



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 8

NEW YORK, N. Y., WEDNESDAY, JANUARY 12, 1938

FIVE CENTS

Int'l Radio Sales Gets WLS, KOY

MPPA TO DISTRIBUTE RECORD ET ROYALTIES

MPPA plans to distribute \$45,000 this month to copyright owners for electrical transcription and synchronization rights as collected by Harry Fox, general manager of MPPA, acting as agent and trustee for the publishers. Record-breaking sum tops the \$38,000 for last month, due mostly to World Broadcasting System renewing its blanket license, entailing the sum of \$25,000 for the year. NBC Thesaurus, also scheduled to renew shortly, will contribute \$5,000 to the above total distribution.

Meanwhile, the song writers, through Song Writers Protective Ass'n, filed their complaint in one of the test suits recently brought to get a clarification judgment on its by-laws which vest the copyright (Continued on Page 3)

Velvet Shave to Launch Regional Spot Campaign

Detroit—R. K. Owens, distributor, has appointed Brace Beemer Inc. as the advertising agency to handle a state and regional spot radio campaign for Velvet Shave, new product for use in connection with electric dry shaving. As new product also is an astringent and face conditioner, part of the campaign will be directed to women.

Jewelry Manufacturer Planning Radio Activity

Niles - Richman Co., New York agency, has been appointed to direct the campaign of Wolcott Co., manufacturing jewelers of Providence, with radio and newspapers to be used. This will be the first attempt by Wolcott at consumer advertising.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Fourteenth Installment of a Series)

H. K. CARPENTER



In showmanship, civil service, special events enterprise and general progress, the United Broadcasting Co.'s two Cleveland stations, WHK and WCLE (formerly WJAY), were front-rankers and kept regularly in the headlines throughout 1937. It was all done under the direction of H. K. Carpenter, v.p. and g.m.

LEO FITZPATRICK



The general manager of WJR, Detroit, piloted his station through its most successful year in 1937. He paid generous dividends on each share of stock, gave 131 employees a 10 per cent bonus in December and made his staff a "happy family," the envy of many a radio station operator.

SAMUEL R. ROSENBAUM



Despite many other business and personal interests, Samuel R. Rosenbaum, the head of WFIL, Philadelphia, took a leading role in bringing the IRNA - AFM situation to a workable status. Came to the front as a very sane and capable chairman of the IRNA special advisory committee who kept the ship on an even keel when the storm was at its worst.

BENEDICT GIMBEL JR.



Expenditure of \$86,000 for a new 320-foot vertical antenna and for a new and enlarged studio plant was made by Benedict Gimbel Jr. for WIP, the Philadelphia station over which he presides as prexy. An amazing jump in sales and listener recognition was also chalked up by Gimbel's WIP the past year.

Six Stations Linked In Alabama Network

Birmingham — Ralph Hurst, ace political correspondent of Birmingham News, was first to air over the newly formed Alabama Network, which includes WSGN as key station; WJBY, Gadsen; WJRD, Tuscaloosa; WMFO, Decatur, WMSD, Sheffield, and WBHP, Huntsville. WSGN was key station to a five-station web during football season, and present Alabama Network is an outgrowth of that hookup.

Three New Commercials Added to WLW Schedule

Cincinnati—The Earl May Seed Co., through Presba, Fellers & Presba, Chicago agency, tomorrow begins three 15-minute morning programs each week over WLW. The two other shows are set for Saturdays and Sundays, with contract running 13 weeks. Talent features a new WLW act, Hugh Cross and His Radio Pals.

A Sunday "Melody Grove" program for Grove Laboratories was (Continued on Page 3)

Hearst Station Rep Subsidiary Signs Chicago and Phoenix Outlets

International Radio Sales, the Hearst Radio subsidiary, has been appointed station rep for WLS, Chicago, and KOY, Phoenix, both owned and operated by Burrige D. Butler. These are the first stations to be signed by International since it announced its new rep policy last week. Under the new set-up, International will represent any station (Continued on Page 3)

PRESS AGENTS WORKING PHONY 'CENSOR' CHARGE

Newspapermen for the past week have been chasing NBC press executives on false reports of "censorship"—the reports being cooked up by press agents for publicity purposes. Since the Mae West broadcast and the recent ruling that all guest appearances must be checked with the network, press agents have been calling NBC and asking for permission to put all sorts of personalities on the air. Names range from Mahatma Ghandi to Duke of Windsor.

