



# 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

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### Secret Report Made to Congress Along With Annual Review

By GEORGE W. MEHRTENS  
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

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### 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.

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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, 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
CBS B	17 1/2	17 1/8	17 1/8	+ 1/4
Gen. Electric	42 1/4	40 1/2	40 3/4	- 3/8
RCA Common	6 3/8	6	6 1/8	.....
RCA First Pfd	46 3/4	45	45	- 1
Stewart Warner	9	8 7/8	8 7/8	+ 1/8
Westinghouse	104	99	99 1/8	- 3/8
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 (Witmark 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 (Witmark and Son)		15
I See Your Face Before Me (Crawford Music Co.)		15

**McWhorter Reorganizing WALR Program Dept.**

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.

**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.

**KALE Boost in Power Starting Next Month**

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.

**McGillvra in Chicago**

Chicago — Joseph Hershey McGillvra is here looking over several prospects to replace George Roesler, who is leaving firm Jan. 15. Roesler, 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 BARBIROLI sails today aboard the Berengaria for a four-week vacation in Europe.

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

MICKEY 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; 26 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

## 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, WDRG, 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.

## 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



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.

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 JAMESTOWN, NORTH DAKOTA  
 Managed by  
**VAN CRONKHITE ASSOCIATES**  
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 "The biggest little buy in radio"

## 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, ETs, 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), ETs, 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 Marge" 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 (Woman'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 Skolsky 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" . . . Is 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 Cocanut 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 tonite, won't because CBS can't clear the time until March 1. . . . Vincent Travers 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 Strike's MBS show.

● ● ● 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.

KGKO, 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 Alberghane, 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.

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Agency ideas developed by studio experimentation to production of audition.

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



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

Peggy Wall and Cornelius Peeples 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 Haleyville 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.

### 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 "Beggars 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.

### KSL, Salt Lake City

Starting this week, 14 new all-livestant 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 Furgason Breaks Leg

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



**T**HE 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, mutes 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.

**COLONEL JACK MAJOR**  
"THE PADUCAH FOLLIES"  
Today 3-3:30 P.M. EST.  
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The Colonel From Kentucky

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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 incident, 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 Jemima; 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 sleuth.

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 Urbaneck 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 Representatives 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 Glore, 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 Heller, 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, WHLB and WNBX to its Jack Oakie-Benny Goodman show on CBS, 9:30-10:30 p.m. William Esty & Co. is the agency.

SUN	MON	TUE	WED	THU	FRI	SAT
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

January 3

Earl Harper      Lauretta Hopton  
 Andrea Marsh    Freddie Rich  
 Herbie Kay

January 4

Pat Kelly

## ★ Coast-to-Coast ★

**A**LICE 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.

Ivy 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, WDBO, 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.

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