radio, television or the talkies can never replace the stage. All this talk about the theater dying is nothing but poppycock. Radio, television and the talkies are fine artistic mediums but they will always lack the intimacy of the stage. The public will always want to see the stars they have glorified—in PERSON. It's a natural, human urge to want to meet a person whose photograph you have seen often or about whom you've heard much. That's why the public will always flock to theaters when one of their idols is making a personal appearance."

★ Coast-to-Coast ★

FRANK BLAIR, new member of the staff of WOL, Mutual station in Washington, though only 22 years old, has had quite a career in radio. He formerly was program director at WFBC, Greenville, S. C., but actually began in radio at WCSC, Charleston, S. C., in 1935. Blair also is married and has a son 15 months old.

Lawson Zerbe has had his contract renewed for an additional 13 weeks on the "Hello Peggy" dramatic series over NBC-Red network. He portrays the role of Speedy.

For the seventh consecutive year in Akron, the annual Hillbilly Jamboree and contests held by the National Fiddlers Association, under the able hand of Larry Sunbrock, drew capacity crowds to the Akron Armory on Sunday afternoon and night. Much of the credit for this splendid showing is given to station W.I.W., which had been carrying three programs a day of sample music to be heard at the Jamboree.

Jean Dickenson, soprano, has been renewed for an additional 13 weeks on the "American Album of Familiar Music" program sponsored by Bayer Aspirin.

Teddy Bergman, Arline Blackburn, Frank Provo, John Brown and Howard Smith will be in the cast of next Sunday's "On Broadway" playlet over NBC-Blue at 3 p.m. They will do a farce titled "Cowboy on Broadway." Jean Paul King announces the program.

KGFF, Shawnee, Okla., has changed its sign-off time Saturdays to 1 a.m. and Mondays to 12:30 a.m., so it can carry additional Mutual dance bands.

Cowboy Tex Fletcher did a remote over WNLG, New London, Conn.

WCKY, Cincinnati

Frank Zwygart, known as Rex Davis on the air, and a WCKY announcer for the past year, is recovering at Good Samaritan Hospital after two major operations.

WCKY's new trio, Johanna Grosse, organist; Ray Melder, singer-violinist, and Gershwin Cohan, pianist and accordionist, being heard on two programs, "Household Hour," a morning show, and "Dinner Date," evening broadcast.

Lloyd G. Venard, director of sales and merchandising, is in Chicago this week.

L. B. Wilson, president, is back in Cincinnati for a short stay. He will return to his winter home on San Marco Island, Miami, Feb. 2.

from the bedside of little Ellison Saunders, at Niantic, whom he visited the other day.

Tom Thomas, NBC's baritone, is scheduled to make 26 recordings for the NBC Thesaurus. Booked by Charles Facer of NBC Artists Service.

The Kidoodlers, musical quartet heard on NBC, have been signed by Max Fleischer studio to provide the rhythmic background and sound effects for animated cartoons, including Betty Boop.

Bunny Berigan, the "Miracle Man of Swing," is recording swing versions of two old favorites, "Black Bottom" and "Trees," for release soon by Victor.

Lyn Murray's seven-voice chorus again returns to next week's Al Pearce CBS show in a guest capacity. Murray's chorus has already made eight guest appearances on Pearce's program.

Through arrangements completed by Fred D. Fleming, news editor at KLZ, journalism students enrolled in various educational institutions located in and near Denver will assist in production of KLZ newscasts one day each week for the next two months.

Rose Paidar, young mezzo-soprano now on an extended concert tour of the Southwest, will be presented as guest artist by the Pepper Uppers over the Dr. Pepper-Dixie Network on Sunday at 5:30 CST.

Buddy Clark will have speaking lines on all of the Ben Bernie broadcasts. In addition to this CBS series, Clark also is appearing in ET's for the same sponsor, U. S. Rubber.

WJR, Detroit

Betty Hurston, hostess, has joined the station's appendectomy class. She underwent an operation Monday at Providence hospital. Lorene Brockway, Charles Thornton and Eric Howlett, all of WJR, are still in as many hospitals, recovering from operations.

"Party Line," five a week for Dr. Caldwell's Syrup of Pepsin, has been renewed for another year through the Crame-Krasselt Co., Milwaukee.

Woman's Home Companion has renewed two 15-minute programs. Jean Abbey does department store shopping news on Monday morning and Carolyn Pryce a food talk on Friday morning. Present contract runs to Feb. 22. Geyer, Cornell & Newell, New York, agency.

SAN ANTONIO

Bill McCabe, new head man at KABC, was at one time connected with Universal Pictures on the West Coast.

The 3 Simpson Sisters, San Antonio's home vocalists, are back on the air, this time via KONO.

Charles Belf and Johnny Sullivan of KABC are now handling the remote wrestling matches Wednesday nights from the Walkathon Arena. Layton Bailey's ork journeys here from Dallas to play the President's Birthday Ball at the Municipal Auditorium.

Buddy Hancock's ork is leaving to open an engagement near West Lake, La., next week. Dick Ketter is guitarist with the combo.

WGAR, Cleveland

Manager John F. Patt in New York. "Rhythm Rangers," popular WGAR hillbilly band, goes commercial for Montana Flour Mills of Cleveland with three daytime quarter hours a week.

New musicians on WGAR musical staff are: George Wisniewski, bass; Kenneth Romlek, clarinet, flute and baritone sax; and Harold Coplin, guitar.

Musical Director Walberg Brown has decided to reduce excess poundage and works out daily with local squash champ.

Engineer Lloyd Wingard explains his limping gait to an accident which occurred on recent ice fishing trip. Having dug a hole through the ice for his line, he inadvertently stepped, through it.

Announcer Jack Paar renews acquaintance with Eddie Duchin, whom he announced through WCAE, when Duchin and his orchestra play Cleveland's Trianon Ballroom. Paar handles the feed to CBS.

Ethel Hawes and Ben Levine are featuring interviews with food brokers on their popular afternoon program "Ethel and Ben," a promotion tie-up with Cleveland Food Show.

Sidney Andorn, who covers the town gossip on WGAR, interviewed Sonja Hestie last Friday on his evening "Cleveland Column" program.

Elmer Krause, auditor, is making plans for the yearly trek to Florida.

WOPI, Bristol, Tenn.-Va.

A newly inaugurated program is the Tennessee Ramblers, new addition to the artist staff, broadcasting popular songs every Monday evening.

Other new additions to the artist staff are Harvey and Evada, singers, broadcast every Saturday at 7 a.m.

| | | | | | | |
|-----------|----|----|----|----|----|----|
| BIRTHDAYS | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

Greetings from Radio Daily

January 27

Benay Venuta Bernice Clahe
B. G. De Sylva C. T. Hughes
Jerome Kern Milton Rettenberg
Harry Ruby



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 20

NEW YORK, N. Y., FRIDAY, JANUARY 28, 1938

FIVE CENTS

Canadian Policy Attacked

25 CHANNELS ALLOCATED BY FCC FOR EDUCATION

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY
Washington—Described as an important step in line with its established policy of encouraging education by radio, the FCC yesterday announced through Chairman Frank R. McNinch that a new class of high frequency stations, including 25 channels between 41,000 and 42,000 kcs., had been established for or-

(Continued on Page 3)

McIntosh Selling ET's On State-Rights Plan

West Coast Bureau, RADIO DAILY
Los Angeles—R. U. McIntosh & Associates are marketing a new transcription series on a "state-rights" plan similar to independent films. Dramatic serial is a prison story called "Paroled", with a cast of 15, and incidental sound effects are supposed to be authentic, since they are dubbed in from some 5,000 feet of sound film actually shot within prison walls.

Notables Participate In WHAM Celebration

Rochester—Figures from radio and education fields took part last Wednesday night in the climax to WHAM's 10th anniversary celebration of Stromberg-Carlson's ownership of the station.

Milton Cross, Irene Wicker,
(Continued on Page 3)

Bailey Leaves WHAT

Philadelphia—L. H. Bailey, manager of WHAT, has resigned and is succeeded by W. Porter Ogelsby Jr.

Animal Coverage

Akron—WJW's classified ad department recently had a client who advertised the loss of a large Poland China brood sow. After ad was on the air a second time, owner called the station to say: "Cancel the ad. The hog evidently heard the announcement over the radio, because the animal has just come home of its own accord."

House Ad

Chattanooga — WDW, which airs a feature known as "Lost and Found Column of the Air," had occasion to make use of the program in its own interests the other day. Earl Winger, returning from a Florida jaunt with co-owner Norman Thomas, had the following item for the column: "Lost or stolen — one fine suitcase containing new shirts, suits, Christmas ties, terrific pyjamas and other items."

MPPA TO HELP DEFEND SUIT BY SONGWRITERS

Music Publishers Protective Ass'n. at a meeting of the board of directors and other members, has voted to aid in the defense of the test case brought against Mills Music Inc. by songwriters representing the Song Writers Protective Ass'n. The SPA seeks a clarification by the court on the ownership of the copyright of a composition after it has been placed

(Continued on Page 3)

Oklahoma Broadcasters Talking New Association

Oklahoma City—Organization of an Oklahoma Association of Broadcasters is contemplated by a number of station managers. State formerly had an association which broke up through lack of interest. Present

(Continued on Page 3)

Construction Begins Soon On Athens, Ga., Station

Athens, Ga.—Construction is expected to begin shortly on the new radio station for which J. K. Patrick & Co. has been granted permit. Call letters probably will be WACC. Owners will be J. K. Patrick, Tate Wright, C. A. Rowland, E. B. Braxwell and Lynne Brannon.

KASA Off Okla. Web

Oklahoma City—KASA, Elk City, is no longer a member of the Oklahoma Network. This leaves the web with seven stations. KASA, which has been with the network since it started in April, 1937, will continue operation as an independent outlet.

Ex-Vice Chairman of Radio Commission Raps Gov't Competition With Private Firms---Sees 50% U. S. Programs

THOROUGH PROBE ORDERED IN CANADIAN RADIO FIELD

Montreal—A full investigation of the radio industry in this country by the Canadian Tariff Board has been ordered by Finance Minister Charles Dunning. The probe, which is expected to take months, will embrace production, distribution and sale of receiving sets, tubes and parts. Pooling of patent rights, importation of sets and parts and other angles also will be looked into.

McNinch, Sen. Wheeler Will Address NAB Meet

Washington Bureau, RADIO DAILY
Washington—Chairman Frank R. McNinch of the FCC and Senator Burton K. Wheeler are scheduled among the speakers on the opening day of the NAB convention, which starts Feb. 14.

WFIL Sales Activities In for More Expansion

Philadelphia—Further expansion of the WFIL sales department, marking the third step in the station's five-point commercial program, is announced by General Manager Donald Withycomb. New plan calls for enlargement of the local sales staff, with several staff additions already made. Post of sales promotion and merchandising head goes to George H. Jaspert, formerly of KYW. Jack Stewart continues as sales director, concentrating on national spot business. He plans to rotate

(Continued on Page 3)

George Besse Dead

Chicago—George W. Besse, 35, manager of the Joseph H. McGilvra office here until he became ill six months ago, died yesterday afternoon. Funeral services will be held this afternoon from the Postlewait Funeral Home, with burial in Erie, Ill., on Sunday. Besse is survived by his wife and mother.

Montreal—A vigorous attack on Canadian Broadcasting Corp., due to the boosted license fees on radio sets while at the same time CBC is accepting an increased amount of commercial programs in competition with private concerns, has been made by Jacques N. Cartier, former vice-chairman of the Canadian Radio Commission and noted Canadian radio pioneer and expert.

Cartier declares the CBC is forcing on Canadians a policy that is "intolerable" and demands that it either quit the advertising field and go back to the original idea of state radio wholly for entertainment and education, paid for by licenses, or abolish all radio taxation and live on its advertising revenues. He predicted that, unless there is a change, CBC will not stop at jumping licenses to \$250 but next year will boost taxes still further to pay for a CBC news magazine to be distributed to all radio receiver owners, thus competing in a new field with private enterprise.

"Already 15 per cent of the CBC transmitting time is made up of programs piped across from the U. S., and I understand the hope is that soon this will be 50 per cent," said Cartier. "Private radio stations, which for years have implored the Canadian government to give them permits for increased power and larger transmitters, as well as for organization into regional chains, etc., have been steadily refused by the radio branch at Ottawa. Today these private concerns find themselves stripped of advertising reve-

(Continued on Page 3)

Champ Pa-in-Law

Richmond—The championship in the "father-in-law sweepstakes," for the past year at least, is claimed by Harry S. "Duke" Lucy, technical supervisor of WRVA. Three of Lucy's four sons and daughters were married within the year. WRVA is the Larus & Bro. station for which an FCC examiner has recommended power increase to 50,000 watts.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Thursday, Jan. 27)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|--------|---------|---------|----------|
| Am. Tel. & Tel. | 145 | 143 1/4 | 143 3/4 | - 1/4 |
| CBS A | 19 1/2 | 19 | 19 | - 1/2 |
| Crosley Radio | 9 1/2 | 9 1/4 | 9 1/4 | - 1/4 |
| Gen. Electric | 40 1/8 | 38 1/2 | 39 1/4 | - 1/4 |
| RCA Common | 61 | 58 1/2 | 59 1/4 | - 1/4 |
| RCA First Pfd | 46 1/4 | 45 1/4 | 45 1/4 | - 1/4 |
| Stewart Warner | 95 1/2 | 91 1/2 | 92 1/2 | - 1/2 |
| Westinghouse | 96 3/4 | 91 3/4 | 93 1/2 | - 1/2 |
| Zenith Radio | 13 1/2 | 13 | 13 1/2 | - 1/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|-----------------|--------|-------|-------|--------|
| Hazeltine Corp. | 15 1/4 | 15 | 15 | - 1/4 |
| Majestic | 1 1/8 | 1 1/8 | 1 1/8 | - 1/16 |

OVER THE COUNTER

| | | |
|-------------------|-------|-------|
| Stromberg Carlson | Bid | Asked |
| | 6 1/4 | 7 1/4 |

Sylvester Gross to KGKO

West Coast Bureau, RADIO DAILY
Los Angeles—Sylvester Gross, KEHE announcer, has resigned and left for Fort Worth, where he takes over as program director and production head at KGKO, the NBC-Blue outlet moving to that city from Wichita Falls.

Jean Clement on CKAC

Montreal—Jean Clement, Parisian singing star, arrived here this week to appear over CKAC. Clement was met by an immense crowd of fans at the station. His arrival was aired, with Manager Phil Lalonde and Roger Baulu of CKAC participating.

New KFAB-KFOR Announcers

Lincoln—New announcers recently pulled into the fold at KFAB-KFOR here include Jack Hitchcock and Earl Williams, formerly of KFEQ, St. Joseph, Mo. Cliff Connaway, staff announcer sometime ago who resigned, is again back at the mikes.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

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

Headliners to Appear At President's Ball Here

Celebrities from radio, stage and screen will gather at the Waldorf-Astoria Hotel tomorrow night to make the President's Birthday Ball a gala evening. Proceeds of the affair will be turned over to the National Foundation for Infantile Paralysis.