Press agent before calling is sure NBC will not grant its permission but story is sent out to newspapers anyway. When network gives its (Continued on Page 3)

General Foods Adding 7 Southern Stations

General Foods on Jan. 29 will add seven southern and southwestern stations (WIOD, KTBS, KARK, KGBX, KELO, WFLA, WJAX) to its NBC-Blue-Bob Ripley show. Benton & Bowles Inc. is the agency.

Can't Please All

Boston — Ralph Rogers, radio scribe and director of radio courses at Boston University, in a timely commentary on just how far radio writers can go in spicing up scripts, says:

"The public's reaction to programs will always be like its reaction to the weather—too hot for some and too cold for others."

Phelps Revising Bill

Albany — Apprised that his bill seeking to protect radio stations from libel suits over remarks in extemporaneous talks might be found "discriminatory and unconstitutional", Assemblyman Phelps is redrafting the measure. A prominent New York constitutional lawyer is aiding him. Radio men have commended Phelps' bill.



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

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FINANCIAL

(Tuesday, Jan. 11)

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.

NEW YORK CURB EXCHANGE
Hazeltine Corp., Nat. Union Radio. Includes Bid and Asked columns.

OVER THE COUNTER
Stromberg Carlson. Includes Bid and Asked columns.

WSNJ Kiddie Show Moves

Bridgeton, N. J.—The WSNJ kiddie shows, which were put on for 14 weeks at the Landis Theater, Vine-land, move to the Criterion Theater here for a new series starting Saturday. Last series had 67 kids, all members of WSNJ stock company. Jack Lee will produce the shows, with Fred Wood at the mike. A bakery is sponsor.

Fizdale Adds Accounts

Chicago—Tom Fizdale Inc. has added Falstaff "Public Hero No. 1" and Colgate - Palmolive - Peet "Step-mother" to its publicity accounts. Sam Geison has been sent to the local office from New York.

Ecclesine, Nell Join WOR

Joseph Ecclesine, formerly staff copywriter for Standard Brands, has joined sales promotion staff of WOR. John Nell, formerly with Talon Slide Fastener, has joined the same department, replacing Edwin Clapham, who left for another post.

First in local accounts in Chicago

WGES

(In the heart of Chicago)

RADIO WORRIES CROWELL

By HOWARD J. LONDON

RADIO always has leaned over backwards to avoid any conflict with newspapers or magazines. Time and again good copy angles have been conceived but because they were slightly competitive the idea was shelved. Radio was and is following the "Golden Rule."

But apparently some magazine publishers do not believe in the "Golden Rule." Some weeks ago the Crowell Publishing Co. started a series of advertisements which brought the radio vs. magazine issue to the printed page. The latest piece is entitled "People Who Back Shows Are Called Angels."

Crowell is stalking around leading with its jaw. A "must" rule in most media houses is that to damn another medium is forbidden. Competitive copy is out. Tell the advertisers the merits of your medium and let the buyer decide for himself, is the usual copy trend. Carping copy has no merit and it certainly is unethical.

Final paragraph of the current piece says, "If you are backing shows with money that should be spent to sell goods, you can do less spending and more selling in the magazines. People who back shows are called angels. Angels, you will remember, are pure spirits, uninterested in material rewards."

We wonder if Crowell realizes that they are classifying General Foods, Chesterfield, Lever Bros., Procter & Gamble, Standard Brands, Ford, Camels, Philip Morris, Lucky Strike, Campbell Soup and

General Mills, all big magazine advertisers, in the "Angel" class.

Some years ago a group of magazines, including Crowell, attempted to discredit radio and hired Clark-Hooper for the job. The results were never published. They got the wrong answer. Wrong, in their estimation, because radio made a very good showing.

