



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 6

NEW YORK, N. Y., MONDAY, JANUARY 10, 1938

FIVE CENTS

CBS Forms Adult Education Board

WBRE IN WILKES-BARRE JOINS NBC ON JAN. 30

WBRE, Wilkes-Barre, on Jan. 30 joins the NBC networks as an optional Red or Blue outlet. Station is owned and operated by Louis G. Baltimore and operates on 1310 kcs. with 100 watts. Network rate will be \$120.

Four More Stations Join Wisconsin Web

Green Bay—Four more Wisconsin stations have signed contracts for affiliation with the Wisconsin Radio Network, according to Rev. James A. Wagner, O. Praem, president. The new stations are WEMP, Milwaukee; WHBL, Sheboygan; WCLO, Janesville, and WOMT, Manitowoc.

The basic stations of the network, WHBY, Green Bay; KFIZ, Fond du Lac.

(Continued on Page 2)

WDZ, One-Station Chain, Opens Its Fifth Studio

Tuscola, Ill.—WDZ, third oldest station in the country, has added a fifth studio to its "one-station chain." Latest outlet is in the Hotel France, Paris, Ill., where regular daily programs are originating. Other studios are in Effingham, Mattoon, Danville and the main studio here. Clair B. Hull is the enterprising manager of the station.

2 Join Blair Sales Staff

Bill Weldon of the WOR sales staff and Dick Buckley of William Rambeau Co. will join John Blair & Co. on Jan. 15. Weldon at one time was with John Blair. Buckley for the past year has been manager of the Rambeau New York office.

Remote Record

Fort Worth—WBAP established a record among southwestern stations last year for number of remote broadcasts. Station averaged more than 55 weekly remotes, for a total of 55,000 miles. Longest hookup was for a football game in Columbus, O. Technical Supervisor R. C. Stinson directed the 3,000 or more remotes in 1937.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Twelfth Installment of a Series)

MARK ETHRIDGE



In two of the past year's highly important radio developments—the AFM situation and the NAB reorganization—Mark Ethridge played a prominent and helpful role. Interested in the issues because he's general manager of Louisville Courier-Journal, owners of WHAS, Ethridge gave valuable aid in the musician negotiations as well as in the NAB revamping plan.

JOSEPH J. WEED



The head of Weed & Co., station rep firm, is a specialist in Canadian situations, and during the past year was instrumental in arranging mergers of groups of Dominion outlets under exclusive representation as an aid toward doing away with hit or miss representation under the non-exclusive sales methods.

EVAN ROBERTS



Appointed by Washington as a \$1 a year man to carry out his own plan to organize a WPA Federal Theater Radio Division, Evan Roberts made this project one of the most prolific producers of shows in radio, with particular emphasis on shows of artistic as well as entertainment merit. His cultural-educational qualifications resulted in his being made consultant for 20th Century Fund, radio forum created by the late Edward A. Filene.

IRVING REIS



In the activity of furthering better drama on the air, Irving Reis and his Columbia Workshop productions the past year were well in the lead. Unfortunately for radio, the movies finally enticed playwright-producer-director Reis to Hollywood—which ought to be another lesson to radio to take better care of its talent.

Further Radio Expansion By N. W. Ayer & Son Inc.

Further expansion of N. W. Ayer & Son Inc. radio activities has resulted in new appointments in the agency's New York unit. H. A. Batten, president, announces that H. L. McClinton has been made director of radio program creation and production, while C. Halstead Cottingham becomes director of radio plans, merchandising and station contacts. Fred P. Fielding, who has been

(Continued on Page 2)

Releasing "Lone Ranger" As Transcription Series

Detroit—Coincident with Republic Pictures' releasing of "The Lone Ranger" movie serial in February, King-Trendle Broadcasting Corp. will market transcriptions of the radio play for Feb. 1 assignments. Four years ago, when "The Lone Ranger" half-hour dramas were created by King-Trendle's WXYZ, the spectacular growth in popularity of the series indicated possibilities of

(Continued on Page 2)

Noted Educators and Publicists to Guide Activities

Formation by CBS of an Adult Education Board to furnish guidance for a series of educational programs in evening hours definitely reserved for that purpose is announced by William S. Paley, CBS president. Composed of educators and publicists who represent the nation as a whole, the board will meet here Jan. 17-18, at which time a practical decision as to the scope and purpose of adult education over the air "best fitted to meet the needs of a democracy" will be made. The Board and Columbia's own staff will then co-

(Continued on Page 3)

Lucky Strike Starting Fourth Network Show

Lucky Strike today will start its fourth national network show over 66 NBC-Blue network stations, 8-8:30 p.m. Program will be the "Melody Puzzles" show which has been tested on a two-station MBS network for the past three months. Harry Salter's orchestra has been selected for the new show. Under-

(Continued on Page 3)

Joscelyn is Appointed Eastern Sales Manager

A. E. Joscelyn today assumes the post of eastern sales manager of Radio Sales Division of CBS, succeeding Arthur Hayes, who will devote full time to developing local business on WABC. Joscelyn was recently with the Chicago office of Radio Sales, and before that was western sales manager of Free & Peters.

Ironing Board Survey

Tuscaloosa, Ill.—A survey to determine housewives' listening habits while doing the weekly ironing is being conducted by WDZ. Women are asked to write in, stating when they iron, if they listen to the radio then and what programs they prefer. New ironing boards are given weekly for best letters; later an Ironing Board Club will be formed.



THE WEEK IN RADIO

License Fee Possibility

By M. H. SHAPIRO

Vol. 3, No. 6 Mon., Jan. 10, 1938 Price 5 Cts.

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

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FINANCIAL

(Saturday, Jan. 8)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Westinghouse, Zenith Radio. Includes High, Low, Close, and Net Chg. columns.

KWNO Opening Date

Winona, Minn.—Opening date of the new KWNO here is definitely set as Jan. 16. Regular schedule begins next Monday.

NEW BUSINESS

WMCA, New York: Procter & Gamble, spots, through Blackett-Sample-Hummert; Dancegraph Dance Art, Inc., "Mae Murray and Pedro and His Cubans"; Christian Herald Association, "Dr. Poling's Radio Hour," through Blackett-Sample-Hummert; Barney's Clothes, "You Don't Say"; Hotel St. George, "Dr. Shirley W. Wynne," through George Bijur, Inc.; Rescue Society Co., "Cathedral of the Underworld."

WGTM, Wilson, N. C.; Coca-Cola, "Refreshment Time," ETs; Cities Service; Carolina Sales Corp., "Sons of the Pioneers," ETs.

WHN, New York: Scott Paper Co. (towels), "Ida Bailey Allen Homemakers of the Air program," participation, through J. Walter Thompson Co.; Fox Square Laundry, programs, through Frank Kiernan Advertising Agency.