Headliners from the entertainment world including Ed Wynn, Robert L. Ripley, Stoopnagle and Budd, Milton Berle, Ben Bernie, Bill Robinson, Sonja Henie, Ethel Merman and George M. Cohan will be present.

Also Ruth Gordon, Cab Calloway, Jane Pickens, Jack La Rue, June Clyde, Arthur Tracy, Al Shean, Kitty Carlisle, Cesar Romero, June Lang, Phil Regan, Avis Andrews, Tony Wons, Jack Whiting, Gabriel Heatter and the Nicholas Bros.

Leo Reisman, Ferde Grofe, Carl Hoff, George Hall, Ruby Newman, Russ Morgan, Xavier Cugat, Eddie Rogers, Reggie Childs, Francis X. Dvorak, Nat Harris, Blue Barron, Emil Coleman and Rudolph Friml, Jr., will be on the platforms with their respective bands and will furnish the evening's music.

James E. Sauter is chairman of the entertainment committee.

New Transcription Firm

Washington—Radioscriptions Inc., new firm to handle recordings and sound reinforcing equipment, also sales, service and engineering, has been formed here with studios at 726 Eleventh St. N.W. E. G. Sharpless is president; Bevan P. Sharpless, secretary-treasurer; Marie Fairbairn, vice-president, and R. J. Coar, chief engineer. A director and complete facilities from writing of scripts to delivery of completed disk to station are available.

Company has just finished a series of 50-second dramatized spots for the Lafayette Hotel, which has placed them on 37 stations through Romer Adv. Agency. Scripts are now being written for dramatized fairy tales supplemented by phonograph records for sale through department stores.

Visiting Bands on WJW

Akron—WJW is having a good season with name bands by cooperating with Keith's Palace to air teaser programs on current stage shows and making pickups from the theater during performances. Vincent Lopez, Ted Lewis, Clyde McCoy and many other units have been carried.

Call Letters Assigned

Poplar Bluffs, Mo.—Call letters of KWOC (changed from KPBM) have been assigned the local station for which license was obtained from FCC by Don M. Lindenton and A. I. McCarthy, doing business as Fields McCarthy Co.

Edward Davies to Speak

Philadelphia—Edward A. Davies, WIP sales director, addresses the Philadelphia Newspaper Guild on Tuesday at Temple University on "Radio Advertising."

11 More Stations Sign "Freshest Thing" Series

Cincinnati—Addition of 11 stations to the list already broadcasting the recorded "Freshest Thing in Town" serial is announced by Frederic W. Ziv Inc., advertising agency, originators of the campaign for bakers. Following stations started the series in the past few weeks: WJIM, Lansing, Mich.; KSLM, Salem, Ore.; KUJ, Walla Walla, Wash.; WTAD, Quincy, Ill.; KFIZ, Fond Du Lac, Wis.; WSPD, Toledo; WJAX, Jacksonville, Fla.; WIOD, Miami; WDBO, Orlando, Fla.; WFLA, Tampa, and WTOG, Savannah.

Arrangements have been completed to record an additional 130 episodes of the radio serial which will bring the series up to a total of 260 recordings.

Grose Moves to Coast

Clarksburg, W. Va.—John Paul Grose, program director of WBLK, is leaving the station for new fields, heading for Hollywood, where he plans to establish a radio script writing association. Grose, who originally came from the coast, has been with the West Virginia Network for two years, rising from junior announcer to his present status.

Carl Noble WLBC Music Head

Muncie, Ind.—Carl Noble, formerly of Noble and Donnelly's Gold-Coasters band and recently on tour with Gloria Grafton as accompanist and arranger, has been appointed musical director of WLBC here by Donald Burton, owner. A number of new programs are being planned under Noble's guidance.

New WINS Kiddie Show

A new program titled "Kiddies' Radio Revue" gets under way tomorrow at 11-12 noon over WINS. Series is under direction of Mrs. Sophia Civor, long active in children's work, and a feature of the program will be personal appearances of the kiddies at welfare centers. New juvenile talent also will be given a chance on the show.

Taylor Handling Baker Show

West Coast Bureau, RADIO DAILY
Los Angeles—Glenhall Taylor takes over the Charles Flesher production assignment for Young & Rubicam on the Phil Baker-Gulf Oil show, with Flesher switching to the new Rush Hughes series for Borden, initialing next week. Flesher also has a hand in the Packard show, and Taylor's previous assignment was the "Silver Theater."

Spend yours
Where the Money is!

COVERS THE
CAPITAL DISTRICT

WABY
ALBANY, N.Y.

COMING and GOING

MARTIN SPECTOR leaves for Miami today to spend a few weeks with his family.

W. H. STEIN, vice-president of MCA, plans to extend his West Indies cruise to Brazil. He left Wednesday.

BILL IRVIN, who writes under the name of Don Foster as radio editor of Chicago Daily Times, expects to leave Sunday for Miami and Cuba.

H. R. CARSON, managing director of All-Canada Radio Facilities, Calgary, Alberta, has left Hollywood after his annual buying trip there. He will attend the convention of Canadian broadcasters in Ottawa on Feb. 8, also the NAB meeting in Washington the following week.

JOAN BROOKS leaves tonight on the Rex for a 25-day South American cruise.

TED HUSING will be in Boston tomorrow to broadcast the track meet at the Garden there for CBS.

JERRY BELCHER will air his Sunday "Neighbors" program from Indianapolis.

FRANK LANE, manager of WOOD, Chattanooga, is expected in New York over the weekend.

CORK O'KEEFE left yesterday for the Coast office of Rockwell-O'Keefe.

ARTHUR TRACY leaves tonight for Atlantic City to spend some time with his family there.

New WQXR Music Series

A new approach to children's radio programs will be undertaken by WQXR during February, with two series of lecture recitals aimed to simplify classical music for young people. The programs will be presented by Marcella Geon and Hazel Griggs, pianists.

A series of programs representing various phases of characteristic Jewish music, both traditional and modern, will be presented on Saturdays at 6-6:25 p.m. in cooperation with Mailamm, the American Palestine Music Association.

Frances Shapiro, 18-year-old violinist, returns to the WQXR program schedule in February for a new series of recitals on Fridays at 9 p.m.

Weaver Bros. on Pepper Show

Dallas—Weaver Brothers and Elvirya, famous hillbilly act, will appear Feb. 6 on the "Pepper Uppers" show over the Dr. Pepper-Dixie Network from WFAA here.

An interview with Louise Fazenda, featured in Warner's film, "Swing Your Lady," in which the Weaver group also appears, is part of the tie-up for the broadcast.

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

Canadian Radio System Is Vigorously Attacked

(Continued from Page 1)
 nue to meet unfair competition from a state-owned chain which apparently cannot run its business and balance its budget on advertising but also must reach into listeners' pockets for more taxation. CBC can't expect to take cash with both hands—from American advertisers and Canadian listeners."

25 Channels Allocated By FCC for Education

(Continued from Page 1)
 ganized non-profit educational agencies for the advancement of their educational work.
 The channels will provide adequate facilities for service to every city and town. Power of stations will be 100 to 1,000 watts. Stations also will be authorized to transmit educational and entertainment programs to the general public, it is understood, but McNinch said the service will be primarily educational and no sponsored or commercial programs of any kind may be broadcast.

MPPA to Help Defend Suit by Songwriters

(Continued from Page 1)
 with a publisher. Attending the move is the desire of the writers to retain the vested right for purposes of collecting electrical transcription and other such license fees.
 Test case against Mills Music was filed recently in the Supreme Court of New York County after a long drawn out effort to reach a compromise between writers and publishers on the ET and other questions including the inclusion in contracts of Article IX of the APA by-laws. The Article vests all small rights in the writers. To date, however, the publishers have been collecting the ET and similar license fees.

Gene Autry Enjoined

Nashville—Gene Autry, singing cowboy, is enjoined from appearing in films, theaters, radio, etc., during the term of his Republic Productions contract under an injunction issued to Republic yesterday by Chancery Court here. Producer charged Autry with breaking contract.

NBC Signs Guitarist

Vicente Gomez, guitarist from Mexico, has been signed under a two-month contract by NBC following his American debut on the "Magic Key" program last Sunday.

PAT BALLARD
TOP FLIGHT SCRIPTS
 for TOP FLIGHT PROGRAMS
 Representative
 MARK HANNA

NEW PROGRAMS—IDEAS

KGFF Song-Guessing Clicks

The Firestone Service Stores, Inc. of Shawnee and Seminole, Okla., started a new program of advertising over KGFF last week when "What's the Name of That Song?" was aired for the first time. Program is a 15-minute period of transcriptions interspersed with short commercials and instructions to listeners, who are offered a free car wash at either of the Firestone stores if they guess the correct titles of all the songs played on the program and phone their list to the store within 30 minutes after it has been concluded. At the end of six programs the two Firestone stores had given 200 free wash jobs, the Shawnee store had 70 new customers, who made no attempt to respond to the program other than mentioning they had heard it, and the Seminole store had 40 new customers.

Dick Peters, KGFF announcer, sold the program idea to Firestone, which has been using six spot ads daily for the past four months. "What's the Name of That Song?" has been signed for three months.

Teachers Start Series

New Haven (Conn.) Teachers League is planning a new series of dramatic quarter-hours over WICC, entitled "Our Next Door Neighbors." Authored by James Weldon of the New Haven Writers Project, stories will concern school life of a New Haven child, rich in dramatic material yet exemplifying the influence of school training. Permanent roles in the production will be enacted by pupils of the New Haven, Hill House, and Troup Junior High Schools, with production details supervised by Mack Parker of the station.

Oklahoma Broadcasters Talking New Association

(Continued from Page 1)
 conditions affecting broadcasting in the state as well as evident future problems have made it apparent to managers that united effort through an association will be necessary in the near future. At present there are 15 active stations in the state.

Johnson to Script for Aces

Don Johnson (Professor Figg-bottle) adds to his writing schedule Feb. 2 when he takes over scripting for the Easy Aces program while Goodman and Jane Ace take a month's vacation in Florida.

WJW Plans Improvements

Akron, O.—Plans for a number of improvements and complete modernization of studios in the spring are being made here by WJW. The station is already redecorating and re-equipping all offices.

Lucky Doorbell

A young woman with some ten-dollar bills goes around ringing doorbells. At the same time, over at WDOJ, Chattanooga, some modern music is broadcast. The announcer comes on. He informs the listening housewives: If they have a loaf of the sponsor's bread, and can show it if the lady rings their doorbell, they'll be \$10 richer. Hence the title "Lucky Doorbell." And it's going great, as the sponsor will tell you.

Interviewing Talent

Evelyn Gardiner, director of the KDKA (Pittsburgh) Home Forum, tried a new one on her program recently. It clicked so well that it will be repeated regularly. Idea was simply to interview radio personalities, more identified by name than speaking voice. Initial candidate was Harry Azinsky, concertmaster of the KDKA orchestra. Heavy mail response indicated listener approval.

Time for Charities

WTAR, Norfolk, has inaugurated a new series of public service features in which one quarter-hour period weekly is reserved for charitable organizations. King's Daughters and Norfolk Community Fund lead the series.

Notables Participate In WHAM Celebration

(Continued from Page 1)
 Senator Fishface and Prof. Figg-bottle, Ranson Sherman, Mary Small, Harding Sisters and the Southernaires were donated for the program by NBC.

The 120-piece Eastman School Symphony orchestra under the direction of Dr. Howard Hanson also contributed. Charles Siverson led the new WHAM staff orchestra.

From the field of education came Dr. Alan Valentine, president of the University of Rochester and Dr. George H. Whipple, dean of the U. of R. Medical School.

Program was aired from the Eastman Theater, which was filled to capacity with invited guests.

Last night a dinner was given by Stromberg-Carlson in the Sagamore Hotel as part of the tenth anniversary celebration and dedication of the station's new vertical radiator.

WFIL Sales Activities In for More Expansion

(Continued from Page 1)
 activities between here and the New York and Chicago offices.
 "Our test in the practicability of out-of-town offices has been more than satisfactory," says Withycomb, "but we have only scratched the surface."

KING-TRENDE
BROADCASTING CORPORATION
 DETROIT, MICHIGAN

Announces

THE PAUL H. RAYMER COMPANY
 NEW YORK CHICAGO SAN FRANCISCO DETROIT

AS NATIONAL SALES REPRESENTATIVE

| | | |
|---------------------------|-----------------|---------------------------|
| MICHIGAN RADIO NETWORK | WXYZ DETROIT | WOOD-WASH GRAND RAPIDS |
|---------------------------|-----------------|---------------------------|

GUEST-ING

CONSTANCE BENNETT, on Al Jolson show, Feb. 1 (CBS, 8:30 p.m.).

LUPE VELEZ, on Jack Oakie program, Feb. 1 (CBS, 9:30 p.m.).

JOE DI MAGGIO, on "For Men Only," Jan. 31 (NBC-Red, 10:30 p.m.).

NOLA DAY, replacing Carol Weyman, on "Magic Key of RCA," Jan. 30 (NBC-Blue, 2 p.m.).

SIR CEDRIC HARDWICKE, guest of Bide Dudley today (WOR-Mutual, 12:15 p.m.). LOUISE LINCOLN, same program, Monday.

MURIEL KIRKLAND and STAATS COPSWORTH, on "Theater Guide," tomorrow (WINS, 10:45 a.m.).

JACK DEMPSEY, on People's Medical League Program, Jan. 31 (WOV-WBIL, 6:30 p.m.).

CONGRESSMAN HAMILTON FISH, on Public Service Forum, Jan. 30 (WOV, 4 p.m.).

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

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

HAROLD J. ROME, song writer, on Doris Smith's "Encores and Epitaphs," Feb. 1 (WNEW, 4:30 p.m.).

BETTE DAVIS and JEFFREY LYND, on "Your Hollywood Parade," Feb. 2 (NBC-Red, 10 p.m.).

AGENCIES

CLARENCE OLMSTEAD has returned from the west coast to resume his post as manager of the Young & Rubicam Inc. radio department here. Bill Thomas has been appointed to serve as his assistant.

RALPH J. ROSENTHAL of Neisser-Meyerhoff agency, Chicago, is honeymooning.

W. FRANK McCLURE of Critchfield & Co., Chicago, is in charge of arrangements for the course of six governmental and business problem discussions planned by Chicago Federated Advertising Club.

WLBC, Muncie, Ind.

Hectic week was put in by Donald Burton, owner, and Ottis Roush, announcer, broadcasting regularly scheduled basketball games and the Delaware County Tournament.

Carter's Medicine has renewed on WLBC with a 100 per cent increase in time commitments.

Henry Marks, announcer, handling series of school programs originating in local studios.