Paradoxically Crowell today is using radio and has been for some time. Coronet, Esquire, Look, Life, Time, True Story, Commentator, all highly successful magazines, are radio users.

The obvious reason for the ads is that the advertising revenue of the Crowell group should be higher. And they are blaming radio. Maybe some of the 91 new periodicals that came into the magazine field during the past year and the success of Life, Esquire, Time and True Story may have something to do with the switch of advertising away from the "regularly scheduled" media.

If Crowell is challenging radio to come out and fight, the radio people have plenty of good "demolition bombs" on the shelves. The most recent addition to the ammunition pile is the Fortune quarterly survey which found that "listening to the radio is the favorite American recreation."

Everybody likes a challenge. It stirs the barbarism in us. But this is supposed to be a civilized age. We hope Crowell will see the handwriting on the wall and discontinue the sniping.

COMING and GOING

GLENN SNYDER, vice-president and general manager of WLS, Chicago, is expected in town tomorrow or Friday. En route to New York he is stopping over in Washington.

TED HUSING, CBS sports announcer, will return from his Florida vacation tomorrow or Saturday. He is scheduled to appear as emcee at the Philadelphia "Poor Richard Club" gathering on Monday.

KENNETH L. SIBSON, manager of KRGV, Westlaco, is in New York for a few days.

KEN STOWMAN of WCAU, Philadelphia, was a New York visitor yesterday and plans to make the trip periodically now that station has opened an office here.

BUNNY BERIGAN is spending a week vacationing at Lake Placid.

WILBUR EICKELBERG, manager of KFRC, San Francisco, left Saturday for a three-week trip to the east, visiting Mutual stations in Chicago and New York.

LOUIS GRAF, national representative of XELO, in Tijuana, has returned to Southern California after spending the holidays with his family in San Francisco. For the next few months he will divide his time between Tijuana, Los Angeles and San Francisco.

MRS. E. M. DOERNBECKER, owner of KVI, Seattle, and daughter arrived yesterday in New York from California aboard the Santa Paula. MISS DOROTHY DOERNBECKER is assistant manager of the station.

AGRAP Committee Favors CIO

Meeting of the AGRAP committee of seven voting on a labor organization affiliation resulted in a ballot favoring a tieup with the CIO. However, a poll of the entire membership will be undertaken within the next ten days.

Fast Substitution Made By Canadian Producer

Montreal—Rupert Caplan, Canadian drama producer and known below the border for his shows through NBC, saved the day for Canadian Broadcasting Corp. the other day by substituting two radio plays at the last minute for a previously scheduled show. Caplan, a veteran actor and producer who worked for a time with Eugene O'Neill, was notified at his Montreal office by wire from Ottawa in the morning of the change in schedule. Immediately he grabbed two scripts, whittled them to fit a 60-minute spot, and cast them by phone. First reading was held over a cafeteria table. Musical background was selected and rehearsed early in the afternoon. Toward dusk the entire company was engaged in rehearsal, timing and synchronization of music and in mid-evening the plays were released to the national network without a flaw.

City Club's Radio Course

A 12-week course in public speaking and radio technique is being offered by the City Club of New York under direction of Baxter Pickering, advertising agency radio director and moderator of the "Citizens' Forum" radio program. This is the sixth season of the speaking course. An organization meeting, open to the public, will be held tomorrow at 8 p.m. in the club.



INTERNAT'L RADIO SALES NAMED REP FOR WLS, KOY

(Continued from Page 1)

located in key cities which do not have a Hearst owned station.

John Blair & Co., since Jan. 1 has been representing WLS and KOY on a temporary basis. Its contract with the stations expired the first of the year.

Three New Commercials Added to WLW Schedule

(Continued from Page 1)

added to WLW on Jan. 9 at 7:45-8 p.m. This is in addition to the Wednesday and Friday 7:15-7:30 p.m. productions. All three are musical shows with a 12-piece orchestra.

Household Magazine is sponsoring the 6-6:15 a.m. spot on the "Top of the Morning Gang" over WLW. Their musical representatives are the Drifting Pioneers.