KSFO, San Francisco: Scott Towels, "Friendly Homemakers," through J. Walter Thompson; M. J. Breitenbach, (Gude's Pep-to-Mangan), ETs, through Morse International; American Popcorn Co., announcements, through Coolidge Advertising.

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

SECRET report to Congress by the FCC carrying with it a proposal for a station license fee is not so bad a proposition as it may seem...

Labor front was rather active, with the ARTA reported in a new drive to sign station employes... at the same time the American Newspaper Guild, following its recent decision to look the radio field over, called a conference with ARTA officials...

With the new regime in Hearst Radio, things began to hum, particularly as to new lineup of personnel for the sales subsidiary... Neil Barrett, manager of the Hearst outlet KOMA, was made head of the Southwest group, succeeding Elliott Roosevelt now in New York holding

the reins. Murray Grabhorn heads the sales org... More stations join CBS, two in California, the end of this week, and one in Pittsfield, Mass., on Feb. 1... NAB will assess dues by income groups instead of the present card rate system...

AFM expects to declare the IRNA Plan of Settlement operative very soon, unless something unforeseen develops... meantime Pres. Weber was confined to his home with a severe cold and this may hold up a decision for a few days more...

FTC annual report revealed comparatively few station complaints, there being but 52 investigations against outlets in question... majority of the complaints resulted in informal adjustments...

COMING and GOING

THEODORE STREIBERT, executive vice-president of WOR, and MRS. STREIBERT sailed aboard the Columbus Saturday for a vacation in Jamaica, West Indies.

SYLVIA CLARK, in New York from Chicago to make some recordings for Alka-Seltzer, goes from here to the Metropolitan Theater, Boston.

NILES TRAMMELL has returned to Chicago after a New York trip on AFM business.

ARTHUR BORAN sailed Saturday on the Munargo for Miami to open Jan. 14 at the Cinema Casino Theater.

GERARD SWOPE, president of General Electric, sailed Saturday for California with MRS. SWOPE.

LILLIAN GORDONI has returned to Chicago from New York, where she spent the holidays with her three sons.

Frank Black Succeeds Bourdon

Frank Black takes over the baton of the NBC "Cities Service Concert" on Feb. 4. Program will also add an 11-voice mixed choir chorus and a quartet. Rosario Bourdon, the present conductor, has been with the show for 10 years.

Baldwin Warns of Forger

Washington Bureau, RADIO DAILY Washington—James W. Baldwin, NAB managing director, has issued a warning to the membership against an alleged Canadian forger, using the name of Strickland, who is victimizing American stations. He is about 32, wears glasses and has a limp.

Releasing "Lone Ranger" As Transcription Series

(Continued from Page 1) a nation-wide offering. Dramas became instantly popular, broke all records for mail response, and shortly thereafter the original sponsor added other stations to the Michigan Network.

Pending release of the transcriptions, the show at present is broadcast three times each Monday, Wednesday and Friday evening to a total of 27 stations, live talent from WXYZ.

Further Radio Expansion By N. W. Ayer & Son Inc.

(Continued from Page 1) acting manager of the agency's radio activities returns to general advertising service in an executive capacity and will be associated with Edward R. Dunning, manager of the New York office. Prentice Winchell, who has been program director, moves to Philadelphia to work with Gerold M. Lauck, executive v.p., in radio promotion.

Four More Stations Join Wisconsin Web

(Continued from Page 1) Lac, and WIBU, Poynette, have been operating under the network setup since Sept. 1. The new additions will start operating as part of the network shortly.



ADULT EDUCATION BOARD ORGANIZED BY COLUMBIA

(Continued from Page 1)

operate, devoting the first experimental year to perfecting techniques designed to attract the largest possible audiences and to give them what they best can use.

Heading the board as chairman is Lyman Bryson, professor of education at Teachers College, Columbia University, and also a member of the executive committee of the American Ass'n for Adult Education. Other members are: Stringfellow Barr, President of St. John's College; William Benton, vice-president, University of Chicago; Harry Woodburn Chase, chancellor, New York University; Robert I. Gannon, president, Fordham University; Alvin S. Johnson, director of the New School for Social Research; Henry R. Luce, president, Time Inc.; Ruth Bryan Rohde, former U. S. Minister to Denmark; Thomas V. Smith, professor of philosophy, University of Chicago; George Edgar Vincent, former president of the Rockefeller Foundation; William Allen White, editor, Emporia Gazette; Ray Lyman Wilbur, president, Leland Stanford University; Joseph H. Willits, dean of the Wharton School of Finance, University of Pennsylvania.

AGENCIES

S. K. WILSON, creative director, Erwin, Wasey & Co. Ltd., London, for the last two years, has joined the creative staff of Erwin, Wasey in New York. He was formerly copy director of Erickson Co., member of the creative staff of Newell-Emmett and vice-president in charge of copy of Charles Dallas Reach Co.

J. WALTER THOMPSON CO. is handling the account of the Alkalithia Co. (effervescent alkalizer). Test campaigns are being prepared.

JOHN FALKNER ARNDT & CO. INC., Philadelphia, has been elected to membership in the American Association of Advertising Agencies.

Bromo-Seltzer Show Titled

The new Bromo-Seltzer show will be entitled "Manhattan After Dark" and the first program will come from the International Casino. Eddie Garr will lead the series. Program takes the place of Sid Skolsky show and is heard on the NBC-Blue web, Wednesdays, 8:30-9 p.m.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
	4	5	6	7		
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily

January 10

John Held Jr.

Don Lowe

Harold Stokes

NEW PROGRAMS—IDEAS

Listen in on Phone Talk

Bill Dye's Information Bureau is a new program on WCKY, Cincinnati. Listeners are invited to write in or telephone questions on any subject and Dye and his two assistants will endeavor to answer them forthwith.

Telephones have been installed in the studio and listeners will be able to hear the studio end of conversations with inquiring persons.

Dye will be assisted by Virginia Golden and John Reynolds, WCKY staff members, in looking up answers where necessary among a mass of information material ranged about the microphone.

Dye has been in radio for six years, conducting programs on a number of stations. He was with WGAR, Cleveland, for three years, and recently had a program on WADC, Akron.

AFRA Adopts Increase In Its Initiation Fees

Following a meeting of the National Board of the American Federation of Radio Artistes, a resolution was adopted Friday to increase the initiation fees from \$10 to \$25 where artists earn \$10,000 or less per year and from \$25 to \$50 where earnings are in excess of \$10,000 annually. This does not apply to local branches of the AFRA which were organized after Nov. 1. These branches were given a six-month leeway on any increase in fees.

Conference was held Friday between Mrs. Emily Holt, executive secretary, George Heller, assistant secretary and treasurer of the AFRA and Vice-President William Paley and Vice-President Edward Klauber of CBS. AFRA reps placed their cards on the table as to demands and proposals. Meeting was a friendly gathering. Negotiations are also on now with NBC and several advertising agencies, a few of whom have already been contacted.