E. Pierre deMiller, news editor, taking vocal lessons and building tepid tenor temperament.

Bob Lee, announcer, now handling several new shows.

Earl Kirk, the singing auditor, singing the blues in great fashion.



• • • When the CBS studios open on the coast an admission price of 15 cents will be charged for a look-see—the money going to some charitable cause....Gale Gordon replaces John Deering as the male lead in the Irene Rich series....Beatrice Lillie will swing out with Benny Goodman next month....Phillip Morris holds an audition today at CBS with Howard Barlow's band for a third show—which isn't set as reported....Andy Devine will be in Bing Crosby's next flicker....James Melton will vocalize on "Song Shop"....Del Casino did an audition with an organ before leaving for Hollywood....Under the terms of her contract with U. S. Rubber, Jane Pickens is permitted to accept four questar shots during the 26 weeks.... Joe Morrison replaces Tony Martin with Ray Noble's crew tomorrow for a special short-wave show to Germany....After four years, Jimmy Grier quits the Biltmore Bowl April 1 for a series of one-nighters on the coast.... Ian Peerce has been selected to sing with Toscanini at the latter's Carnegie Hall concert....Discovered at long last: One fellow, a kid, Benny Baron, who is able to write words to Raymond Scott's weird music....Eddy Duchin's sponsor is sending powder-puffs to radio editors—but not us—we wear a toupee on our chest!

• • • Reading in RADIO DAILY where the WFBR, Baltimore, inquiring reporter, Henry Hickman, was collecting unwanted Christmas cards for a local shut-in agency, Edele Levy of Donaldson, Douglas & Gumble wrote Hickman offering a huge batch of cards she has been collecting for a number of years....A few days ago one of WDOD's leading sopranos was delighting her listeners with a song concerning a waterfall....When the peak of the selection was reached, one of the water mains leading into the station in Chattanooga burst in mighty applause and the whole station went into a general uproar—but the singer didn't seem to appreciate a REAL sound effect.

• • • "Hobby Lobby" will come from Detroit on March 9....Alexander Woolcott is working out a deal with MBS whereby he's to go on that net as a sustainer whenever he has something to say....Col. J. C. Flippen quits WHN on March 16 after three years, feeling that he's earned his spurs....CBS on Monday opens its "new idea dept." with Jim Burke and Gwen Jones in charge....Doris Rhodes gets another CBS spot....Rudolf Friml Jr. will be feted at Leon & Eddie's on Sunday....Will Muzak leave World Broadcasting to work in their own studios after March?...Al Jolson sent wires to every music publisher in N. Y. to tune him in last Tues.—for a chance to nab his new song, "And I Do Mean You"....Hal Moore, Paramount sportscaster, has been signed by J. Walter Thompson to announce the Gabriel Heatter Johns-Manville transcription series....Jean Paul King will emcee the Rexall recordings starting Feb. 27—the date just set for Francis White to come east for live of these plus a series for Chevy....Morton Downey is being considered for a cosmetic show.

• • • Recently a long-awaited show on Akron's municipal airport made possible a unique broadcast by WJW. Towed by the station's mobile unit, WBXOA, Bob Weber, young sportsman and ski enthusiast, carried a mike and described the thrill of 40-mile-an-hour skijoring across the broad expanse of the skyport....Mikeman Len Taylor did some dashing around to assist Bob in handling the mike before and after the trek, as well as to drive the towing unit, leaving engineer Jerry Roberts free to take care of the technical angle....Harriet Parsons, originally signed for three Bromo-Seltzer shows, will do eight additional spots....Max Heatter, who entered radio to handle the destinies of his brother, Gabriel, finds himself a full-fledged manager now, handling a complete "stable" of Heatters: Gabe's son, Buddy, a writer for Young & Rubicam, and the commentator's daughter, Maida, who is preparing a fashion air show!

PROGRAM REVIEWS

"Under Western Skies"

This is the first of a series of sustaining dramatic shows to go network from KDKA, Pittsburgh on a split NBC-Blue web and heard locally on WJZ, Wednesday, 12 midnight to 12:30 a.m. Program is heard on KDKA earlier in the evening. "The White Mustang" was the initial dramatization and, with the aid of special organ music for interludes and occasional background, the drama unfolded dealt with a story based on the facts and legends of the singing sand dunes in the San Luis Valley, a desert at the base of a mountain range in Colorado. Narration and dramatizations as well as flashbacks were used as the tale of Silas Wesler was brought out, the old settler finally going mad and out into the shifting sand dunes to disappear as had his young wife years before him when they sought to capture the white mustang, who led a herd of wild horses, and were caught in a sandstorm.

Story was excellently written and produced, holding the attention at all times and maintaining an even but progressive pace. Derby Sproul, was author and producer; Spahr Hull acted as narrator and the rest of the fine cast included Delle Gillis, John Johns, Helen Wayne, Jack Orriston, Charles Webster and Leon Ward. Carl Weinger contributed the special music, which was directed by Maurice Spitalny using organ, strings and woodwinds.

NEW HAVEN

Jimmy Milne, president of WELI, will emcee the local President's Ball, with Vera Cruse, Mildred Rosenbaum and Bill Stoker helping provide entertainment.

Walter Osborn Howard emcees the new commercial five-weekly sponsored by Orkil Electric and General Electric Appliances on WBRY.

FCC ACTIVITIES

APPLICATIONS GRANTED

KSOO, Sioux Falls, S. D. Amended CP to increase power to 5 KW. and changes in composite equipment.

WDRC, Inc., Hartford, CP for high frequency station, 40,300 kc., 1 KW.

SET FOR HEARING

P. W. Spencer, Rock Hill, S. C. CP for new station, 1500 kc., 100 watts, daytime.

Cuyahoga Valley Broadcasting Co., Warren, O. CP for new station, 1200 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

Shirley D. Parker, Yakima, Wash. CP for new station, 1310 kc., 100 watts, 250 watts L.S., unlimited, be denied.

Evening News Press, Inc., Port Angeles, Wash. CP for new station, 1500 kc., 100 watts, 250 watts L.S., unlimited, be granted.

APPLICATION RECEIVED

WMBQ, Brooklyn. Involuntary assignment of license from Metropolitan Broadcasting Corp. to Joseph Husid, Receiver Metropolitan Broadcasting Corp.



LARRY "BUSTER" CRABBE, Paramount star, made his debut as a vocalist when he guested for George Jay's "Hollywood Matinee" Wednesday. Crabbe was also interviewed. Jay's guest on Monday was Virginia Verrill.

KHJ will broadcast the highlights of the Third Annual Los Angeles Realty Board banquet Friday night at 9:15-9:45, with brief talks by Governor Merriam and Mayor Shaw scheduled, and Paul Whiteman's band, Donald Novis, Eddy Rio and Jackie Serley providing the lighter moments.

A new juvenile program featuring the Cooper Twins, Charlotte and Shirley, will be heard on **KFWB** each Tuesday and Thursday at 5:15 p.m.

Frances Faye, juvenile accordionist on the **KNX** "Marco Juvenile Revue," leaves this week for further study in New York, and continues on to Milan, Italy, this summer to perfect herself on her chosen instrument.

Bill Kelso, **KMTR** special events announcer, will bring **J. H. Hanson**, in charge of Federal Bureau of Investigation activities in Southern California, to the **KMTR** mike this week in a new series of interviews of interesting personalities.

Latest **KFWB** promotion is a "Bell-Hop Derby." Mobile unit will follow two "front" boys from each of the Hollywood hotels in a sprint down the boulevard carrying a tray of filled water glasses on Thursday afternoon. **Hugh Herbert** will award the \$50 prize to the boy who breaks the tape with the least water missing.

The Broadcasting Service Association Ltd., Sydney, Australia, has exercised options on the **Raymond R. Morgan Co.** "Drums" program for New Zealand. Had previously bought the transcribed series for Australia.

BIRTHDAYS

| | | | | | | |
|----|----|----|----|----|----|----|
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

Greetings from Radio Daily

- January 28
Irene Beasley Don Briggs
Frank Healy
- January 29
Joy Hodges Florence Muzzy
Joe Parker
- January 30
Ida Bailey Allen Renwick Carey
Dr. Walter Damrosch Frank Marx
Joseph Gallicchio Charles Haubiel
Lawrence W. Lowman

ORCHESTRAS - MUSIC

HERBIE KAY plays a tour of mid-west one-nighters on leaving the Drake Hotel, then drives to California to join his wife, Dorothy Lamour. Band about set to go into Coconut Grove.

Latest word on the **Eddy Duchin** itinerary is that he'll leave Chicago for the coast in time to do his next Tuesday **Elizabeth Arden - Mutual** broadcast from Los Angeles.

Mischa Violin, associate director and conductor of the **Radio City Music Hall Symphony Orchestra**, will conduct this Sunday's broadcast of the **Music Hall** program over **NBC-Blue** network at 12:30 p.m.

Jack Russell's band has been added to **WGN-Mutual** list, broadcasting from **Melody Mill** in North Riverside, Chicago. Band is first, in addition to **Kay Kyser** and **Ennio Bolognini** who stayed on at \$100 a week, to pitch up the service charge.

Carl Hoff, musical director for the "Watch The Fun Go By" series, begins his fifth term as "Hit Parade" batoneer on Feb. 12. Hoff has been granted permission to take a leave of absence following his first gig broadcast to fulfill a vaude commitment which he made previously with **Al Pearce** and his gang. Following the six-week road booking, Hoff returns to New York with the **Pearce** show and resumes on "Hit Parade" for the nine weeks remaining in his contract with **Luckies**.

Frankie Masters' band which plays for **Household Finance's** "It Can Be Done" will play for the **President's Ball** at **Grand Rapids, Mich.**, Saturday.

OMAHA

Harold "Had" Hughes, **KOIL** announcer, has been appointed program director. He succeeds **Bob Cunningham**, resigned.

Eddie Butler, **KOIL** organist, has been named staff organist for **WOW**.

KOIL has started a new drama series, "The Foreign Legion," directed by **Arthur Faust**, dramatic director.

SAN ANTONIO

Billy Carmen and his orchestra now airing regularly over **KONO**.

Howard W. Davis, **KMAC** station manager, spoke over **WOAI** Monday against increased taxes.

Fritz Kuler, former **KABC** announcer, recently added to the splicing staff at **KTSA**.

Newspaper Puzzles

Vogue of newspaper puzzles doubled on the radio recently in a promotion over **WNBF**, Binghamton, N. Y. Sponsor placed the puzzles in evening paper, asked contestants to phone their answers to the radio station. Subsequent conversation was aired.

Bill McCune and his **Staccato Styled Music**, heard from the **Hotel Bossert** in Brooklyn Heights, is the only band in the **Martin Block WNEW** poll that does not make records for any specific company. McCune has been and is heard over **WOR-Mutual** and recently was voted second best band in a poll taken in Westchester County. There are several commercials in store for the **McCune Men**. They return to the air next month.

Emile Petti and his **Everglades Club Orchestra** are airing nightly over **WJNO**, West Palm Beach. **Val Ernie** and his orchestra also airing nightly from the **Patio**. **Charlet Cellers'** trio is airing daily over **WJNO** from the **Royal Worth Hotel**.

Emil Coleman will play the third and final **Junior Assembly** at the **Ritz-Carlton** on Feb. 4, and thus becomes the first maestro to be engaged twice in the same season for these super-swank **Junior League** affairs. In connection with music for this turn-out, **Coleman** has been asked to keep any swing or **Big Apple** stuff under wraps.

WPEN's late evening dance parade includes four bands from various night clubs, **Johnny Graff**, **LeRoy McCoy**, **Bobby Morro** and **Pedro Blanc**.

Charlie Agnew, Chicago bandmaster who rose to prominence at **Merry Garden** ballroom, has come home replacing **Stan Norris**. **Merry Garden** has switched from **NBC** to **WCFL** with its remote broadcasts.

KANSAS CITY

James E. Gardner of **KMBC** technical staff is father of a girl.

Mother of **Harry W. Clifford**, **KXBY** manager, was buried Monday.

Owen Balch, **KCKN** special events man, is handling commercial series for **Anchor Building & Loan** in connection with opening of firm's new quarters.

Dick Smith is producing "Today's Favorites", new musical program for **Missouri Electric Co.**, over **WHB**.

Sign Syndicated Promotion

Four more stations, bringing the total to ten, have contracted for the syndicated local promotion service initiated by **Adrian James Flanter**. Stations are **WAAB**, Boston; **WBNS**, Columbus; **WPTF**, Raleigh, and **WBTM**, Danville.

Promotion pieces which bear the station's imprint are sold on a three, six, or 12 months basis. In a competitive market, the service is sold to only one station.

Girl for Craig McDonnell

Craig McDonnell, actor, is the father of a seven-pound daughter born yesterday at **Doctor's Hospital**.



DEL OWEN, director of **John Blair Productions**, has been named musical director of the **Cavalcade of Flight** being staged in connection with the **International Air Show** starting here this week-end. **Owen** will direct the orchestra which will be heard over **WGN-Mutual** afternoons and evenings.

Ken Ellington, **CBS** announcer and commentator, has been assigned to handle special events on **WBBM** along with **Hal Burnett**, in charge of publicity.

In a dedicatory service **WLS** listeners heard for the first time on its **Dinnerbell** program the full collection of dinner bells which listeners have sent to the station. Some of these are more than a century old and were brought to the middle west in covered wagons.

Evelyn Reese, free lance actress, held up and robbed of fur coat and cash on way home from participation in broadcast at **WSBC**.

Jimmy Patt, director of special events for **CBS**, to **Lincoln, Ill.**, to set up plans for a **Lincoln's birthday** broadcast over the network. Then he went to **Kansas City** to spend a few days with home folks.

Bret Morrison, **Campana** "Grand Hotel" announcer, has affixed his signature to 105-week contract for **Pillsbury's** "Woman in White" series.

Jackie Heller got back to **NBC** just in time to fill in for **Jack Baker** who is confined to home with illness. **Heller** is working on **Baker's** show at 5:35 p.m. daily and on **Club Matinee**. It's a boy at the **Bill Lawrence** offices of **NBC**.

Harold Safford, the **DeZurik** sisters and **Pokey Martin** back from **Louisville** where they participated in **WHAS** flood anniversary show.

Bob Opper, sound effects man on **Campana's** "First Nighter," has named his new daughter **Barbara Joy** for **Barbara Luddy**, star of the show.

Joseph A. McDonald, **NBC** legal department head, has gone to **New York** on business for a week.

Announcer **Ed Allen** of **WGN** and **Mutual** is vacationing in **Hollywood**. **Dolores Gillen** has joined lineup of "Fibber McGee" show. **Marion Jordan** (**Molly**) continues under supervision of physician at hospital.

WENR promotion department has issued a folder plugging the **Club Matinee** broadcast with special attention-calling to the headliners **Ransom Sherman**, **Annette King**, **Johnnie Johnston**, **Jack Baker** and **Fran Allison**.



STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Double Cast Is Used In Television Opera

London—A double cast—one to mime the action before the camera, the other to sing the words—was used in a recent BBC television experiment, producing Act 2 of "Tristan and Isolde."

Dallas Bower, who produced the show, believes that the Wagnerian ideal of perfect sympathy between action and sound can be more easily achieved by television than in the theater, where the demands of the music are so great that it is rarely possible to combine first-rate singing with a worthy standard of acting. With television, however, it is possible for the visual actors to give full attention to the stage picture, while the singers are free to concentrate on the music.

The experiment made possible some significant innovations in the treatment of operatic scenery. Instead of confining the action to the front of a castle, as in stage versions of the opera, hunting scenes, televised against a background of trees in Alexandra Park, were interpolated in the transmission. Consequently, the visual actors were given considerable freedom of movement while their parts were being sung "off-stage."

Comes Through a "Flood"

New Britain, Conn.—A virtual "flood" failed to stop WNBC here. In fact, the excess amount of moisture greatly increased the station's signal strength, when more than three feet of water surrounded the transmitter house and tower recently. The situation was caused by a night of hard rain. Reporting at 6:45 next morning, chief engineer Rogers Holt was obliged to wade through the water to reach the building. He found the transmitter in A-1 working condition with no damage to the equipment.

WSAR Gets Amplifier

Fall River, Mass.—WSAR has installed a new Western Electric 110-A program amplifier which has made remarkable increase in signal strength. Mail responses indicate that the program reception is much better and clearer.

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NEW PATENTS

Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,106,159—Automobile Radio Apparatus. Wilhelm Runge, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,106,172—Vacuum Tube. Philip M. Haffcke, Washington, D. C.

2,106,204—Wash Box Discharge Control. Edward J. Burnell and Ward J. Hescock, Chicago, Ill., assignors to Link-Belt Co.

2,106,207—Automatic Volume Control System. Alfred Crossley and Herbert E. Meinema,

Chicago, Ill., assignors to Johnson Laboratories Inc.

2,106,229—Preselector System. Dwight V. Sinninger, Chicago, Ill., assignor to Johnson Laboratories Inc.

2,106,250—Television Receiver Tube. Max Knoll, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,106,394—Metal Tube Lead-In Bushing. Loris E. Mitchell, Bloomfield, N. J., assignor, by mesne assignments, to RCA.

KWNO, Winona, Minn. Has Latest in Equipment

Winona, Minn.—Latest and best of equipment, attested by quality of reception, seem to bear out the claim of KWNO here to ranking with the nation's best local stations.

The station made its debut recently, completely equipped by Western Electric. A six-page supplement in the Winona Republican-Herald, signifying the event, gave special notice to its acoustically treated studios, program amplifier, 199-foot antenna tower, and the modern decorative scheme of its studios and offices. Radio fans from points as widely separated as New Jersey, West Virginia, and Montreal have written to praise the quality of reception.

A. E. Mickel is manager of the station and Maurice Reuter is chief engineer. Both come from KFJB, Marshalltown, Ia.

Emergency Unit Gets Test

San Francisco—Recent power break put emergency unit of KSFO here to its first real test—and brought the station through the 80-minute trial without a loss on either local or network productions then scheduled. Only 40 seconds were lost, the station reported. The 75 KVA plant not only provides full power for the transmitter, but for building and tower lighting as well, and is the only unit of its kind on the coast. Plant has been given daily warm-ups since last September under direction of chief engineer R. V. Howard.

Refinish WJSV Studios

Washington—Earle Building studios and offices of WJSV here are being completely repapered, repainted, re-carpeted and "dolled up" generally. New control rooms for two studios and complete new furnishings for reception room and speakers' studio are included in setup.

WICC to Hold Open House For Its New Haven Studios

Bridgeport—Effective with the dedication of its new studios in New Haven at 1110 Chapel Street tomorrow, New Haven listeners and residents will be invited to visit the new studio building and—when possible—be admitted to view the production of programs originating in the studios.

Designed to include the most modern and complete equipment of both radio broadcasting and radio housing, the two-story single building will be used to produce many studio programs over the local broadcast band, as well as Yankee, Colonial and Mutual Broadcasting networks.

Explorers Report on Radio

Scientists of the MacGregor Arctic Expedition will discuss their study of the recent effects of magnetic disturbances on radio broadcasting in an exclusive NBC short-wave broadcast from Reindeer Point, Alaska, over NBC-Red network on Tuesday, 2:45 p.m. This first scientific report on the manifestations of the magnetic circle will include results of observations made during disturbances that disrupted short-wave radio, and also will cover the effect of the aurora borealis and the relation of weather to the magnetic currents.

The aurora borealis was believed to be at least partly responsible for the failure of a broadcast from the MacGregor Expedition to the NBC audience on Jan. 19. Since then, short-wave test signals to NBC have been of poor quality and MacGregor has reported that until the magnetic disturbances clear it will be impossible to transmit clearly to the United States. He sets Feb. 1 as the earliest possible date for satisfactory contact.

Cost of Facsimile Still Unknown, Says Poppele

J. R. Poppele, chief engineer of WOR, yesterday told RADIO DAILY that "no one can say how costly facsimile will be until it has been tried." Poppele was referring to a statement by Elliott Roosevelt, president of Hearst Radio, declaring that facsimile was too expensive to become a serious competitor of newspapers.

WOR is studying the facsimile question and plans to have a scanner in its transmitter house before long. Poppele said that receivers today can be bought for \$100 to \$125. And with increased production of the product, after it is past the experimental stage, receivers possibly may be obtained for as low as \$30.

At the present time, according to Poppele, the FCC is only granting experimental facsimile licenses. When the FCC arrives at a standardization of equipment, progress will be more rapid. The scanner which is attached to the transmitter in order to transmit the message costs from \$1,500 to \$2,000 today including all the development charges.

KTUL Improvements

Tulsa, Okla.—Additions and changes in equipment totaling about \$65,000 are planned by KTUL here if FCC approves power increase. Transmitter will be moved to location five miles from Tulsa and a directional aerial will be used.

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STARTING
MONDAY

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RADIO DAILY

CRITICS'  FORUM

☆ ☆ ☆ ☆

EVERY DAY
THEREAFTER

☆ ☆ ☆ ☆

PHILADELPHIA

Dave Mann, formerly heard over WFIL in the piano team of Mann and Irwin, is now in Miami, playing with a southern band.

Herbert Stockton is now heard on WPEN with a new organ program.

Carolyn Ann Cross, head of WIP "Homemakers Club," leaves the station for other fields Feb. 1.

Fred Weber is back in harness on WFIL announcing staff after a long illness.

Fern Scull is singing over WIP. Jean Shaw and Dan Kelly are now heard on the "Cosmopolitans" show weekly over WCAU.

KYW's Jim Aull, p.a., now has two assistants.

Robert Ellmore returns to the console of the WFIL organ.

Eleanor Starkey being heard over WPEN in rhythmic songs.

Piano ramblings of Carol Cramer being aired over WIP.

Peggy Morgan is now vocalizing with the WPEN studio band.

Joc Connelly now heads a staff of six, in WFIL's news bureau.

Norman J. Hasbc assigned the emcee job on "Get Going" at WCAU. Will also do a Hollywood gossip spot on same program.

Milt Laughlin of WHAT is now doubling as production chief as well as p.a.

Bill Dyer, WCAU baseball announcer, may go south with the Phillies this spring.

Anthony Candelori, WFIL maestro, auditioning for songstress.

Charles Tindel, WCAU engineer, has been assigned the regular job as engineer on the Boake Carter originations at the commentators home.

George Lasker, g.m. of WPEN, has finally moved his family to town.

WDDO, Chattanooga

Alan Ford is the newest addition to announcing staff. He was formerly connected with the Pasadena, Cal., Playhouse.

Lou Kemper, versatile singing announcer, is taking a week off to visit pappy and mammy in Kansas City.

Earl Winger and Norman Thomas, owners of WDDO, have returned from a short vacation to Miami.

Frank Lane, genial station manager, has his other suit pressed and is all ready for one of his business trips. This time it's Manhattan.

Station has been granted rights to air Golden Gloves tournament. Tom Dailey will be at the mike.

ONE MINUTE INTERVIEW

FRANK W. PURKETT

"Transcribed productions must not only have a good story, well rounded production, technical perfection and showmanship, but they must in addition be created around an outstanding personality able to impart to the radio audience a warmth and friendliness of manner coupled with the colorful atmosphere of fictionalized entertainment."

★ Coast-to-Coast ★

THE RADIO RUBES, early morning balladeers, mark their first anniversary as the cheery "Good Morning" broadcasters over WEAJ in their program on Tuesday at 7:30-8 a.m. The vocal and instrumental quintet is composed of Harry Duncan, Eddie Smith, Zeb Turney, Luke Davis and Bert Conte.

WHO's news periods now total 51 per week with the addition of a new broadcast at 12:15 p.m. Sundays, is conducted by H. R. Gross, news editor of the Des Moines station.

News on WHBF is practically sold out. Of 11 five and 15 minute newscasts between 8 a.m. and 11 p.m., only one is open. Five firms have sponsored WHBF news continuously for over two years. Ralph Childs is chief newscaster.

WRBL, Columbus, Ga., has inaugurated a five-minute daily broadcast of news from Fort Benning, largest infantry school in the world. The program is sponsored for 52 weeks by the Howard Bus Co., which has exclusive rights to transport the personnel at the Fort.

NBC officials have completed arrangements for exclusive American broadcasts with the Pitcairn Island Expedition, which leaves New York within the next two weeks for the sole purpose of erecting and establishing a modern radio broadcasting station on the island. The expedition is sponsored by radio and other manufacturers, headed by F. C. Henrikson, president of the Coto-Coil Co. Inc., Providence. Two Rhode Islanders, L. S. Bellem, Jr., of Providence, and Granville P. Lindley, of Barrington, will make the trip to the island and install the new transmitter. Bellem, chief engineer of the Coto-Coil Company, who has been closely associated with radio since 1919, will serve as radio engineer. Lindley, who was chief electrician of the Byrd Antarctic Expedition II, will act as construction engineer and photographer.

Following the recent Massachusetts McIntosh Apple Week celebration, which included a series of 15-minute

WRJN, Racine, Wis.

Doris Barnes is the newest addition to the staff of singers. Her forte is popular songs.

"The Classified Page of the Air" is now being aired daily except Sundays, 8-8:30 a.m. CST. New broadcast includes time signals, temperature forecasts, music, information regarding articles and merchandise offered for sale by merchants and a dollar bill to some lucky listener each day.

programs over WSAR, Fall River, stores in that area already "feel an increased demand for Massachusetts grown McIntoshes," according to Grunow O. Oleson, extension editor of the Mass. State College, Amherst.

Continuing its policy of presenting headliners of stage presentations in Memphis in informal interviews over WMC, the station recently brought before the microphone three members of the Shakespearean company of Maurice Evans, who gave "Richard II" at the Municipal Auditorium. Ellen Phelps, Irene Tedrow and Lee Baker participated.

Genevieve Rowe, the soprano featured on four network shows, who last year was singing in a chorus, will join the list of artists eligible for the Sealtest cash award when she appears as the guest star of Alexander Smallens on his "Rising Musical Stars" program Feb. 6. Miss Rowe is currently featured on both Philip Morris programs, the Consolidated Edison show and WOR's "Musical Impressions" with Alfred Wallenstein's orchestra.

Johnny O'Brien, high scoring captain of the Columbia University basketball team, and Fresco Thompson, manager of the Birmingham Barons of the Southern Ass'n, will be the guests of Jocko Maxwell, sports commentator over WLTH, at 6 p.m. tomorrow.

Duncan Moore of WJR, Detroit, will present a radio picture of the Michigan Home and Training School at Lapeer in the second of the series titled "The People's Business" at 8 tomorrow night. Four thousand mentally deficient children are housed at the Home. Recordings were made by WJR's mobile recording truck.

James Eberle, announcer at WWJ, Detroit, has run all kinds of risks in connection with remote control assignments that have taken him thousands of miles by air and land. But his first accident came a few days ago while visiting Buffalo. A pavement suddenly collapsed in front of him, pitching Mr. and Mrs. Eberle and their car six feet into the ground.

WKRC, Cincinnati

Dick Bray, sports commentator, is vacationing in Miami.

"Timely Tempos," new quarter-hour each Monday and Wednesday night, features Gladys Lee, organ and piano melodies; John Fielden, accordionist; Bob Keys, guitarist, and Joe Binder, tenor.

Marsha Wheeler presents Col. Victor Alexander Rule, lecturer, on her "Personalities on Parade" program tomorrow eve.

OKLAHOMA

Neal Barrett, Hearst Radio exec, back in offices at KOMA from business trip to Houston and Austin.

Geneva Jones, blues singer, has joined the Tee-Berry Orchestra, KGFF (Shawnee) staff band. Formerly on KADA (Ada).

Fred Branson, former Chief Justice Oklahoma State Supreme Court, has purchased one hour on full Oklahoma Network for address through KBIX (Muskogee) on constitutional limitations.

WRVA, Richmond

With permanent facilities for several years in the state capitol, station is airing special proceedings such as governor's addresses and public committee hearings. WRVA even feeds programs on request to other stations. Further evidence of WRVA's neighborly spirit toward other stations here is reflected in the fact that it has never opposed another's application for additional facilities.

An unusually interesting broadcast was aired recently from the historic old home of Virginia governors. Announcer Ira Avery and Director of Public Relations Walter Bishop handled the program.

A series from Virginia Museum of Fine Arts is now on the schedule.

KRLD, Dallas

Gene Heard, formerly of the Gulf Radio Facilities at the Pan American Exposition, recently joined the staff as announcer, and lately has assumed the duties of program director, substituting for Ruth Clem, who is ill.

"Captains of Industry," ET series sponsored by Servel, has started a 52-week run.

WSPR, Springfield

John J. Broderick has resigned from the sales staff. He is succeeded by Max Ehrlich, local playwright. Francis LaPierre and his Banjo Jubilecs now heard Saturdays at 5:15 p.m.

A Son for Jap Gude

John (Jap) Gude, CBS station relations manager, is the father of a son born last Monday afternoon. The Gudes also have a two-year-old daughter.





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3. NO. 21

NEW YORK, N. Y., MONDAY, JANUARY 31, 1938

FIVE CENTS

Radio Improving, Critics Declare

NEW MEMBERS OF BOARD ELECTED BY NBC AND RCA

At the regular monthly meetings of the RCA and NBC board of directors on Friday, three new directors were elected.

Dr. James R. Angell, NBC education counsel; General Charles G. Dawes, former vice-president of the United States, and Gano Dunn, president of J. G. White Engineering Corp., were elected to the NBC board. Dawes and Dunn were also made RCA directors to fill the vacancies caused by the deaths of Newton D. Baker and Frederick Straus.