Titan Recording Activities

San Francisco—Ed Kraft, g.m. of Northwest Radio Adv. Co., Seattle, has renewed contracts with Titan Recording Studios to wax "Old Gardner" series for Gardner Nursery, Osage, Ia., featuring Barry Hopkins, for 1938.

Bennie Walker and Memory Roberts will make 104 recordings at Titan for Segó Milk of the NBC program, "Segó Milky Way", handled by Edith Abbott and Gillham Adv. Agency, Salt Lake City. John B. Hughes, KFRC newscaster for Borden's, has recorded a sales talk for the company, and Tobe Reed, KFRC announcer, and George Tolin are doing a special sales program for W. P. Fuller Co. (paint).

Max Graf, Titan production head, is back on the job after being laid up.

Ice Cream Series

A new commercial in contemplation has to do with the ice cream industry. S. Marchiony, president of the Marchiony Ice Cream Co., has engaged Richard W. Wallace, who has done scripts for WMCA, and Arthur C. Scanlon, writer of comedy sketches, to prepare scripts on significant and historical incidents in the history of ice cream—such as the sending of Roman slaves by the Emperor Nero to the mountains for snow and ice as well as flavors for ices which were popular in ancient Rome. Marchiony will, it is stated, transcribe scripts that meet with his approval.

NEW PROGRAMS—IDEAS

"Let Freedom Ring"

This is a series of dramatizations depicting the growth and winning of human rights. Show airs on Tuesday evening half-hour spot over WICC, Bridgeport, in the interests of the Fairfield County Parent Teachers Council. First episode was prepared by Office of the Interior, U. S. Education Department, and revised for local production by Mrs. Mildred Cantandella, radio chairman of the county PTA. It relates story of George Mason and the Bill of Rights, leading to signing of the Constitution. Cast includes William Elliott, Grace Breen, Kathryn Wallace, Herbert Gosweiler, William Donnelly, Joseph Falco, George Puglisi, Alice Maloney, and Raymond Guilter.

"Pet Peeves" on WMCA

A program in which participants will be given a chance to air their pet grievances, with a studio audience on hand to act as a jury to determine if the grievances are justified, starts Saturday at 7:30-7:45 p.m. over WMCA under the title of "Pet Peeves". Jack Shannon will direct the show.

"Youth in Modern World"

Growth of educational features finds KLZ in Denver airing this youth series, produced by city high school

students. Show goes on each school-day afternoon, supervised by high school instructors. Denver schools tune in, with one of them assembling entire student body to hear the broadcasts through public address system. School officials say that 5,000 pupils are listeners, in addition to regular radio audience.

"Voice of Labor"

WRTD, Richmond, has this one. Object is to cover the local labor front, airing events in state and city from the labor viewpoint. First speaker was H. M. Monahan, A. F. of L. organizer and chairman of the Educational Committee of the Central Trades and Labor Council. Mr. Monahan spoke on "The American White Collar Worker." Other prominent speakers are scheduled.

Use for Old Xmas Cards

Henry Hickman, Inquiring Reporter on WFBR, Baltimore, last week asked his audience to use old Christmas cards in sending in their questions for use on the Tydol program. Result was the largest response Hickman has received in the two years he has been airing the show.

Cards will be turned over to a local shut-in agency whose members delight in reading the oft-times humorous verses.

MPPA TO DISTRIBUTE RECORD ET ROYALTIES

(Continued from Page 1)

ownership and so-called small rights such as ET in the writer. Suit now pending is against Jack Mills Inc., the concern having accepted a song after June 1, 1937. Mills said he took the song with the understanding that the new standard form of contract agreed upon would prevail. Since no standard form was acceptable to all the publishers, the writers hold Mills accepted the song under the proviso that Article IX of the APA by-laws prevails and all mechanical rights were vested in the writer.

Press Agents Working Phony 'Censor' Charge

(Continued from Page 1)

negative answer, cry of censorship is started. P. A. tells his employer that NBC policy prevents his using the "big shot" because of the NBC rules. Actually the person "engaged" had never been contacted.