Reilly's Radio Course

Boston—A course in radio training will be given by John E. Reilly, WMEX program director, starting Jan. 20 at the State University Extension. All phases of radio production and station management will be covered in the course, designed for those interested in radio as a career.

Nat Brandwynne to Detroit

Nat Brandwynne, who has just closed at the Hotel Pierre, takes his orchestra to the Hotel Statler, Detroit, opening Jan. 24 for at least four weeks. MCA made the booking.

Esther Silsbee, formerly with Vincent Lopez, has joined the Brandwynne business staff.

Nan Dorland Joins Serial

Nan Dorland has joined the CBS daily "Myrt and Marge" serial, playing the newly created role of Patty Lewis.

Famous Streets Dramatized

The famous streets of New York town are to be dramatized in a new WPA series called "Streets of New York," and very appropriately broadcast over the Municipal Station, WNYC, starting Friday at 5:30-6 p.m., under the sponsorship of the Department of Sanitation.

The first dramatization will be "Broadway," the high-road to success for many, but a street of broken dreams for others. A cast of players from the New York WPA radio unit will re-enact historical and modern scenes on Broadway, from the days when Governor Peter Stuyvesant stumped up and down the one time cow-patch, to the present days of bright lights, theaters and restaurants.

Wedding Bells

Evelyne McKibbin, Civics Concert Bureau, was married to George Watkins of Roy Campbell's Royalists, Saturday at the "Little Church Around the Corner."

Lady Esther Drops One Spot

Lady Esther on Jan. 26 will cancel Wednesday night on NBC-Red network period. Tuesday spot will be retained.

LUCKY STRIKE STARTING FOURTH NETWORK SHOW

(Continued from Page 1)

stood the MBS program heard on Tuesdays will be continued.

Luckies now has Edwin C. Hill on CBS five days a week, "Your Hit Parade" on CBS, and "Your Hollywood Parade" on NBC-Red network. Lord & Thomas has the account.

Allan Scott at WCAU

Philadelphia — Allan Scott, commentator, returns to the WCAU air-planes next week in a 10:45-11 p.m. spot Tuesday, Thursdays, Saturdays and Sundays.

Bill Watters Writes Song

Bill Watters has written the lyrics for a new song titled "Everything Looks Like a Movie Set", to be published this month by Words & Music Inc. Music is by Howard Steiner.

Broadcasts from Germany

A new series of fortnightly international music programs arranged by the Reichs Rundfunk Gesellschaft will be heard over NBC-Red starting today at 2-2:30 p.m.

WCAE Feeds Mutual

Pittsburgh—WCAE's Stephen Foster program on Thursday at 6 p.m. will be fed to Mutual network.



RADIO'S GREATEST AUDIENCE BUILDER "THE LONE RANGER"

Transcriptions Ready For Contracts To Stations and Sponsors

FEBRUARY FIFTEENTH—3 HALF HOURS WEEKLY

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

The program feature that builds Audience Volume And Sales "Single Handed."—A 4 year test in Big Cities and Small Towns Shows Supremacy of Audience: Boys, Girls, Men, Women.

Write or Wire WXYZ, Detroit

KING-TRENDLE BROADCASTING CORP
MICHIGAN WXYZ-DETROIT NBC BLUE NETWORK
THE PAUL H. RAYMER CO., Representatives

GUEST-ING

HARPO MARX and SID SILVERS, on "30 Minutes in Hollywood," Jan. 16 (MBS, 6:30 p.m.).

BOB HOPE, third consecutive appearance on "Your Hollywood Parade," Jan. 12 (CBS, 10 p.m.).

RICHARD BARTHELMESS, on Kate Smith program, Jan. 13 (CBS, 8 p.m.).

SOPHIE TUCKER, ROBERT TAYLOR, EDNA MAY OLIVER, FRANK MORGAN and others, on "Good News of 1938," Jan. 13 (NBC-Red, 9 p.m.).

ROSE BAMPTON and MISCHA AUER, on "Kraft Music Hall," Jan. 20 (NBC-Red, 10 p.m.).

JUNE KNIGHT, RALPH BELLAMY and JESSIE RALPH, on Rudy Vallee program, Jan. 13 (NBC-Red, 8 p.m.).

VILMA EBSEN, on Bide Dudley program, Jan. 14 (WOR-Mutual, 12:15 p.m.).

ETHEL MERMAN, on Radie Harris program, Jan. 12 (WOR-Mutual, 6:45 p.m.).

CBS Assigns Writers On Original Radio Opera

Vittorio Giannini, young American composer, and Robert A. Simon, author, critic and librettist, have been commissioned by CBS to collaborate on a radio opera. Their work will be precisely 29 minutes and 30 seconds long in order to insure a practical production which can be given in a half hour broadcast. The new radio opera will be performed at an evening concert broadcast some time during the coming summer season.

Iowa Network

"Tall Corn Time," hillbilly show emceed by Remy Daly, with Betty Jean and Freddy, The Northwesters, Tommy Tomson, Hibbard Cleveland, Eileen Grennel, Buck Rash, and others, went coast-to-coast on Mutual last Saturday morning.

Clarence Talbot, former announcer at KOL, Seattle, has joined KSO, Des Moines.

Gene Shuman's daily "Sports Slants" on KSO has acquired a sponsor.

Beverly Deane Resigns

Beverly Deane, publicity manager of WHK and WCLE, Cleveland, has resigned. His future plans have not been announced.

WALT FRAMER

Freelance originator of

RADIO SWAPS HEARD DAILY
OVER WWSW

Pittsburgh, Pa.



PETTY CASH VOUCHER

Week ending Jan. 7th.

● ● ● Saturday... Spending New Year's Eve and Day in Philly with Mickey Alpert and Ben (WCAU) Alley; we meet more New Yorkers. Ray Heatheron, Wynn Murray, Mitzi Green, Grace MacDonald, Doc Bender, etc. Larry Hart is in town throwing a party, so are Block & Sully, Sylvia Froos, Val Irving and so many others. Just because we come, the internationally famous Mummings parade is called off because of rain—the first time in its existence.

● ● ● Sunday... Back in town we attend Leon & Eddie's party for Arthur Schwartz. Then to the Famous Door, where Mischa Auer is being amused by Louis Prima and Teddy Powell is trying to explain that Mirror story to Judy Starr... A special delivery letter arrives from Arthur A. Guild, director of Virginia's Richmond Community Fund in which he thanks WRVA, WRTD, WRNL and WMBG for airing educational programs regarding the social conditions during the Fund's campaign.