Midgley to Look Over Western Station Talent

C. E. Midgley Jr., radio time buyer for Batten, Barton, Durstine & Osborn Inc., left town Friday for an extended trip through the west and Pacific coast visiting radio stations. Midgley plans to have a look-see at programs (Continued on Page 2)

Mid-South Sales Heads Meet Feb. 2 in Memphis

Memphis—Broadcast Sales Directors of Arkansas, Louisiana, Mississippi and Tennessee will meet Wednesday in a one-day session at the Peabody Hotel here to discuss mutual problems and draft recommendations preparatory to the NAB convention (Continued on Page 2)

Biz is Swell at WSAL

Salisbury, Md.—Out of nine hours that WSAL is on the air Sundays, seven and a half are sponsored, according to J. Roy McLennan, manager. On the average of seven days a week, half of air time is commercial. Station is Maryland's newest.

Hearing from Home

Des Moines—On a recent airing of Iowa Network's "Tall Corn Time" over Mutual Saturday mornings, Announcer Dale Morgan expressed the hope that former Iowans now in other states might find the program enjoyable. Station brought loads of mail, mostly from New York and California, including notes from Phil Hoffman and L. E. Lindquist, now at WNBX, Springfield, Vt.

CRITICS' FORUM

QUESTION No. 1

Is radio entertainment progressing, going backward or standing still?

ANSWER

Progressing—55%. Going backward—5%. Standing still—40%.

COMMENTS

"I think, on the whole, it is progressing. It has setbacks. The current Hollywood wave is an example. Film executives have attempted to bring back the terrific plugging stance radio threw overboard some years ago. Dialers resent this. But radio is new to Hollywood. The Film City, however, is learning its lesson the hard way. Most radio sponsors show a progressive tendency. They are cutting down commercials, paying more attention to entertainment. The need now is to get the chains to distribute profits over the affiliated station areas so there will be no need of so many spot advertising blurbs. You can't blame the stations—they have to live."—BOB STEPHAN, Cleveland Plain Dealer.

"In past few months, radio has stepped definitely backward by presenting too much trivia from Hollywood. Whether we realize it or not, radio has educated even the ruralites to a point where they laugh at things 'colossal', 'stupendous', etc. The movie industry's back-slapping has evoked much ill response from listeners. And, it is doing the stars themselves no good at the box-office! Most radio dramas starring movie stars are poorly done... which might mean radio has developed its own school of acting. A school in which air actors can out-crope flicker favorites."—ULMER TURNER, Chicago Herald-Examiner.

"I believe radio is still too young to be doing anything but progressing."—TOM O'HERN, Davenport (Ia.) Daily Times.

"Standing still. Sponsors should take a chance and try something new instead of sticking close to the 'fireplace'."—SID SHALIT, New York Daily News.

"Going forward slowly, but often on skids greased by crazy ideas."—

GEORGE H. STEUART JR., Baltimore Evening Sun.

"Programs improving, with radio audiences becoming more critical."—DONALD McDONALD, Macon (Ga.) Evening News.

"Going backward because it is not willing to develop new talent."—DOROTHY DORAN, Akron Beacon Journal.

"Drama (not daytime serials) and serious music programs are progressing; comedy shows and the super-Hollywood type are going backward; rest are standing still."—HELANE PETERS, Berkeley (Cal.) Daily Gazette.

"Progressing at a steady pace, but there's still a good deal of worthless 'tripe' going out on the air today."—BRUCE NICOLL, Lincoln (Neb.) Star.

"Going forward despite the too much Hollywood trend for talent."—BILL POTTS, Fort Worth Star-Telegram.

"By and large, radio entertainment is progressing through improved production techniques."—CHRIS MATHISEN, Washington Star.

"Solidifying its gains of several years and making gradual progress forward in the field of new ideas."—BOB HALL, San Francisco Call-Bulletin.

"I believe year by year radio progresses, though the past year there have been 'recessions'—the Hollywood infatuation I count among these."—LARRY WOLTERS, Chicago Tribune.

"Progressing, but there is still the (Continued on Page 3)

Country's Radio Editors See Progress Despite Halts and Detours

Radio entertainment on the whole is making progress, though slowly and with some detours, halts and setbacks, in the consensus of opinion of some 150 of the country's leading radio editors and critics participating in RADIO DAILY's first annual Forum.

A statistical breakdown of the replies showed 55 per cent of the editors declaring radio programs are forging ahead, while 40 per cent be- (Continued on Page 3)

AXTON-FISHER READING TRANSCRIPTION SERIES

Axton-Fisher Tobacco Co. (Twenty Grand cigarettes) on March 14 will begin a nationwide spot musical series over 13 stations (WNAC, WRC, WCAE, WMAQ, WLW, WTMJ, WCCO, WDAF, KSD, KSFO, KNX, WJR and KLZ). Quarter-hour disks, cut by WBS, will be aired three times weekly during the early evening hours.

Program will feature the Pickens Sisters, Martin Block, Roy Campbell's Royalists, Joe Rines' orchestra and women guest stars. McCann-Erickson Inc. has the account.

Hickock Oil Acquires Aeroqram Disk Series

West Coast Bureau, RADIO DAILY
Los Angeles—Aeroqram Corp. reports the sale of its "Black Flame of the Amazon" series through Radio Merchandisers Inc., Toledo, to the Hickock Oil Corp. of that city for release on a number of stations to (Continued on Page 2)

Fem Sportscaster

Omaha—Central States Broadcasting System has a woman sports announcer. Mrs. Harry Johnson, wife of the CBS sportscaster, often steps in on Harry's broadcasts or assists him when he's covering some event. She will do a great deal of the announcing on a baseball school for women planned by Johnson in connection with his baseball broadcasts.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Saturday, Jan. 29)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 142 1/2 | 141 3/4 | 142 1/2 | + 3/4 |
| CBS A | 17 3/4 | 17 1/2 | 17 3/4 | — |
| Gen. Electric | 39 1/2 | 38 3/4 | 39 | + 1/4 |
| RCA Common | 6 1/4 | 6 | 6 | — |
| RCA First Pfd. | 45 1/2 | 45 1/2 | 45 1/2 | + 1/2 |
| Stewart Warner | 9 1/4 | 9 | 9 | — |
| Westinghouse | 93 3/4 | 91 1/4 | 91 1/2 | + 1 1/2 |
| Zenith Radio | 12 3/4 | 12 1/2 | 12 3/4 | + 1/4 |

NEW YORK CUREX EXCHANGE
Nat Union Radio . . . 3/4 3/4

Lou Jacobson to WGN

Chicago—Lou Jacobson, who has been producing the Zenith Foundation Telepathy series for J. Walter Thompson, joins production staff of WGN-Mutual tomorrow. Dick Marvin, radio director of the Thompson agency, will take over the Zenith job. Jacobson will fill post left vacant when Morrison Wood left WGN for Hollywood recently.

Cinco Cigar to Resume

Webster Eisenlohr Inc. (Cinco cigar) on Feb. 7 will resume its spot broadcasting campaign over WJSV, Washington, and WCAU, Philadelphia. Sponsor will use time signal announcements seven nights a week. N. W. Ayer & Son is the agency.

22.3% of Time to Education

Mutual devoted 22.3 per cent of its total network hours in 1937 to educational programs, according to the web's statistical department. Not included in the summary are religious talks or music.

The PERFECT MARKET'S
LOUDSPEAKER **WAKO**
ALBANY, N.Y.
Newly Equipped for Super-Power

★ **THE WEEK IN RADIO** ★

. . . FCC Economic Report

By M. H. SHAPIRO

RELEASE of the long-delayed social and economic report by the FCC as prepared by Commissioner T. A. M. Craven reveals the FCC as being in favor of free competition and continued organization of networks, regional and state especially. . . no reason has been found to change the current setup, which appears to have great advantages, being sufficiently flexible to be capable of improvement. . .

Later in the week Senator Clyde L. Herring of Iowa altered his ideas about revamping the American system of broadcasting to conform to the British method. . . and believed that his proposals would now look more toward the angles of censorship and powers in the hands of the FCC. . . from Canada came an extensive squawk from Jacques N. Cartier, former vice-president of the Canadian Radio Commission. . . Cartier decried the license fee jump to \$2.50 per set by the CBC, which takes a sizable portion of it annually, declaring that at the same time, it is now giving 15 per cent of its time to programs piped from the U. S. . . and thus offering "unfair competition" to many Dominion outlets which are turned down when seeking an increase in power etc. . .

By way of further encouraging the educational type of program, the FCC allocated 25 channels for high frequency transmission (41,000 and 42,000 kcs.) to be devoted to such features exclusively. . . WLW high power renewal will be heard by FCC

in formal manner, according to an order by Commissioner George Henry Payne. . . NBC daytime revenue was up 34 per cent during 1937. . . Erwin, Wasey & Co. led the agency billings on Mutual during the year. . . Blackett-Sample-Hummert carried away the honors on NBC in a big way. . . Deal whereby George P. Hollingbery was to buy out the station rep business of Craig & Hollingbery fell through, but business will be continued. . . Transcription business the past year was led by food and food beverage accounts, finally nosing out drug and toilet articles. . .

Stations let out a holler on being asked to send in positive proof on how certain spot announcements were being handled, agencies asking for photostatic copies of the log, others for announcers' schedules, affidavits, etc., and there is the fear that it will become chronic, since it has already spread. . . regular run of stations told their station reps that they do not want to suffer for the poor ethics of a few outlets here and there. . . For the first time in commercial broadcast history a key station in New York (WEAF) was off the air for 86 minutes, due to a power break, not the fault of the network. . . Radio busted out nobly on Monday night and early hours of the morning in helping to locate a lost transport air liner during a severe storm. . . WOR, WMCA and WNEW did their share.

COMING and GOING

O. B. HANSON, NBC vice-president in charge of engineering, expects to leave late this week for trek to the west coast.

C. RICHARD SHAFTO, general manager of WIS, Columbia, S. C., is in town.

L. S. BELLEM JR. and GRANVILLE P. LINDEY, members of the Pitcairn Island Expedition, who are going to the tiny isle in the South Pacific to install a modern radio station for the island's 200 inhabitants and who will originate broadcasts from Pitcairn to NBC networks in the United States, will sail Thursday from Brooklyn.

MEFFORD RUNYON, vice-president of CBS, is in Hollywood for two weeks of conferences with Donald W. Thornburgh, CBS vice president in charge of West Coast operations. Runyon is stopping at the Town House, and is accompanied by his son, Mefford Jr.

WILBUR STARK, WMCA salesman, spent the week-end in Philadelphia on business and returns to his office today.

ARTHUR BORAN sailed yesterday from Miami and will arrive in New York on Thursday.

EARL J. GLADE, managing director of KSL, Salt Lake City, flew to New York last week.

PAUL WHITEMAN, accompanied by his wife, Margaret Livingston, their daughter Margo and Jeanne Cohen, head of N. Y. office of Artists Management Bureau, return to New York from the coast Wednesday.

JOHN BARBIROLLI arrives back from abroad this weekend, and after next Sunday will resume conducting the CBS Philharmonic-Symphony Orchestra concerts now being directed by Georges Enesco.

Midgley to Look Over Western Station Talent

(Continued from Page 1)

available and make a personal survey of the western radio set-up. He expects to return late in February. Eldon Hazard and B. Schuyler Ensell will handle Midgley's duties during his absence.

KSTP Impromptu Interview

St. Paul—When Chief G-Man J. Edgar Hoover flew into town with John Henry Seadlund (Peter Anders), confessed Ross kidnapper, to hunt for the bodies of Ross and J. Atwood Gray, Anders' co-partner in the crime, KSTP, Twin City station, got a 10-hour beat on the yarn.

Hoover and his aides, after finding the Atwood and Ross bodies near Spooner, got back into town about midnight. A newsman who got the yarn, thought fast, came to the studio, decided he wouldn't have time to write it before sign-off, and told Brooks Henderson, announcer, "Just interview me." Henderson cut into the program, staged the interview with the newsman, Kenny Ruble of the Minneapolis Journal, KSTP publicity affiliate.

Hickock Oil Acquires Aerogram Disk Series

(Continued from Page 1)

cover Ohio and Michigan. Transcribed program, written and produced by J. B. Downie, dramatizes the experiences of Harold Noice, adventurer-explorer, in three years of exploration on the Amazon River. Will be used by the oil company sponsor on a five-times-weekly schedule.

Radio Merchandisers is a newly formed company, with Floyd Tracy of Hickock Oil, David Robeson and F. Blake Helms as incorporators. It plans to extend operations to other cities.

Craven in CBS Talk

Commander T. A. M. Craven, member of FCC and regarded as the likely new chairman when Frank R. McNinch returns to his Power Commission post, will make his radio debut Saturday at 10:45-11 p.m. over CBS in a talk about radio's social and economic aspects as covered in his recent FCC report.

Jay Hanna Leaves Ayer

Jay Hanna, for the past eight years a radio producer for N. W. Ayer, has resigned effective tomorrow. Hanna plans to act as consultant on radio production; details will be announced later.

Mid-South Sales Heads Meet Feb. 2 in Memphis

(Continued from Page 1)

in Washington. It is expected that this meeting will have full attendance from practically all of the 42 stations within the four states comprising the mid-south district. Harben Daniel of WSM, Nashville, chairman of the Broadcast Sales Directors of the Sixth District, will preside at the regional meeting.

WGH May Join Mutual

Newport News, Va.—Edward E. Bishop, g.m. of WGH, is back from New York, where he met with Fred Weber and discussed possibilities of WGH joining Mutual. Bishop also held conferences with a view to obtaining a national rep. WGH recently was awarded a scroll, presented by Chamber of Commerce to Commercial Manager Edward E. Edgar, for outstanding civic work.

Bob Cunningham to WBBM

Chicago—Bob Cunningham, formerly program director of Central States Broadcasting System, has joined WBBM-CBS staff as night supervisor of program operations. Cunningham was associated with WBBM before he went to Lincoln two years ago.

WOPI "The Voice of the Appalachians"
BRISTOL - TENNESSEE VIRGINIA

COOK AND DOYLE POLLS ADD TO MCCARTHY FAME

Annual radio polls conducted by Alton Cook, radio editor of World-Telegram, and J. E. (Dinty) Doyle, Journal-American, announced over the weekend, added honors to Edgar Bergen's Charlie McCarthy fame. Results of the Cook poll, in which radio editors throughout the country took part, tallied closely with the recent RADIO DAILY poll of radio editors. The Chase & Sanborn Hour (Bergen-McCarthy) led as favorite program. Jack Benny topped the comedy field and Guy Lombardo was first in orchestras. In the pop singing class, Bing Crosby and Kate Smith topped as male and femme, respectively. Lux Theater was voted favorite drama program and Lawrence Tibbett best classical singer.

Other winners in the Cook poll included Ted Husing, sportscaster; Don Wilson, announcer; Boake Carter, news commentator; Singing Lady, children's program.