A p. a. story sent out yesterday regarding possibility of Mae West appearing on the Kate Smith show to defend herself in connection with the recent NBC broadcast was recalled later in the day.

N. Ray Kelly Will Head New NBC Sound Dep't

N. Ray Kelly, former chief of the NBC sound effects department, has been promoted to a newly created post of manager of the NBC sound effects development and maintenance division. Zale Dillon will continue as Kelly's assistant. The new division will cover all NBC managed and operated stations.

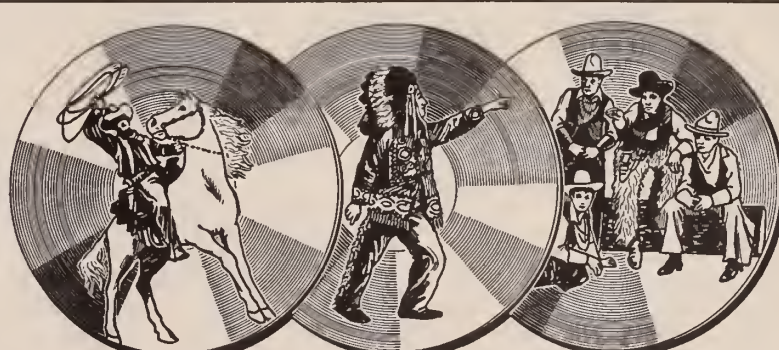
Dillon will handle the personnel and management of the department and will report to William S. Rainey, manager of the production division. Kelly will leave for Chicago soon to consult with NBC officials there about the new set-up. Idea behind the plan is to build up the sound effects departments in the 15 NBC managed and operated stations so that more network programs can originate from these outlets. Other NBC affiliates will also be offered a free counsel service by the department.

Axel Petersen Promoted

Axel Petersen, formerly assistant to Hugh A. Cowham, CBS commercial traffic manager, has been promoted to the post of assistant traffic manager.

Shortwaving Peace Program

A forum on "World Peace Through World Trade", with special music by Vittorio Giannini, to be aired Jan. 18 over WMCA at 11:15-12:15 a.m., will be short-waved internationally via W1XAL, Boston.



SPECIAL NOTICE!!

TO ADVERTISING AGENCIES, THEIR CLIENTS, AND ALL RADIO STATIONS.

"THE LONE RANGER"

TRANSCRIPTIONS

Will Be Placed on the Market February Fifteenth

Tested and Proven as Radio's First Place Audience and Sales Builder

Write or Wire WXYZ, Detroit

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

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

More Power for Your Job!
WABY
NEW EQUIPMENT...
NEW PUNCH!
ALBANY, N.Y.

AGENCIES

JACK SLATTER, formerly with the All Canada Broadcasting System in Toronto, has been appointed managing director in Toronto for the H.S.G. Advertising Agency of New York City. His headquarters will be at the C.P.R. Building in Toronto.

ANNA E. SCHUSTER, office manager of Morris-Schenker-Roth agency, Chicago: John L. Snodgrass, director outdoor advertising; N. R. Backus, production director, and P. Wayne Jackson, his assistant, have resigned. Agency handles Premier-Pabst and American Can accounts.

FRANK PRESBREY CO., Chicago, has been named advertising counsel for Schwitzer Cummins Co., Indianapolis, makers of air conditioning equipment. Leroy A. Kling, Chicago manager of agency, is account executive.

JIM DUFFY INC. agency has moved to new quarters in the Conway Bldg., Chicago.

KOSS, MORGAN & BROOKES, promotion agency, Chicago, has changed its name to Brookes & Sons Co. Morton S. Brookes is president; John S. and Morton Jr., his sons, are associates.

R. J. POTTS & CO. advertising agency of Kansas City, has become affiliated with the Continental Agency network of which John Falkner Agency of Philadelphia is headquarters.

"Choral Contrasts" on MBS
"Choral Contrasts", weekly symphony of vocal groups, makes its debut Sunday at 9-9:30 p.m. over WOR-Mutual.