● ● ● Monday... Bob Bradley, young tenor at KLZ, Denver, breaks down and tells that he entered radio on a "dare" made by a group of friends. He visited a Chi theater in 1935 where an amateur contest was being conducted—and was "dared" to go on for a song. P.S. He won.

● ● ● Tuesday... Lunch with Kelvin Keech and John Kuneau... With Ralph Wonders to the Hollywood, where we thrill to the "Street Singer's" (Arthur Tracy) signature of "Marta"—and eight encores... KQV, Pittsburgh, sets up a local "first" when it airs the mayor, president of the city council and chairman of the county commissioners all on one show, during the weekly "Your Government" program.

● ● ● Wednesday... Murray Baker takes us to the Rainbow Grill for Bert Block's opening. Bert turns white with fright when he introduces the show—but his music's fine... Later with Jack Robbins and Ray Sinatra to Isham Jones' at the Lincoln, where Abe Olman is talking music and Isham is listening to femme vocalists—he's still looking... Robbins takes our tip on Teddy Powell's new song, "Along About Sundown"—but claims the title's too long—so he cuts off the "A" of "Along"... Hear that Jack's son, "Brother" took our story about him and Richard Humber to Benny Goodman and told Benny he wants to lead the band or else he'll feud. Goodman says oke—so no feud—the kid's 11... Around midnite our trio encounter Henny Youngman and we attend the Hollywood for another bit of the "Street Singer."

● ● ● Thursday... Dinner with Zeke Manners... Later to say farewell to Rudy Vallee, who says "Scoops, you're not 'old' at all"... Over to Tommy Dorsey where he talks with Arthur "Pinky" Michaurdo and Glenn Millar... Into Toots Shorr's Tavern, where J. C. Flippen is thinking of a gag for us—but we leave in time to make the preview of "Snow White"—a classic... Everybody turned out for this: Vallee, Fred Waring, Joe Rines, Ralph Wonders, Martin Block, etc.—it was "for free"... In Reuben's Eddie Cantor's Ida is bedecked in ermine and jewels, as is her young married offspring.

● ● ● Friday... Buzz Davis, sportscaster of WDAS, Philly, is convinced that his is the filthiest job in the world—because he aired a wrestling tilt which took place in 11 tons of MUD—and most of it gets on him while describing the meet.
TOTAL EXPENSE: As a N. Y.'s resolution we promised to be honest—so it didn't cost us a cent!

PUBLISHER'S REMARKS: That's what you think! It'll cost you the price of the hospital bill for the AUDITOR—who passed out on your honesty!

Network Shows Ahead

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

American Tobacco Co. (Lucky Strikes), "Melody Puzzles," NBC-Blue, 8-8:30 p.m.

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

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

Bromo-Seltzer, "Manhattan After Dark," NBC-Blue, 8:30-9 p.m.

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

MONDAY, JAN. 17
Colgate - Palmolive - Peet (Colgate Tooth Powder), CBS, Monday through Friday, 5:45-6 p.m.

TUESDAY, JAN. 18
Larus & Bro. (Edgeworth tobacco), "Alias Jimmy Valentine," NBC-Blue, weekly, 9:30-10 p.m.

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

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

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

Stuart Haydon Forms Own Producing Agency

Chicago—Stuart Haydon, formerly news editor of VanCronkrite Associates, has formed Associated Radio Productions at 540 North Michigan Ave. He will shortly announce a list of free-lance talent.

WCOA Scoops and Breaks

Pensacola—WCOA recently scooped even the sheriff's office in broadcasting the report of a \$400 robbery of a beer truck driver before it had been reported to law enforcement officers. Robbery occurred about 90 miles from here and the driver made his report to the district manager of his company before calling police. The district manager happened to be in WCOA's studios at the time.

WCOA got another break when fire broke out across the street from studios. Station was broadcasting a description before the alarm was in.

LEE GRANT

AND HIS ORCHESTRA

★ ★ ★ ★ ★

SIX-STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY WMCA 2:30-5:30

ORCHESTRAS MUSIC

HEINIE and His Grenadiers, ace feature of WTMJ, Milwaukee, again are set to invade the Chicago district. Appearances of the band have been scheduled at Pilsen Park, Chicago; Melody Mill Ballroom, North Riverside, and the city auditorium, Michigan City, Ind. On their recent visit to the Chicago area, they played to capacity at Olympic ballroom, Cicero.

Jimmy Grier and His Orchestra, featured on the Joe Penner show, secured from MCA and signed with Rockwell-O'Keefe Inc. Ditto Noble Sissle and His Orchestra. Louis Panica, popular Chicago maestro, also recently signed with Rockwell-O'Keefe.

Bob Chester and His Orchestra booked into the Detroit Athletic Club, Detroit, Jan. 14, through Rockwell-O'Keefe.

Irma Serra, vocalist at WSPR, Springfield, Mass., recently introduced "It's As Old As The Hills," by Thomas Blanchard. Lee Authier was at the piano.

George Duffy's orchestra from Tulsa, Okla., is in the Texas Hotel "Den" in Fort Worth for an engagement. Band airs daily over KTAT.

George Olsen, who has a WABC wire from La Conga, plans to experiment with new types of rhythm for radio audiences and may even send out questionnaires asking listeners' opinions of each new type of melody.

Jack Jenney, swingster and trombone virtuoso, will make his debut on phonograph records, as a leader, on Jan. 14. Jenney, who has been rehearsing his band for several weeks, promises to introduce several new names to swingland including a new trumpet discovery, "Red" Solomon and tenor man Arthur Dollinger.

The four-week vaudeville tour, to begin next month, which Carl Hoff will make with Al Pearce holds no terror for the batoneer, who made a series of one night stands from coast to coast with the "Watch The Fun Go By" cast late last summer. Hoff's music will be heard with Pearce on the regular broadcasts during that time from whatever city in which they may be appearing.

Victor Arden, director of the Chevrolet "Musical Moments," can play 12 different instruments.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

WOW's Unusual Program Entry

Omaha—From Bill Wiseman of WOW comes this entry in the 1938 unusual program ideas and showman competitions:

WOW's news editor Foster May, conceived the idea of describing a child-birth at the stroke of 12 on New Year's Eve. Most listeners described his handling of delicate subject matter as tactful. May, in sotto voce, be-gowned in white and wearing a germ-proof mask, told every detail.

"We are broadcasting from stork headquarters where a new life is about to begin, just as the year of 1938 also arrives," he said.

For two minutes listeners heard only the mother's moans and the murmur of doctors and nurses, interspersed with clicks of surgical instruments, etc. Then Foster continued as follows:

"The stork is very near. We can almost hear his wings flapping."

Next came an almost unbelievable tension and suspense. The next sound was the doctor slapping the new-born babe in the customary spot. Then another moment of silence and then: "Whaaaaa. . ."

Then Foster almost shouted: "Happy New Year! It's a boy."