Doyle's Hearst radio editors poll tallied with Cook on Crosby, Miss Smith, Lux Theater, Lombardo as sweet orchestra (Benny Goodman led in swing class) and Tibbett. Best variety show voted, however, was Bing Crosby Hour, followed by Charlie McCarthy, and leading comedian was Fred Allen, followed by Benny. Other leaders included: emcee, Major Edward Bowes; comedienne, Gracie Allen; comedy team, Burns and Allen; children's program, Irene Wicker; night serial, "One Man's Family"; day serial, "Vic and Sade"; sports announcer, Ted Husing; all-around announcer, Harry von Zell; commentator, Edwin C. Hill; movie commentator, Walter Winchell; all-around musical show, Andre Kostelanetz.

A curious coincidence of the Hearst poll is that "Hollywood Hotel," on which Hearst movie columnist Louella Parsons appears, is given second place under best drama programs and third place under best variety programs.

Haskell Heads Horse Show

Amory L. Haskell, president and owner of WBNX, was recently elected president of National Horse Show Ass'n. He also is a director and member of executive committee of American Horse Show Ass'n.

Lambert to KYW

Burt Lambert, formerly with the Hearst Radio sales staff, will join the sales department of KYW, Philadelphia, tomorrow. Lambert was with Hearst for about three years.

KMMJ

Clay Center, Neb.

The favorite family station

CRITICS' FORUM

(Continued from Page 1)

...crying need for a new art form in radio. Irving Reis and Charles Martin have done more for radio than the Bachers."—RADIO EDITOR of Judge Magazine.

"Slipping because of sloppy direction and careless writing."—E. D. KEILMANN, Copper Publications, Topeka.

"Progressing. Though evolving no recent startlingly new formulas perhaps, radio certainly is evidencing general refinement of programs and general upping of intellectual level of shows made available."—DOROTHY MATTISON, Worcester Telegram and Gazette.

"Standing still, in general. It is progressing a bit in the fields of drama and culture. At the same time it is going backward in the comedy field—the same comedians presenting the same old gags, disguised in new attire, season after season."—ROCKY CLARK, Bridgeport (Conn.) Post.

"Standing nearly still at present, except in the matter of dramatics. Radio drama has advanced much in the last year."—CHESTER BROUWER, Fort Wayne (Ind.) Journal-Gazette.

"Not much originality this year. Movie tie-up below expectations. Progress, if any, this year has been disappointing."—PAUL KENNEDY, Cincinnati Post.

"An industry that stands still in the face of more exacting public demand must be going backward; radio has been acting as if it were at the point of stagnation."—LEO MILLER, Bridgeport Herald.

"High caliber of symphonies and good variety shows reveal that it is going ahead."—CARL JOHNSON, Tampa Morning Tribune.

"Stations and sponsors are trying to do the best they can despite critics' reports."—ALBERT EDWIN SONN, Newark (N. J.) Sunday Call.

"Definitely on the march. However, radio's Hollywood fling is certainly a handicap."—JAMES SHIPLEY, Birmingham Post.

"Obviously progressing, though to date very little originality has been evidenced in radio production."—DALE ARMSTRONG, Los Angeles Times.

"It's going forward, because the American people are that way."—RICHARD M. GREENWOOD, Lafayette (Ind.) Journal and Courier.

"I think it is improving. Of course, there are some pretty terrible shows, but there are also some in the top bracket that can take their place alongside any entertainment in the

theater."—MARY LITTLE, Des Moines Register and Tribune.

"Progressing, but there's too much Hollywood and too many absurd gag programs."—HARRY W. MOODY, Illinois State Journal, Springfield.

"Radio has been improving for past year. Believe it will continue to go forward."—REG. WARREN, Pasadena Star-News and Post.

"I do not think that it is progressing; there's nothing new, no new ideas; it's a case of follow the leader."—INA WICKHAM, Davenport (Ia.) Democrat and Leader.

"Forward: more subtle comedy, trend toward musical comedy and classics."—GEORGE HILLYEAR, Topeka State Journal.

"Making slow progress through lack of new ideas. Television might turn the tide."—WILL BALTIM, New Brunswick (N. J.) Daily Home News.

"Very little progress, if any. Even variety programs too stereotyped."—RALPH SANDERS, Chattanooga Free Press.

"Present shows practically all lousy; symphonic and classical music

EDITORS AND CRITICS NOTE GAINS BY RADIO

(Continued from Page 1)

...lieve they are standing still and only 5 per cent consider them slipping.

In the group which sizes up radio as improving, quite a number qualified the enthusiasm of their statements by remarks that the progress is not uniformly steady, believing that some departments such as music and serious drama show much betterment, while serials and stereotyped variety shows represent retarding factors.

There is also a great deal of complaint against increase of Hollywood movie influence in air programs.

Some of the more pertinent comments by various radio editors and critics in their replies to the first question in the Forum will be found starting on page one.

programs improving."—RALPH F. KREISER, Bakersfield, California.

"Backward in comedy (because it's standing still), forward in serious music, and nowhere in drama."—JACK SHAFER, Newark Ledger. Long Island Press and Staten Island Advance.

(In tomorrow's issue, a symposium on the second question in the Forum, "How can news periods be improved?" will be presented).



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

AGENCIES

W. E. LONG CO., Chicago has placed one-minute transcriptions and spot announcements for Hathaway Bakeries Inc. on WBZ-WBZA and WEEI, Boston; WSPR and WMAS, Springfield; WORC and WTAG, Worcester, and WPRO and WJAR, Providence. Agency also is releasing a series of spots on WDAL, WCAO and WFBR, Baltimore, for Schmid Baking Co.

SCHENCK ADVERTISING, Newark, is handling the account of Julius Marcus Laboratories, which is moving its plant from Jersey City to Brooklyn and changing name to Julius Marcus Co. Inc. preliminary to starting an advertising campaign with radio included.

WILLIAM T. HAMILTON, formerly with Lord & Thomas, is now in an executive post at Lennen & Mitchell. Latter firm has been appointed to handle account of Nestle's Milk Products Inc., with Hamilton as account executive.

JAMES CECIL, president of Cecil, Warwick & Legler, is in Hollywood to catch the first of the Eddy Duchin airings from the coast for the Elizabeth Arden account. Broadcasts will be from the Ambassador auditorium, in which hostelry's Coconut Grove Duchin and his boys will be holding forth for several weeks.

LENEN & MITCHELL has been appointed agency for Carstairs Bros. Distilling Co.

Airing Dartmouth Carnival

Springfield, Vt.—**WNBX** is going to give radio listeners throughout the U. S. an opportunity to hear a broadcast from Dartmouth College in Hanover, N. H. Phil Hoffman, WNBX manager, has arranged to feed two sections of the Dartmouth Winter Carnival to the CBS network. Will include ski jumps by teams from Harvard, Yale and other prominent eastern universities as well as schools from Germany and Switzerland. Lansing Lindquist, WNBX program chief, is working out final arrangements and details.

Feeds will take place Feb. 12 at 2:30 and 4:15 p.m.

"Movie Money" on WMCA

"Movie Money," new radio game designed to test mathematical ability of listeners, with \$200 in weekly cash awards, starts tomorrow at 7:45-8 p.m. over WMCA.

WGL on New Power

Fort Wayne, Ind.—**WGL**, Westinghouse station, started Saturday operating on its boosted power, 250 watts. Its facilities are combined with the 10,000-watt sister Westinghouse station here, WOWO.

LISTEN TONITE TO DORIS RHODES

6:45 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.



PETTY CASH VOUCHER
Week ending Jan. 28th.

• • • Saturday....Hear that Jimmy Dorsey follows Casa Loma into the New Yorker, Feb. 27....Addy Britt succeeds Jessie Siegel at Donaldson, Douglas & Gumble—and immediately starts plugging the hit song from the Billy Rose show, "At A Perfume Counter"....Lucille Sidlo on Feb. 1 becomes secretary to H. K. Carpenter, g.m. of WCLE, Cleveland—because his present steno, Ellmore Will said "I do."

• • • Sunday....With the sun shining we decide to go ice skating at the Gabriel Heatter mansion on the Island—so we send our skates out to be sharpened.... Later for a look-in at Nat Brusiloff's show where we get the flash that Walter Winchell is talking about the Dizzy Dean kidnapping—the tip being given to W. W.—by one of his distinguished guests in the studio—G-Man J. Edgar Hoover....Up to the Savoy Ballroom in Harlem where Chick Webb is thrilling the assemblage and discover Buck & Bubbles also heading a band....From there to Leon & Eddie's where the Gold Dust Twins enjoy the biggest and most brilliant celebrity night they've ever had....Jerry Kruger tears the house down with a swing version of "Old Man River" and Jim Braddock gets up to comment on her swiftness.

• • • Monday....All NY is at the Astor honoring Bill Corum but we stick by the radio listening to WOR's flashes and appeal for aid for the missing airplane....WNBH, New Bedford, Mass., receives a letter from a homesick soldier in Oahu, Hawaii, to play a song "from Mickey dedicated to Millie." The "Mickey" is discovered to be a hometown boy who had a bill with his gal—so the airplug was meant to be an "air cupid."

• • • Tuesday....A tip comes thru that Donald Novis is to go on the morrow to Phoenix, Ariz., and wed Dorothy Bradshaw—but we don't print it because we can't recall whether Novis is single again....Anyway, the morrow brings a confirmation via the AP.

• • • Wednesday....Joey Nash reports that the Murray Hill Hotel on Park Ave. will have two bands—William Farmer and Musaki....From WPAY, Portsmouth, O., comes word that last year a man left the city in a hurry to escape the floods and the last thing he heard on his auto radio was Old Gardner selling a product....The other day, exactly a year later, the man comes to the station to place an order for the product plugged by Gardner.

• • • Thursday....Notice NTG leaving WHN—and then visiting with Donald Flamm at WMCA.... To Del Casino's farewell party by the music boys at the Hickory House. Richard Humber walks in and says he made a mistake—he thought it was for Frank Parker.... Casino gets up to say a few words of thanks to the boys in sincerity—and Teddy Powell gives him a hot-foot. Del takes off his shoe, saying his seven years in Wall Street taught him how to counteract such nonsense—and gets a hot-foot on the remaining shoe.... He bids us farewell as he crosses the street, saying "I don't know what's in store for me but—" and a taxi comes by and knocks him over!

• • • Friday....Corinne Jordan, program director at KSTP, St. Paul, informs she mentioned in her "What's New?" program that a move had been started to revise "Star Spangled Banner" so everyone could hit the high ones—and a 95-year-old vet rushed to the studio to say no revision was necessary because even he could hit the notes—which he did.
TOTAL EXPENSE: ... 35 cents to sharpen ice skates!
AUDITOR'S REMARKS: Request GRANTED—provided you use them next week in Miami—where it's supposed to be freezing!

ORCHESTRAS MUSIC

AL DONAHUE has been honored by the Chamber of Commerce of Tampa, Fla., by being chosen to provide the music for the famous Gasparilla Ball to be held at the Davis Island Coliseum, Feb. 1-2. On the days of the celebration Donahue and his orchestra will be given a leave of absence from the exclusive Colony Club where they are playing for the Winter season. Donahue has also been commissioned to write a song which will be adopted as the official Gasparilla Ball Theme.

Freddie Ebener, Omaha orchestra leader, has been named director of the WOW 12-piece studio orchestra.

Bandleader **Lee Grant** is featuring a novel "Sweet-Swing Quartet" on WMCA's "Grandstand and Bandstand" commercial, with vocals by Brook Martin.

Emery Deutsch and his orchestra will be heard for the first time via WOR next Wednesday night at 8:30-9 and every Wednesday thereafter. Deutsch will continue his 18 weekly NBC broadcasts without interruption for the entire month of February.

Nick Stuart and his band follow the Biltmore Boys into the grill of the Hotel Muehlebach, Kansas City, with WDAF picking them up by remote for nightly airings.

Lyn Murray's "Four Clubmen" are making a series of Decca Records. The "Clubmen" are currently heard twice weekly via CBS.

Al Skinner is now conducting an Ernie Holst orchestra at the Everglades Club in Florida. Holst, currently heard twice weekly via CBS from the Book Cadillac in Detroit, has had his engagement extended at that spot.

The **Four Gentlemen of Rhythm**, a swing combine, is taking the air over WBNO, from the St. Charles Hotel, New Orleans.

Bob Crosby and his Dixieland orchestra play a special short wave program from the Hotel Pennsylvania today at 3 p.m. BBC will pick up the broadcast from Columbia.

DAILY SCOOPS

Suggested Listening Tonight!

• • • **DORIS RHODES**
.....WABC, 6:45 P. M., E.S.T.

dating
"GOOD NIGHT, SWEET DREAMS, GOOD NIGHT"
and

• • • **JOAN EDWARDS**
WEAF, 6:35 P. M., E.S.T.

dating
"SMOKE FROM A CHIMNEY"

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



PINKY TOMLIN will be married to Joanne Alcorn, playmate of his Oklahoma school days, on Feb. 17 in Santa Barbara.

Dr. Ralph L. Power has been appointed resident buyer of Hollywood-produced transcription programs for All-Canada Radio Facilities Ltd. He already functions in that capacity for Broadcasting Service Association, Ltd., in supplying shows and scripts for the Australasian market.

Chester Morris, stage and screen star, will play the leading role in "A Case History of Dallas Egan" on the CBS Pacific Coast "Calling All Cars" Tuesday night at 7-7:30.

KFWB initiated a new one, "Public Opinion" Friday at 9 p.m., with the Hon. T. K. Chaing and Clifford E. Clinton, head of the crusading civic group, on the first of the series.

Norman Field, one of the busiest of local radioites, will find time for a guest appearance on Celeste Rush's "Life of Byron" series over KFAA tonight.

Thomas Freebairn-Smith, who has done practically everything but sing on Jeanette MacDonald's "Open House" program, decided to sing a duet with Wilbur Evans on the CBS show Sunday. Freebairn-Smith is producer-announcer of the show.

Loyola University initiates a weekly series of original radio dramas over KHE Sunday at 4 p.m. Program will be known as "Loyola's Little Theater of the Air," with scripts contributed by students and casts recruited from student-body dramatic groups. Offerings will be directed by Martin Work.

Gary Breckner, ace CBS special events reporter, will interview Lambert Kreimer, famous German trainer of those wonderful "Seeing-Eye" dogs who is now engaged in this work in Los Angeles, on a coast-to-coast CBS hookup on Saturday, at 2:45-3 p.m. PST.

Hal Styles' "Help Thy Neighbor" program celebrated the start of its second year on KHJ Sunday. The job-finding program has done just that for more than 400 job seekers in that time.

Clinton Jones has been added to the KNX newscasting staff.

Felix Mills has written a special musical composition for "Clara Cluck" of the Mickey Mouse airshow.

Eddie Cantor, Bing Crosby, Connie Boswell and Victor Young and orchestra just completed a Decca recording at the studio of Recordings Inc., with proceeds from the sale of all disks to be added to President

WALT FRAMER

Freelance originator of
RADIO SWAPS HEARD DAILY
OVER WWSW
Pittsburgh, Pa.

