



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 8)

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 upswing 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.

W. B. LEWIS

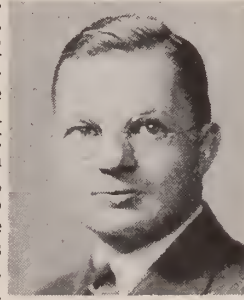


If you noted some improvement in CBS 1937 shows, you can't go far wrong by sending your bouquets via W. B. Lewis, vice-president in charge of programs. Aside from

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.

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 Powel 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.

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 VanCronkhite, 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 handle Interna-

(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.



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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

(Tuesday, Jan. 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net
Am. Tel. & Tel.	147	144 1/2	147	+ 2 1/4
CBS A	18 1/2	18	18 1/2	+ 1/2
CBS B	18	17 1/2	18	+ 7/8
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 1/8	6 1/2	+ 3/8
RCA First Pfd	46	45	46	+ 1
Stewart Warner	9 1/8	8 7/8	9 1/8	+ 1/4
Westinghouse	105 1/4	100 3/4	104	+ 4 7/8
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 Atlass 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.

WAKO
ALBANY, N.Y.
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)

bia 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

WBNX NEW YORK
1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

COMING and GOING

LESLIE JOY, manager, and LAMBERT BEEUWKES, 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 GODELLE 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 pianny"
"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 WFAA 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 KVOC, 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 Kool 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 Alicoate: 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 Hirshberg, 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 Readyng 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 (matzohs) 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.

WALR, 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-

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.

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.

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.



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



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 Lilian 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.

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