Childbirth description was part of 30 minute show, recorded two days in advance and put on at 11:45 p.m. to 12:15 a.m., Jan. 1.

On same record Foster took listeners to Union Stock Yards, telephone company's main switch board, and to "alimony row" in County Jail. Usual racket and stroke-of-12 whoopie from hotels was completely ignored.

OKLAHOMA

Ross Porter, KGFF manager and president of Oklahoma Network, back at station in Shawnee from honeymoon trip to Pennsylvania and West Virginia.

Bernard A. Tullius, formerly on WKY engineering staff, now staff engineer at KTOK, Oklahoma City.

KTUL in Tulsa has started a program, "What's Wrong With Radio," in which listeners give their squawks against overdone commercials, too much catering to studio audiences, excess of serials, etc.

Earl Bachman Dead

Earl Bachman, 51, who recently became station representative here for WIND, Gary, Ind., died suddenly last week of a heart condition aggravated by pleurisy. He is survived by his widow and married son. Before representing WIND, Bachman was with Gene Furgason & Co.

J. Herbert Angell Leads Ork

Pittsburgh—J. Herbert Angell, senior announcer of KQV, will present his own musical aggregation when he takes up the baton with Lee Haydn's orchestra. The featured vocalists with Angell's band will be Betty Smiley, formerly heard over NBC, and Bob Roberts, well known radio vocalist. The inaugural program will be broadcast over KQV at 2:45-3 p.m. and next Sunday.

Women's Radio Tastes

In a radio forum last week by the Contemporary Club, White Plains women's organization, the favorite radio programs were voted as follows: Kate Smith, Ford Sunday Evening Hour, Lux Radio Theater, Lowell Thomas, Gabriel Heatter, Jack Benny, Bing Crosby, Rudy Vallee, General Motors Concerts, Dorothy Thompson, Horace Heidt, Toscanini concerts.

Colonial Radio Cuts Capital

Albany—Colonial Radio Corp., Buffalo, has changed its capital from \$1,540,000 to \$1,112,400, represented by 6,804 shares of \$100 value and 4,320,000 shares at \$1.

SPRINGFIELD, MASS.

Norah E. Adamson has charge of the new "Children's Hour" sponsored by A. V. Rivest Oil Co., Saturdays over WSPR.

Don Barhydl, manager of Loew's Court Square Theater, Springfield, is telling the "Story of the Movies" over WSPR.

This country is "air free" in regard to radio broadcasts, Edward J. Samuel, commercial manager of WMAS, told members of Springfield Exchange Club, speaking on "Radio, Past and Present."

Extending its program in the field of radio education, Massachusetts State College has introduced a new series of programs "The Novel As An Art Form." The series are broadcast over WSPR, Wednesdays.

WIS Newscast on State Web

Columbia, S. C. — John Cauthen, newspaperman and commentator who began a daily 15-minute review of South Carolina news over WIS on Dec. 20, is now being heard once a week on a statewide hook-up. His Wednesday broadcast is being carried for four weeks by WCSC in Charleston, WAIM in Anderson, WFBC in Greenville and WSPA in Spartanburg.

His broadcasts, which originate in the WIS studios, are carried regularly each Monday, Wednesday and Friday by WCSC in Charleston.

New Universal Script Service

Universal Radio Programs is releasing a new script service called The Five Minute Library, consisting of five 5-minute shows covering sports, oddities, racket exposes, thrills and one show with feminine appeal. Stations and agencies are offered any one of the scripts singly, or the entire Five Minute Library as a package.

The PERFECT MARKET'S
LOUDSPEAKER
ALBANY, NY
Newly Equipped for Super Power



PROGRAM REVIEWS

"Amos 'n' Andy"

A new sponsor—it's Campbell Soup now—has brought about no change in the "Amos 'n' Andy" presentation, still in that 7 p.m. spot on NBC-Red. The program keeps rolling along in its familiar, amiable and highly entertaining format, and that is just the way its many followers want it.

But on last Friday night's "Hollywood Hotel" show over CBS, Freeman Gosden and Charles Correll, appearing as guests, let their hair down and gave a most interesting picture of how they met, formed their team, broke into radio and rose to the top. It was a swell bit of biographical entertainment.

"Let's Play Games"

Jane Martin continues to make this Friday evening quarter-hour via WOR a lively and amusing show. With five random-picked participants, the routine runs from reciting tongue-twisters to answering stickler questions, all done in a relaxed, informal style that is conducive to fun both in the studio and to the listeners.

"The Goldbergs"

Now heard on three different stations in New York, five times a week, Gertrude Berg's "The Goldbergs" holds securely to its position as just about the best human interest program on the air. As far as entertainment value goes, the transcriptions broadcast over WOR and WHN are no less satisfying than the live show over CBS.

"Tall Corn Time"

Caught Saturday at 11 a.m. over WOR-Mutual, this hillbilly musical show from KSO in Des Moines has a welcome corn-country flavor. It's the type of colorful regional entertainment that ought to go over the national networks more often to break up the monotony of cified variety programs and dance bands.

WTOL to Make Debut in Feb.

Toledo—Work on WTOL studios in the Bell Building is progressing rapidly, and Community Broadcasting Co., headed by Frazier Reams, expects to have station on the air about Feb. 1.

A BIG-TIME SHOW AT LOW COST



DAREDEVILS OF HOLLYWOOD

A striking new thriller, dramatizing experiences of Hollywood stunt men. A copyrighted transcription show, ideal for once-a-week broadcast. 26 quarter-hour episodes available at a cost local advertiser can afford. Write now for details.

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



CY NATHAN, from the New York office of Lord & Thomas, arrived in town to work on scripts for "Your Hollywood Parade." Nathan will remain on the staff of Tom McAvity, producer, for a month or more before returning to the home office. At the same time, Don Becker of Trans-american, who has had supervision of film script adaptations supplied by the Warner staff, returns to his TB&T executive post in New York, with Bob Taplinger, recently-appointed studio publicity head, given the Becker supervisory post on the lot, in addition to being Warner contact with the L&T office, relieving George Bilson of this assignment.

At a meeting of the AFRA executive board, an increase in initiation fees to \$25 was voted, effective Feb. 1, with approval of the national board in New York requested to extend until Jan. 31 the deadline set for members of the Senior and Junior Screen Actors Guild to come into the fold. If the extension is granted, SAG members will still be able to join AFRA without initiation fee and on a basis fixing annual dues at half of the amount paid by the member in his or her parent branch of the Guild. Membership as of last week was announced at 885, and Norman Field, executive secretary, predicts 100 per cent sign-up following announcements of successful completion of AFRA negotiations with the networks in New York.

Sunset Oil inaugurated a new series of "Curtain Calls" over KFVB with Sunday's "Curtain Call to Broadway" from the El Capitan Theater. Cliff Nazarro continues as emcee, and Leon Leonardi supplies the music. Pacific Market Builders is the agency handling the oil account.