NEW PROGRAMS—IDEAS

WHEC's Railroad Series

Broadcasts from railroad stations are not new, but WHEC, Rochester, probably touched on a new angle when the microphone was taken from the New York Central R.R. platform right into the engine cab of the Empire State Express during its four-minute stop in Rochester. This was part of a weekly series of programs presenting interesting phases of railroad life, covering Train Dispatcher's Office, Travelers Aid Desk, Waiting Room, etc.

To have material for the "platform" broadcast and in order to have a little background for interviewing the Empire State engineer, Ross Woodbridge, who has been handling the series, rode the front end of a fast train to Buffalo from Rochester, picking up plenty of interesting sidelights from the crew on the way.

Future plans call for a program from a signal tower, recollections by pensioned "old-timers," and other railroading phases.

"Public Library Speaks"

"The Public Library Speaks" is the title of a new educational weekly series now presented by WHEC, Rochester. Produced largely by library personnel, broadcasts are aimed at publicity for the various library departments and what they have to offer. Instead of using straight talks and half dead worn-out dramatic sketches, an attempt has been made to enliven the programs wherever possible. Outside talent has been one of the methods used. For example, Superintendent of Rochester Schools, James M. Spinning, helped inaugurate the series by speaking on the opening broadcast. When the Fiction department wanted to plug its books on outdoor sports and skiing in particular, an experienced and expert skier was invited in to give practical suggestions as part of the program.

The scripts are worked out by the library staff, assisted in plan and writing by the WHEC Program Department.

The suggestion that the whole series be given "the needle" met with the library's wishes and WHEC is enjoying an amount of co-operation and effort seldom encountered with "free-time" outside organizations.

"Tangled Tunes"

KRNT, Des Moines, has trotted out this one, broadcast from the dance floor of local tearoom. Idea is a medley of four tunes names of which suggest title of a fifth number. Contestants plug in here to try to guess it, winner collecting a dinner, theater-tickets, and free dancing. Thrown in are prizes for listeners suggesting

Roosevelt's infantile paralysis fund. The Globe Investment Co. has signed for a daily 100-word announcement on "Happy Jack Kay's Breakfast Club" over KFI for one year.

tangled tune medleys; and additional awards to folks around the dance floor who supply right answers to questions on the songs and their composers. Jim Randolph and Dale Morgan handle the proceedings, with Barney Bernard's band, Tommy Thomson, the Four Stags and Virginia Vallance contributing.

Novel Class in Speech

A novel idea in broadcasting a class in speech at work is being utilized by WTMJ, Milwaukee.

When Professor Vernon Utzinger, head of the department of speech at Carroll College, conducts his better-speech program, microphones are suspended over the class and another placed before the professor and the visiting instructor. In this manner an informal classroom session is achieved.

To give listeners the feeling that they are dropping in on a class discussion, the conversation between teachers and pupils is under way when the program opens, and the session is still going at the sign-off. Approximately 20 upperclass high school students are used each week, with a different school represented at each Saturday broadcast over WTMJ, 5 to 5:15 o'clock.

Professor Utzinger has been on the station many times in the past with better-speech talks.

"The People Rule"

"Under God the People Rule," is the motto of South Dakota. Line has been taken for the title of a new starter on KOBH, Rapid City, S. D. Spotted for Sundays, show brings on prominent persons to speak on civic subjects. They choose their own topics, and no censorship is imposed.

Parent-Child Series

New series on parent-child problems has started over WICC, Bridgeport, under guidance of Connecticut Congress of Parents and Teachers. Program is intended for home study of every-day problems of parents "who wish to grow with their children." Group enrollments are invited, with monthly discussions of topics presented.

"Kiddie Klubbe"

Children four to fourteen years of age make up the talent on this Saturday morning feature over WRBL, Columbus. Developed along amateur-hour lines, with prizes for winners, children are selected for the performances through public auditions. All talent is rehearsed for each broadcast, yet informal atmosphere prevails.

Son for Tony Gale

Tony Gale, music arranger for Jack Miller's orchestra, is the father of a boy born Friday at Brooklyn Hospital. Gale has a daughter who was named after Kate Smith.



F. W. FITCH CO. which recently expanded its "Interesting Neighbors" to a half hour, reported listening to other shows. One item auditioned was a half hour dramatic stanza written by Arch Oboler.

Lucy Gilman, 13-year-old actress, stricken suddenly with appendicitis and had it out at Oak Park Hospital. Betty Olson of the Escorts and Betty is pinch-hitting for Lucy on Oxydol show.

Irna Phillips, author of Guiding Light, gave a banquet for cast at Drake Hotel Tuesday on First anniversary show. Niles Trammell and Salesman Harry Kopf also attended.

Don Bolt, WAAF news commentator, has begun a 3:30 p.m. daily series. George Morgan, tenor, has launched a new musical series on WAAF.

Rosalind Marquis, Hal Kemp's new songstress, is laid up with bronchial difficulty and Kemp has called in Maxine Gray who was with him for years to substitute.

Winter-Carnival Backstage

St. Paul—Following the "backstage" pattern of its state fair broadcasts, KSTP, Minneapolis-St. Paul, aired eight broadcasts from the St. Paul Winter Carnival, the state's biggest show of the season, with a series of eight stunt and behind-scenes broadcasts last week.

One program had Announcer Bob Murphy, with a pack on his back and skis on his feet, joining the Duluth-to-St. Paul ski derby to give listeners a puff-by-puff account. Another took announcers backstage for a coronation preview and for the ice follies. Every program was built, not with a view to telling listeners about things they could see if they took in the shows, but how the whole job clicks behind the stage. Station utilized mobile unit, pack set and lines at several centers of activity.

Douglas & Priscilla in Short

Milton Douglas and Priscilla, who have appeared as guests on the Rudy Vallee, Schaefer Beer and summer Jell-O shows, have been signed by Warners for a Vitaphone short subject to be made Feb. 10 at the Brooklyn studios. Curtis & Allen set the deal.

Walter D. Scott Joins NBC

Walter D. Scott, ex-Hearst Radio, has joined the local NBC sales force.

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.

PROGRAM REVIEWS

Vallee Hour

Something new and novel in trick voices was introduced last Thursday night over NBC-Red by Rudy Vallee in the person of Larry Blake, whose voice underwent various changes while he carried on a continuous stream of talk. Blake imitated various film stars with unusual fidelity, combining expert mimicry with a touch of comedy. It's a trick, however, that probably is more effective on a stage than over the air.

As the playlet on the program, Glenda Farrell and Humphrey Bogart appeared in "Manhattan Latin," by Henriette Feldstein. It was an amusing and well-acted skit about a femme cub reporter who must get an interview with a famous male Spanish dancer or she'll lose her job. The "Spanish" dancer accidentally is unmasked as a Manhattan east side boy in disguise, and the gal tosses her job when he goes sweet on her. Sterling Holloway, comedian, and Walter Wanger, movie producer, also were interesting items on the program.

Andrew F. Kelley

Taking over the WOR spot formerly occupied by Dale Carnegie at 8:30-8:45 p.m. Fridays for Emigrant Industrial Savings Bank, Andrew F. Kelley ("Horsensense Philosopher") makes a welcome return to the airwaves in his friendly style of homespun discussion of daily problems. There is plenty of real horsensense in Kelley's discourses, which are down to earth and salted with a bit of humor, leaning primarily to the optimistic side, and he should have a good following. The slant he gave in his opening talk, however, about an "armistice" having been declared by government and business, is belied by the contradictory and continually disturbing developments in Washington. Agency is N. W. Ayer & Son.

Howard Marshall

In a new series titled "What They're Saying in England," Howard Marshall returned last Friday at 9:15-9:30 p.m. over NBC-Blue in an interesting batch of comment about the food problem in case of war, some chit-chat about his moving to a new house and other bits of more or less entertaining chatter. The popular British journalist and BBC commentator is at present in Germany, so last week's talk came from Berlin. For folks who enjoy some British-

F. C. C. ACTIVITIES

APPLICATIONS DENIED

Asheville Daily News, Asheville, N. C. CP for new station. 1370 kc., 100 watts, unlimited.
Droward Broadcasting Co., Ft. Lauderdale, Fla. CP for new station. 1370 kc., 100 watts, 250 watts L.S., unlimited.
WMBH, Joplin, Mo. Change operating assignment to 1380 kc., 500 watts, unlimited.
Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime.
WBOW, Terre Haute, Ind. CP to change frequency and increase power.
Glenn E. Webster, Decatur, Ill. CP for new station.

HEARINGS SCHEDULED

Jan. 31: KVOB, Denver. CP to change frequency and hours of operation and increase power to 630 kc., 1 KW., unlimited.
KFEL, Denver. CP to change hours of operation and increase power to 1KW., unlimited. 920 kc.

WSAL, Salisbury, Md.

Personnel of Maryland's newest station is complete with 18 members as follows: Frank M. Stearns, owner, formerly of Washington; Glenn D. Gillett, consulting engineer, Washington; J. Roy McLennan, manager, former head of advertising firm; Deane S. Long, program director and chief announcer, formerly with WFMD, Frederick, and WEBR, Buffalo; Richard Bullers, chief engineer, formerly with WJEJ, Hagerstown, and WCRW, Chicago; H. Fulton Brevington, musical director and announcer, of the former WSMD; Edward J. Hagert, engineer, of Baltimore; Zoltan Bogar, engineer, formerly of WEST, Easton, Pa.; Billy Tryall, announcer, formerly of WWSW, Pittsburgh; Robert Rogers, announcer from Coast Stations, Raymond Ulm, salesman, formerly district salesman for Philco Radios; James Phillips, salesman, former advertising salesman; Mrs. Robert Cooper, bookkeeper; Mrs. Edward Inman, saleslady; Margaret Disharoon, stenographer and hostess; Louise Farlow, stenographer and continuity writer, and William Heaton, staff pianist.

Sleepy Hollow Gang of WCAU will make a four-day appearance here starting today.

Six poultry hatcheries are currently sponsoring time programs over the station.

Both Standard and NAB Transcription Service acquired by station.

accented comment about affairs pertaining to England and elsewhere and to the commentator's own activities, the program should prove a treat.

"Hollywood Mardi Gras"

Much comment along Hollywood Boulevard ament the tempo of the Packard show, on NBC-Red each Tuesday night, since Walter O'Keefe took over the cincee chore. Noticeable, too, is the better pacing and timing of Charlie Butterworth with O'Keefe as his foil, with both alert because of the association. In fact, Lanny Ross, Jane Rhodes, and even Ray Paige and his music appear to have taken on a new enthusiasm with the advent of O'Keefe.

WFIL, Philadelphia. CP to increase power to 1 KW., 5 KW. LS. 560 kc., unlimited.
Feb. 1: WAYX, Waycross, Ga. Vol. assignment of license and CP to Jack Williams. 1200 kc., 100 watts, CP for 250 watts L.S., unlimited.
Feb. 2: WBLY, Lima, O. Vol. assignment of license to Fort Industry Co. 1210 kc., 100 watts, daytime.
KHUB, Watsonville, Cal. Vol. assignment of license to John P. Scripps. 1310 kc., 250 watts, daytime.
Feb. 4: WCLS, Joliet, Ill. Transfer of control of corp. to L. W. Wood. 1310 kc., 100 watts, specified.
KRQA, Santa Fe, N. M. Vol. assignment of license to I. E. Lambert. 1500 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED

Eugene DeBogory, Dallas. CP for new station. 1500 kc., 100 watts, daytime.
KFAB Broadcasting Co., Lincoln, Neb. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., unlimited.

WGY, Schenectady

Doy Odell and Max Raney, bona fide Texans who came to WGY with Doc Schneider's Texas Cowboy act, have won a daily 8:15 a.m. spot on NBC-Red network. Booked as The Hi-Boys—they're both more than six feet tall—they have built up a smooth running show. Program originates at WGY.

WGY's new vertical antenna, which stands on a point, has attained a height of 400 feet. When completed, the structure will be 625 feet.

Bill Fay, manager of WHAM, paid graceful tribute to his former boss, Kolin Hager, manager of WGY, recently. Fay sang a group of numbers on NBC's Blue network show, "Music is My Hobby," and as his concluding number offered "Ruler of the Day," words by Kolin Hager and music by Charles Gilbert Spross, his accompanist for the evening. Bill Fay entered radio as soloist and announcer via WGY back in 1924.

The staff of WGY has organized a six-team bowling league. Teams bear such names as Howls, Squeals, Statics, Faders, Whistles, and Ripples.

Leo Bolley, sports commentator of WGY, recently had Ray Billows, golfer of Poughkeepsie, and runner up in National Amateur Tournament last summer, as a guest.

KSL, Salt Lake City

Earl J. Glade, managing director, visiting New York.

Lennox Murdoch, station operations chief, on the coast.

KSL Orchestra will play U. of Utah Junior Prom on Feb. 18, with CBS pacific airing being sought.

Harris Vincent has reached Isle of Tonga.

Richard L. Evans, special features announcer, produced show in which station saluted the S.S. Lurline enroute to Hawaii. Earl J. Glade spoke briefly.

Wayne King Adds Stations

When Wayne King begins airing from the coast tomorrow, the following stations will join the Lady Esther program: KFI, KPO, KGW, KOMO, KHQ and KDYI, with KOA joining Feb. 15 or 22.

GUEST-ING

ROSA PAULY, Metropolitan soprano, on Philharmonic-Symphony Orchestra program, Feb. 27 (CBS, 3 p.m.)

DOROTHY GORDON, children's entertainer, guest of Myra Kingsley on "Daily Information Service," today (WOR-Mutual, 11:45 a.m.)

PAULA LECLER, commentator, interviewed by Frankie Basch, tomorrow (WMCA, 7:45 p.m.)

MIRIAM HOPKINS (postponed from last week) and HORTENSE ODLUM, president of Bonwit-Teller, on Kate Smith program, Feb. 3 (CBS, 8 p.m.)

FRANK PARKER, on the Al Pearce show, Feb. 8 (CBS, 9 p.m.)

MISCHA AUER, on Bing Crosby show, Feb. 10 (NBC-Red, 10 p.m.)

MITZI GREEN, on Paul Whiteman program, Feb. 4 (CBS, 8:30 p.m.)

LEO CARRILLO and EDITH FELLOWS, in "Little Miss Roughneck," on "Hollywood Hotel," Feb. 4 (CBS, 9 p.m.)

WINIFRED CECIL, on "Songshop," Feb. 4 (CBS, 10 p.m.)

BERT LYTELL, DOROTHY DRESLIN, NOLA DAY and ERNEST MCHESNEY, on "Hammerstein Music Hall," Feb. 4 (CBS, 8 p.m.)

KBST, Big Springs, Tex.