Donald Henderson Clarke will contribute the scripts for the second series of S. & W.'s "I Want a Divorce," heard twice weekly on the NBC Coast Red from San Francisco. Scripters supplied material for the initial series, but Clarke will solo on the second edition. Hawks-Volck set the deal.

"We, the People" discontinues the CBS re-broadcast for Coast listeners after this week, so its followers will have to catch it at 4:30 instead of 7:30 as formerly.

"Calling All Cars," KHJ stand-by for Rio Grande Oil for a period of four years, goes mute, with the KNX Tuesday night edition reported going the same way in a few weeks. Sponsor may return program to KHJ later, it is reported, but plans another format entirely for KNX.

Connie Boswell will be George Jay's first guest star when the interviewer moves his series to KFVB and the California Radio System today at 3:30 p.m. Program will be titled "Hollywood Matinee" and will air five days a week. Betty Grable and Bob Hope will guest Wednesday and Friday, respectively.

F. C. C. ACTIVITIES

APPLICATIONS GRANTED

Pulitzer Publishing Co., St. Louis. CP for new facsimile broadcast experimental station. 31600, 35600, 38600, 41000 kc., 100 watts.

SET FOR HEARING

WLAP, Lexington, Ky. CP to move transmitter locally, increase power to 1 KW. and change frequency to 1270 kc.

R. C. Atwood, Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, unlimited.

WROK, Rockford, Ill. Mod. of license to change power at night to 1KW.

WBCM, Bay City, Mich. Mod. of license to increase night power to 1 KW.

HEARINGS SCHEDULED

Mar. 7: KRMC, Jamestown, N. D. CP to change frequency, hours of operation and increase power to 900 kc., 500 watts, 1 KW. LS. unlimited.

Mar. 11: George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Mar. 14: Garden Island Publishing Co. Ltd., Lihue, Hawaii. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Mar. 16: King-Trendle Broadcasting Corp., Grand Rapids. CP for new station. 1010 kc., 250 watts, unlimited.

EXAMINER'S RECOMMENDATIONS
Burl Vance Hendrick, Salisbury, N. C. CP for new station. 1340 kc., 1 KW., daytime, be granted.

KSLM, Salem, Ore. CP to change frequency and increase power to 1360 kc., 500 watts. Unlimited, be granted.

WELI, New Haven. CP to change frequency and hours of operation and increase power to 930 kc., 250 watts, 500 watts LS., unlimited, be granted.

Branham Representing West Virginia Network

Clarksburg, W. Va.—Appointment of the Branham Co. as national representatives of the West Virginia Network, as well as the individual stations including WCHS, the CBS outlet in Charleston, WPAR, the CBS station in Parkersburg, and WBLK here, is announced by John A. Kennedy, president and general manager of Charleston Broadcasting Co.

Canadian Marconi Makes Three New Appointments

Montreal—Appointment of M. M. Elliott as general sales manager, R. W. Deane as assistant sales manager and J. V. Argyle as manager of inland communications is announced by R. M. Brophy, general manager of Canadian Marconi Co.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime, be denied.

Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be dismissed.

Petersburg Newspaper Corp., Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.

John Stewart Bryan, Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be denied.

HEARINGS SCHEDULED

Jan. 10: Floyd A. Parton, San Jose, Cal. CP for new station. 1170 kc., 250 watts, daytime.

Carl Latenser, Atchison, Kan. CP for new station. 1420 kc., 100 watts, daytime.

Jan. 11: J. T. Griffen, Fort Smith, Ark. CP for new station. 880 kc., 1 KW., daytime.

Colonial Broadcasting Corp., Norfolk. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Jan. 14: Piedmont Broadcasting Corp., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS RECEIVED

Edward J. Doyle, Rochester, N. Y. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited. KOVC, Valley City, N. D. Auth, to transfer control of corp. to H. G. Harrington, Milton Holiday, J. P. Katz, Lloyd H. Lee, M. E. McCarthy, Selma Manoles, C. J. Meredith, Karl Olson, E. J. Pegg, O. S. Peterson, B. R. Pusch, John Piller, J. J. Schmitz, Herman Stern and R. Gisellius.

Midwest Broadcasting Corp., Provo, Utah. CP for new station. 1370 kc., 100 watts, unlimited.

KFXJ Prepares to Mark Its Seventh Anniversary

Grand Junction, Colo.—KFXJ is preparing to celebrate its seventh anniversary Jan. 23. The anniversary program arranged by Manager Rex Howell will feature hundreds of artists from western Colorado and eastern Utah communities.

Howell recently played Uncle Rex in the children's Christmas broadcast, during which he accumulated a flock of "nieces" and "nephews".

"True or False" From Chi

The Mutual "True or False" show will be aired from Chicago on Jan. 31.

Hazel Westerlund Laid Up

Hazel Westerlund, CBS station relations, is on the sick list, a victim of the grip.

☆ PROMOTION ☆

Mutual's Network Score

New piece by Mutual's sales promotion department is a large sized card in several colors, more or less of caricature treatment on both sides, with the notation that one of four network advertisers used Mutual in 1937, while in December, one of every three network accounts signed were by Mutual also. Seven out of 21 network shows signed during December went to Mutual.

Buy Time for Schools

Local stationery and office-supply store in Grand Junction, Col., has bought time on KFXJ for program devoted almost entirely to school activities. Station sales department arranged with local school system and Mesa College to handle broadcasts, and airings feature talks by faculty members and various offerings of the different school departments. Brief introductory and commercial plugs satisfy the sponsor. And he sells school supplies.



JUNE MEREDITH, who formerly headlined with Don Ameche on "First Nighter," has been named to replace Betty Caine in Princess Pat's "A Tale of Today" on NBC. Ethel Owen and Bob Jellison are replacements in supporting roles.

Fact that Don Quinn, who authors "Fibber McGee," has hired architect to build house for him in Hollywood, gives further credence to report McGee show will move to Hollywood when Molly (Marion Jordan) regains health.

Howard Blake, who used to work with Fred Allen, has been imported to help doctor up the Wrigley "Double Everything" scripts.

Campana's "First Nighter" has an unusual situation now that Joe Ainley is production director. Show stars his wife, Betty Lou Gerson.

Drake Hotel threw a press party for Dorothy Lamour and Herbie Kay at its International Club Thursday evening.

Eddy Duchin is to do a one nighter at the Aragon Ballroom Jan. 29.

William H. Benton, vice president of the University of Chicago in charge of public relations, plans to engage a young assistant to handle radio promotion.

Driskill Wolfe, WAAF tenor, is on his annual vacation.

H.S.G. Acquires Series

H.S.G. Advertising Agency has acquired from Wessel Co. of Chicago the entire rights to a funeral service for radio titled "Beauty That Endures." Series consists of 52 quarter-hour programs of symphonic music and lyrical poetry. Palmer Clark directs the orchestra, with Charles Sears as vocalist.

2 More Shows for Zerbe

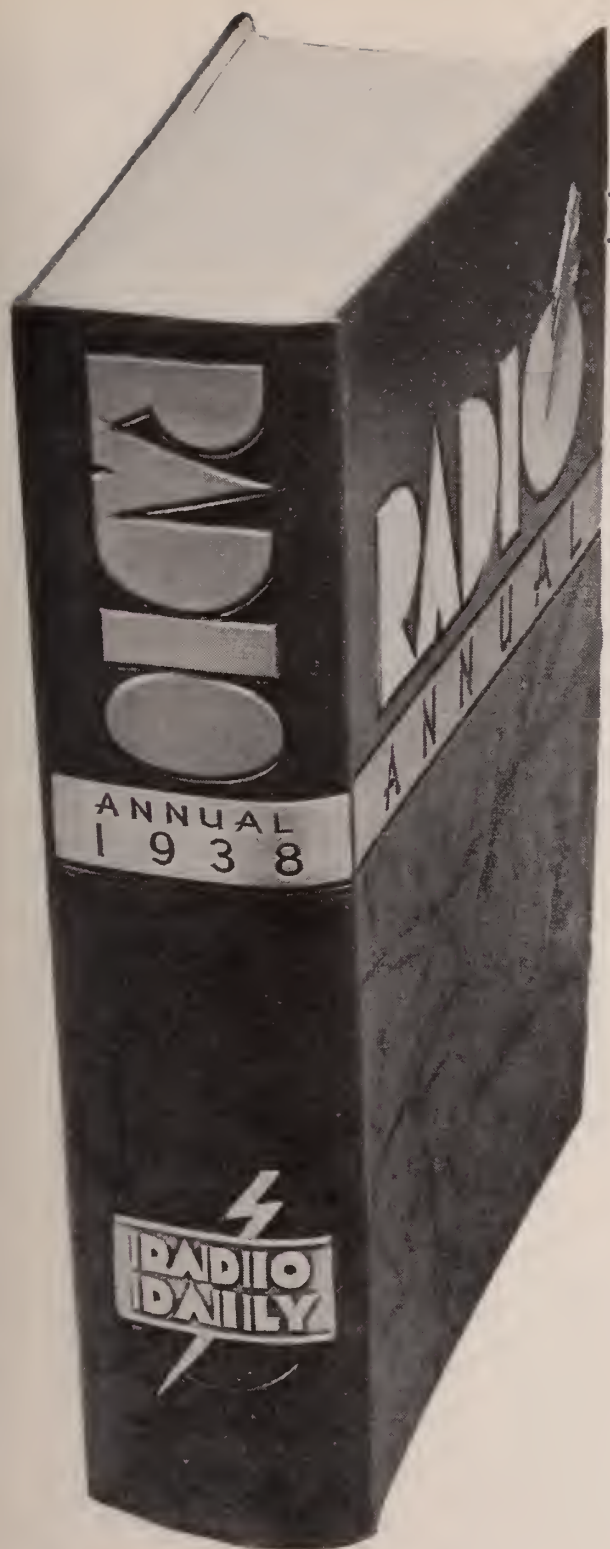
Lawson Zerbe, talented young radio actor, will appear in two additional dramatic programs starting this week. Zerbe will portray leading roles on NBC's Dale Carnegie show, which is directed by Eddie Dunham, and on the "Road of Life" series which is aired by both NBC and CBS.

WHBQ Wrestling Series

Memphis—For the seventh consecutive year, Bob Alburty of WHBQ is airing fall-by-fall and groan-by-groan descriptions of wrestling matches from Ellis Auditorium. Weldon Roy, technician, and Ned Cronk, sports mikerster, assist him, with Coca Cola as sponsor.

Edwina Eustis Wins Award

Edwina Eustis, New York contralto, was announced as the winner of the \$1,000 Grand Award in the first "Rising Musical Star" series in the broadcast over NBC-Red network last night.



The Exploitation Digest of tried and proven
EXPLOITATION IDEAS alone will be worth
the price of admission to

The 1938 RADIO ANNUAL



Covering Radio Completely

*. . . 1,000 pages . . . Cloth Bound for permanent
reference . . . Complimentary to Radio Daily
subscribers . . . Ready for distribution next
month . . . An annual informative and statistical
guide that no executive in radio can afford to
be without. . . .*

Radio Daily Service as Usual

First Forms Going To Press Shortly

Hurry for Advertising Space

Year 'round advertising value at a one time rate.

MIAMI

Betty Lee Taylor has started a new hour known as "The Taylor Shop", an all-request program on the organ. "The Time, the News, the Music" is a WIOD offering each morning at 7-8.

WKAT is offering "I Want a Job" three times weekly.

George Christie, former WIOD announcer, is conducting an amateur show over WKAT three times weekly.

The Kentucky Clocker is giving race track dope on WIO daily.

WOKO-WABY, Albany

Mrs. Jennie Parkinson, home economist, will be heard over WABY twice weekly.

WOKO has signed Eleanor Chatham to present two new series, "This Women's World" and "Charm Circle."

Dr. Albert Edmund Brown, baritone and until recently Dean of Music at Ithaca College, is being heard over WABY on Monday nights.

In the absence of Harold E. Smith, g.m. of WOKO and WABY, Duell Richardson, asst. g.m., and Snedden Weir, studio manager, are carrying the ball.

WGTM, Wilson, N. C.

Allen Wannamaker, commercial manager, spent a holiday vacation at home in St. Matthews, S. C., his first visit in four years. On his return, Jimmie Riser, newscaster and sport announcer, went to Hagerstown, Md. to relax for a few days.

Manager H. W. Wilson has been visiting his home in Detroit, first time in five years, while Chief Engineer Ben Farmer recently visited the old homestead in Rome, Ga.

Bill Steadman, young but capable p.d., takes the big leap in a few days.

WTAX, Springfield, Ill.

Irving Pozman is a recent addition to the staff as continuity writer and announcer. He was recently with WTMV, East St. Louis, and KMOX, St. Louis.

Baldwin (Doc) Harper, veteran announcer, is the dean of Springfield broadcasters.

And speaking of sportscasters, Don Hill is the station's ace.

ONE MINUTE INTERVIEW

BEATRICE KAY

"Radio presents the greatest task of any entertainment media for the artist to express himself in legible manner. With the stage and screen, there are always additional aids to putting a line across, such as hands or facial grimaces. But the spoken line on the air must be expressive and explicit without any artificial aids. I think that this radio training is the one thing that is giving more and more opportunity to artists who, following it, enter other fields. On the air they are good, but backed with other aids, many of them become terrific."