Jay R. Huckabee, formerly of KGNC, Amarillo, has been appointed chief engineer, succeeding Avery Faulkner, who resigned to enter commercial photography.

Jack Maynard, formerly of KXBY, KCKN and KWBG, joined recently as announcer.

Frank McIntyre, announcer, and Doris Carter are newlyweds.

WPTF, Raleigh

Ed Smith has joined the station as news commentator. He was formerly with J. Walter Thompson agency, Saturday Evening Post and Swift & Co.

With additions of a permanent staff orchestra under direction of Don Ebaugh, several new studio shows are being prepared.

New Bob Edge Series

Bob Edge, WOR outdoor commentator, returns to the air Feb. 19 at 7:15-7:30 p.m. with a new series.

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CI 6-2200

BIRTHDAYS

| | | | | | | |
|----|----|----|----|----|----|----|
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

Greetings from Radio Daily

January 31
Eddie Cantor

NASHVILLE

WLAC, the CBS outlet, has added five-piece orchestra.

Closer relations between local newspapers and stations was established when WSIX signed with the Banner to present a daily 15-minute feature, "Banner Funnies," and with the Tennessean for a Sunday 45-minute funny paper series.

Joe Hill Calloway Jr., WSIX announcer, and Gianna Dodson, pianist, were married Dec. 26 and revealed it last week.

WLAC will move from present suburban location to new Third National Bank Bldg., downtown.

WSIX has added three salesmen: Edgar Sperry, returning to the station; David Roskind, from St. Louis, and Winslow McClellan, formerly of the Banner.

Ashmead Scott to Films

West Coast Bureau, RADIO DAILY

Los Angeles — Ashmead Scott, writer-producer of the CBS "Your Witness" show who recently joined the production staff of "Jack Oakie's College", is severing the William Esty agency connection to take a fling at film direction. Although Scott was quite prominently identified with various Little Theater movements in the East, it was his direction of the novel "Your Witness" show which brought him to the attention of the film moguls. Announcement of his film affiliation will be made after the author-director takes a brief vacation.

Al Barrie in New Program

Al Barrie, who presents the "Melodrammers" on WNEW, starts a new early bird series over WNYC on Wednesday at 7:30 a.m. Program will combine chatter, songs and organ music, with Barrie as singer and gagman.

"Streets of New York" on WINS

New York WPA's "Streets of New York" series starts Friday at 3:30-4 p.m. over WINS.

WTMV, East St. Louis, Ill.

William H. West, g.m., back from Florida with family.

Thomas J. Connelly, sales promotion man, and Margaret Alice Meisburger of St. Louis will wed soon.

Police Chief Michael O'Rourke, an oldtime thespian, is appearing in "Police Records on the Air" series.

ONE MINUTE INTERVIEW

FRANK FERRIN

"It is possible to handle commercial so as to make them an integral part of the entertainment. Clever and ingenious script writing, plus common sense and an intelligent understanding of the purpose of the particular commercial, will inject that human touch that makes the listener want to buy."

☆ **Coast-to-Coast** ☆

DAVID LOWE, the Hollywood commentator heard on WNEW's "Sound Track," is the author of the play, "It's A Good Idea," which recently played a benefit performance for the Newark Orphanage and netted \$500. The play is now in the hands of several Broadway producers under consideration for production.

Dorl K. Weigert, director of the Iridor School of Cooking, has completed series of twenty-six lectures on the art and science of cooking, for radio presentation. Miss Weigert, who has been heard as guest star on many leading food programs, is planning to return to the air on a weekly series.

Lawson Zerbe, the talented young radio thespian, has been signed for a new recorded commercial series which will be featured daily in the South.

News commentator Austin Grant, of WWJ, Detroit, is taking a short vacation in Sandusky, Ohio, visiting his mother, after having surrendered his appendix to the surgeons.

Frankie Basch, WMCA's "sob sister" was elected honorary member of the Women World War Veterans last week. The membership was conferred upon Miss Basch by Dorothy Frooms, National Commander of the organization, as an expression of good will for Miss Basch's work in behalf of women's groups.

WHKC's "Trouble Shooters," popular public service program conducted by John Moses and Budd Sweeney, rose to second place in the amount of mail received during the past four weeks. As part of their service to housewives, the "Trouble Shooters," include information of disreputable business practices and unlawful house-to-house peddling, as received from LeRoy Morris of the Columbus Better Business Bureau.

Requests from shut-ins to the "San" program emceed by Frank Burke, over CKI.W, Detroit-Windsor, on Sunday morning, have been so large that the show has been given a half hour on Wednesday afternoons to add to its full hour Sunday mornings. Burke came to CKI.W two months ago from Station CHML at Hamilton, Ontario, where for four years he conducted a similar program for sick persons.

Morris Boyd, local sales manager, Betty Goodwin, fashion editor, and J. K. Mason, merchandising head, all of NBC, will speak before the National Retail Dry Goods Ass'n Convention, Thursday at Hotel Pennsylvania.

Shortly after sounding of an alarm for a \$500,000 fire in the wholesale district of Evansville, Ind., John Caraway and Guy Crecelius were on the job reporting the blaze over a hastily bridged-over telephone connection, broadcasting over both WGBF and WEOA. They took up an exposed position and submitted both to a continuous shower of sparks and icy spray from the fire hose, but their sufferings were alleviated by the Salvation Army, who mobilized quickly and served coffee and doughnuts to firemen, policemen and radio people.

Beginning Thursday, Anice Ives will interview weekly prominent members of The Advertising Women of New York on her "Everywoman's Hour," 11:15-11:45 daily over WMCA. Miss Ives and her guests will discuss advertising and buying from the housewife's point of view.

Schmidt Brewery will sponsor "Ports of Call," an Atlas Radio Production, on WTCN, Minneapolis, for 52 weeks. This is the second Atlas show that WTCN has sold. Twin City Federal Savings & Loan sponsor "Captains of Industry."

NEW BUSINESS

WNEX, Springfield, Vt.: Pillsbury Flour spots; Campaigne Parisienne, programs, through Northwest Advertising; Cardner Nurseries, programs, through Northwest Advertising; Woman's World Magazine, announcements, through Albert Kircher Agency; RCA Radio, programs; Westinghouse Dealers, programs; Pine Tree Soap, announcements; Campbells Fairbanks Exposition, announcements, through Harry M. Frost Agency.

Iowa Network: Quaker Oats, ETs, through Fletcher & Ellis (KSO, WMT); Scott Paper Co., announcements, through J. Walter Thompson (KRNT, WMT); Smith Bros. Mfg. Co., "Cedar Valley Hill Billies," through R. J. Potts (KRNT, WMT); Bulova Watches, time signals, through Beal Advertising Agency (KRNT, WMT); Gude's Pepto Mangan, announcements, through

Morse International (KRNT, WMT); Interstate Transit Lines, "Going Places With Dale," through Beaumont & Hohman (KSO); Lydia Pinkham, "Voice of Experience," through Erwin Wasey (KSO); RCA, announcements, through Lord & Thomas (KSO, WMT); Interstate Bakeries, "Lone Ranger," through R. J. Potts (KRNT).

WSAL, Salisbury, Md.: Esskay Products, through Schulerberg-Kurdie, Inc.; King Syrup, through Mangels Herold, Inc.; Purina Chows; Dolly Madison and Aristocrat Ice Cream; Dairy Products Co.; Peoples Life Co.; Webb Packing Co.; Pepsi-Cola Bottling Works; Seiberling Tires.

KFI, Los Angeles: Crowell Publishing Co., "Jean Abbey" program.

KANSAS CITY

Lou Kemper, former WHB announcer, now on staff of WDOD, Chattanooga, was in town for a brief visit.

Everett Kemp, member of KMBC dramatic and announcing staff, who was starred in the "Happy Hollow" series aired by KMBC for the CBS network, has resigned to join KOAM, Pittsburg, Kan.

C. R. Mooney, director of publicity for K. C. Chamber of Commerce, is writing and airing a quarter hour feature for KCMO.

KCMO has signed 13-week contract with the Walter H. Johnson Candy Co., for five minute daily airings of "Johnnie on the Spot."

KCMO has installed a new Fairchild recording outfit.

KCKN joined the Kansas network Saturday to air addresses delivered by Dr. Glenn Frank and Thomas McNeal in Topeka in observance of Kansas Day.

Ruth Royal, KCKN musical director, has resumed her daily piano and song program which was off the air briefly.

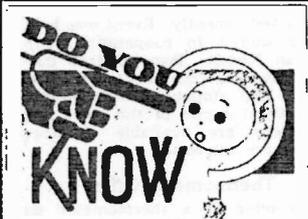
"Pappy" Lynn, impersonator of rural characters recently with WHO, Des Moines, has joined KMBC, where he is announcing the Tex Owens programs besides appearing with the Brush Creek Follies and conducting the early morning farm program.

KXBY is running a one week test on their daily "Barn Warmers" program for Sterling Insurance Co. The show offers a full hour of musical and comedy acts by a cast of 16 under the direction of Jack Wood.

KMBC has added musical numbers to certain regular programs and expanded several staff musical units following the recent signing of an agreement with the AFM under which the station added four musicians to bring the regular musical staff to the stipulated complement of 10.

Renew WISN Women's Series

Milwaukee — "Ann Leslie's Scrapbook", popular WISN women's feature, has been renewed for an extended period by Milwaukee Fresh Fruit and Vegetable Advertising Council. Mary Ann LeMay is commentator, giving culinary, household and beauty chatter.



Importation of radio sets and parts is prohibited in Japan under an ordinance drawn up last October by the Minister of Commerce.

PROMOTION**WJSV Ties Up Phone Service**

Larry Elliott, chief announcer at WJSV, Washington, has produced several novel stunts to promote listener interest and response for the "Aladdin's Kitchen" program of which he is emcee and producer. His most recent development seems to be a natural, judging from the tremendous telephonic response which ties up WJSV switchboard during the time the program is on the air.

The gag is to adapt the old game of "Twenty Questions" for air use by having his associate, Elinor Lee, WJSV home economist, ask yes-or-no questions which, by the answers, will serve to establish the identity of the person Elliott has selected for the game. The air audience is then requested to phone in the correct answer; first 25 right answers receiving two tickets for local theater.

The only difficulty is the problem of keeping over-enthusiastic studio auditors from shouting the answer.

A recent day's contest pointed out that the subject was one of the ten best-dressed women of the world; a beauty, according to many judges; married more than once; not in politics but affecting to a great extent the political affairs of a great country; and a woman who wouldn't give up her marriage for a kingdom. The answer of course, was the Duchess of Windsor. Over 150 completed calls came in within 15 minutes.

Annual Letter Week

Second annual letter week of WLBC, Muncie, Ind., is now being conducted with object of getting listener reaction to programs of the station and also to determine listener areas. Comparison will be made with first annual letter week of a year ago, when replies were received from 14 per cent of the total radio homes, despite fact that no prizes were offered. More than 3,000 persons responded from 150 towns, with 73.6 per cent of the letters coming from the primary coverage area and balance from secondary zone. Average audience was computed at 133,220.

Candid Camera Night

More than 300 camera fans snapped more than 3,000 pictures when WOW, Omaha, invited them to a candid-camera test recently. Event was held in the studios in cooperation with Eastman Kodak. Two hundred dollars in camera equipment served as prizes. The station has announced that several copies of the rules and regulations are available if other stations are interested.

Thermometer Offer

Free offer of a thermometer on early morning "Eta Alpha Program" over WDRC, Hartford, brought qualified replies from eight states, despite stipulation that letters had to be mailed same day. Supply of the instruments was quickly exhausted, and new order was made necessary.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

KTSM—El Paso

1310 Kcs.—250 Watts Daytime, 100 Watts Night

TRI-STATE BROADCASTING CO., INC., Owner
KARL O. WYLER, Vice-President and General Manager

ON Jan. 3 of this year, KTSM joined NBC as an affiliate of the Red and Blue networks. As KTSM becomes an oasis in the ether desert to the same extent that the city of El Paso is an oasis in the geographic desert, the fact of El Paso's station going NBC was of considerable significance to that part of the southwest.

Station belongs to the Tri-State Broadcasting Co. Inc., of which Karl O. Wyler is the vice-president and general manager. Wyler is also the active head of KTSM. The sales staff is manned by four real go-getters, namely, Hubert Finley, Monte Roberts, Van DesAutell, and Willard Kline.

While KTSM is not, and probably never will be, a 50,000-watter, it does cover for all practical purposes the El Paso territory. KTSM operates on a frequency of 1310 kilocycles, 250 watts daytime and 100 watts night. Tests indicate .5 millivolt contour at 30 miles, and there are thousands of regular listeners to this station covering an area of 100 miles.

KTSM is now housed in several suites of beautiful new offices on the 8th, 9th and 10th floors of Hotel Paso del Norte in El Paso. A large number of the most popular commercial chain programs are already being heard over KTSM and the complete domination of this market by KTSM is assurance that within a short time most of the national advertisers wishing to reach this market effectively will be using the station.

Incidentally, KTSM plans an aggressive program of selling to advertising agencies and sales and advertising managers of the national companies. The Mithoff & White agency of El Paso has been appointed to handle this work.

OKLAHOMA CITY

Lee Norton, WKY star warbler, set for an early personal appearance at Oklahoma City theater.

KOMA cooperating with Standard Theaters in distribution of passes during Man - On - The - Street broadcast.

WKY staff orchestra to play twice weekly dances in the Silver Room of the Skirvin Hotel. Band will be known as Allen Clark's Band with Lee Norton as vocalist.

Jack Caldwell being featured on KTOK and Oklahoma Network in organ concert from the Tower Theater.

Warren Welborn, sponsoring 15-minute sports review over KFXR.

BOSTON

Edward F. McGrady, public relations director for RCA, will be guest speaker at Boston Chamber of Commerce luncheon Thursday, broadcast over Colonial network.

Evelyn Towle, secretary to Lew Whitcomb, WEEI publicity chief, laid up the past two weeks by gripe and sinus, now better.

Colonial and a coast Mutual network will broadcast the finish of the World's Championship Dog Sled Derby from Laconia, N. H., next Sunday.

ALBANY

Aaron Keller of WOKO and Harry Goldman of WABY attended Saturday's conference of sales managers presided over by Charles Phillips of WFBI, Syracuse.

Coming Events

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Feb. 7: Canadian Association of Broadcasters convention, Ottawa.

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 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.

CANADA

Herb Pauls, yodeling cowboy, is now with Art McEwing's Farmer Fiddlers on CKY, Winnipeg.

Clergymen of all denominations should be barred from talking on the radio, declares Rev. W. E. MacDonald of New Toronto. He deplored the practice of one church attacking another.

WE ARE HAPPY TO INFORM OUR
FRIENDS IN RADIO THAT

EARL G. THOMAS

HAS BECOME ASSOCIATED
WITH US AS
GENERAL MANAGER

HENRY SOUVAINÉ

Incorporated

10 ROCKEFELLER PLAZA
NEW YORK CITY