★ Coast-to-Coast ★

JOHN C. McCLOY, program director of WROK, Rockford, Ill., is passing out cigars. It's a girl, born last week at Rockford Hospital, and mother and daughter are doing fine.

Down from the Salmon River Mountains over 200 miles away came U. S. Forest Service Look-Out Jack Martin to tell KIDO in Boise how he plugs in the Forest Service telephone system to his radio receiver so that the other seven look-outs (miles away and without radio sets) can enjoy KIDO-NBC programs through their telephone ear-phones.

Musical mirth and melodic fantasy were offered by a galaxy of juvenile performers when "Dr. Bronston's Radio Varieties" got under way as a weekly half-hour program over WRD at 8 p.m. last Friday. Dr. Walter P. Bronston, noted for his "Museum of Elephants" in Richmond, directs the show and is emcee. Other features include a weekly puzzle, with a grand prize at the end of eight weeks. Among the youthful stars are Mary Alice Friel, Evelyn Belcher, Gracie Snellinger, Jack Tyler, Ina Hodges, Kathleen Trainum, Hilda Farid, Billy Pierce, Doris Trainum, Mevolyn Brown, "Fuzzy" Atwater, The Atwater Sisters, Carlyn Wharton, Maxine Wharton, Josephine Baringer, Ally Bahen, Herbert Mills, Geraldine Capps, Nadine Starkey, Elizabeth Ricker and Marvin Janus.

With fitting pomp and ceremony, the boys at KLZ in Denver got together last week and presented Arthur Wuth, program director and "Judge" of Boners Court, weekly program which fines the announcers brought to trial for errors detected by listeners, with a New Year gift—a cash register for use in Boners' Court.

WLBC, Muncie, Ind.

Al Lee, newcomer to radio, of Indianapolis, has joined the announcing staff.

Maurice Crain, chief engineer, and Henry "Hanks" Marks, announcer, on the sick list.

Ottis Roush, chief announcer, and Donald Burton, owner, will handle the Kalamazoo remote of the Ball State Cardinals.

Heavy studio audiences which results in SRO daily is found on The Old Rangers broadcasts.

Jimmy Fidler, the weatherman, busy installing weather instruments at studios.

Earl Kirk, singing auditor, receiving praises for his rendition of "Eili. Eili."

Oppose Sunday Commercials

Montreal—Commercial broadcasts on Sundays by Canadian Broadcasting Corp. are sternly opposed by Toronto Presbytery of the Presbyterian Church in Canada in a report by a special committee.

To acquaint the public with the operation of Oregon's state unemployment compensation commission, KALE in Portland is presenting a series of interviews with state officials. Questions likely to be puzzling many citizens are answered in detail.

Lyn Murray's orchestra and songstress Ruth Carhart go off their Tuesday night CBS series next week, but they will continue to be heard together thrice weekly via that network.

Ed Smalle is experimenting with one of his choral groups on a new idea which he calls "Songs Without Words." The voices in this chorus will simulate various musical instruments.

McCosker - Hershfield Cardiac Foundation, of which Alfred J. McCosker and Harry Hershfield are co-chairmen, holds its monthly meeting Wednesday at 8:30 p.m. in the Waldorf-Astoria.

"The Building of the Erie Canal" is being offered tomorrow night in the "Adventures That Made America" series, which has resumed over WSM, Nashville.

The Four Inkspots return to NBC tomorrow with two sustaining shots weekly.

Rose Marie heads the bill at the Shubert Theater, Newark, the week of Jan. 14.

Beatrice Lillie will be commentator at the Benny Goodman swing concert in Carnegie Hall next Sunday night.

Arthur Godfrey's 8 a.m. show on WABC moves to 9 a.m. tomorrow.

WTMJ, Milwaukee

Anson Weeks and his band have returned to Hotel Schroeder, with twice daily broadcasts over WTMJ.

Mildred Cable, soprano protegee of Marcella Sembrich, who made a hit on "New Voices of 1938" recently, sang her way into a regular engagement on the station.

On becoming a grandpa, Andy Fuehrman, station librarian, was so excited he almost spilled the cigars.

George Comte's "Down a Country Road" is back, with poetry by George, songs by Carla Pestalozzi, Edwin Pfister and Allen Timm and music by Blue Room Ensemble under the direction of Maurice Kipen.

Television Designer

NBC has the first director of television scenic design at work in the RCA Bldg. His name is Michael Weightman-Smith, formerly in the theater and movies.

PITTSBURGH

KDKA's welcome to Maurice Spitalny, new musical director, will be held in the Stanley Theater on Thursday. Admission by invitation only.

Earl Truxell, musical director at WCAE, developed a sore right arm playing handball, so there's a south-paw waving the baton these days.

Dick Liebert auditioned Freda Lazier, local singer, and may take her with his band.

Jean Hoff, imported from Aimee Semple McPherson's Temple at Los Angeles, is clicking at KDKA and may be fed to the network shortly.

KQV preparing to go on the air with its new power late this month. Bob Thompson Jr. of WJAS staff is home from vacation in Florida.

WWSW's Frank Smith Jr. seems to have landed the Pitt Cathedral of Learning for a series of broadcasts. The Cathedral has never been on the air, although Pitt in early days of broadcasting had a special campus studio for KDKA.

Dr. Jack Munyon is back at his WWSW post after trip to Los Angeles. Dr. Munyon has the oldest sustaining feature in Pittsburgh, "Lest We Forget," religious program.

Baby boy for the Walter Sickles, program manager of WWSW, has been named Walter E. Sickles Jr.

WDAS, Philadelphia

Nathan Fleischer, director of Jewish programs, is rounding out his first year of newscasting for Sears-Roebuck. Nightly program has built up quite a following.

Station has seven announcers whose only job is to handle dance bands late in the evening. Manager Pat Stanton is inaugurating a course for the septet to make for uniformity in their style, diction, etc.

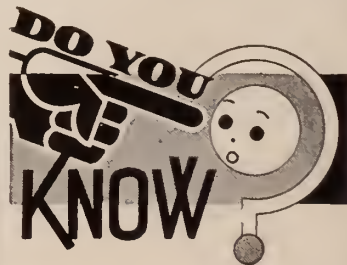
WMBH, Joplin, Mo.

Station's "Pet Lovers" program has been acquired for sponsorship by Silver King Dog Food. It's a five-minute daily feature which has been aired for several years.

Tidewater Oil Co. has renewed its contract for 10 spot announcements daily, at newscast time.

Ulm Joins WSAL Sales Staff

Salisbury, Md.—Raymond W. Ulm, with Philco for 10 years, has joined sales staff of WSAL, new local station managed by J. Roy McLennan.



Program matter on New Zealand stations must be approved by the government before transmission.