R-O'K Signs Larry Clinton

Larry Clinton and his orchestra, now heard over NBC on the RCA-Victor series, have been signed to an exclusive contract by Rockwell-O'Keefe Inc.

Pensacola Using Radio

Pensacola, Fla.—Part of the \$30,000 municipal advertising budget to help sell the city of Pensacola and its advantages to tourists is being spent on WCOA, local CBS outlet. When the station recently celebrated its power boost, the city bought a block of six hours.

WICC, Bridgeport

Jeanne Poli is handling announcerial assignment on PTA Tuesday evening drama series, "Let Freedom Ring."

Frank Yorgenson brought his South Sea Islanders back to the schedules last night after a year's absence.

Mrs. Joseph Lopez is convalescing from an appendix operation in Bridgeport Hospital.

LUCILLE & LANNY

LINWOOD GREY
"2 voices and a pianny"
Now appearing with Fred Allen
TOWN HALL TONIGHT
Arrangements by Lanny Grey
Management NBC Artists Service



● ● ● **PERSONAL Postcards To: Wm. Wrigley Jr.:** Will you please forward to us the name of the person who sold you on that Sunday show. We'd like to record his name for posterity as the "world's greatest salesman"...Rudy Vallee: Received yours of the 7th in which you state: "Speaking of coincidences, I noted in your column of Thursday the last lines about 'April' being a new star born in the premiere of 'Right This Way'. Is it possible she told you I sent her a wire from the Edison Hotel during intermission of opening nite using that very phrase?"...The show opened Wed. nite—after our column was written—so we never knew about your wire. But since you've mentioned it, how about an introduction?...Milton Biow: How about getting some oil into your swivel chair? It's very annoying to your listener...Gwen Jones: Understand that 25 members of the "Gang Busters" staff threw you a farewell party last Wed. nite after the show—and Phil Lord lifted the check. We don't believe it!...Dave Davidson, advertising manager for Atlas Radio Distributing Corp.: Thanks for taking our suggestion and hiring Sid Schwartz as your assistant there. ...Lenox Lohr: After NBC announced that it would drop "Sen. Fishface" and "Prof. Figgssbottle" as a sustainer, 35 wires were sent to stations on the net carrying the show asking for a reaction. Thirty replies insisted that they remain—which they will.

● ● ● **Harry M. Warner:** Your "Hollywood Hotel" flicker which uses such air names as Dick Powell, Rosemary Lane, Frances Langford, Louella Parsons, Jerry Cooper, Benny Goodman's crew, Raymond Paige's music and Ken Niles—all giving grand performances—proves that the movies may continue borrowing from radio—and turn out topnotch screen entertainment by so doing. The "Hotel" flicker should not only make nice noise at the box-office, but it's a nice compliment to radio as well.

● ● ● **Walter Winchell:** Now that you and Louis Sobol kissed and made up on your feud New Year's Eve, we suppose you'll attend the testimonial luncheon being tendered him Friday at the Astor because of his services rendered to the American Federation of Charities...Beatrice Fairfax: After that story appeared in the Mirror about Teddy Powell being jilted he received some 1,800 letters from girls offering themselves to replace his lost love...George W. Hill: We'd like to take this opportunity of suggesting David Ross for some wordslinging job on your many shows. His voice is the most soothing and definitely a natural plug for ANY ciggie—or other throat product!...Alfred McCosker: In our "Thanks for the Memory" pillar we failed to include your WOR for supplying us with the fine music via remotes in 1937. Our dials are constantly set for your outlet in the late evenings because there's a newcomer always making good somewhere...Bill Paley: Suggest you cash in on the billiard playing of your Herb Rosenthal who took over Jonie Taps—who took us over during the week-end...Jack Adams: Another big account is on its way over to you at Erwin, Wasey.

● ● ● **Mayor of Lakeside, Fla.:** After your Chamber of Commerce invited Alice Cornett, hometown girl who made good in the big city, to come to you for a New Year's reception—she begged off because of radio commitments. However, to show her appreciation to the folks back home, she'll invite you to spend a few days with her in New York where you'll be wined and dined at the Waldorf...Damon Runyon: Sports fans have been keeping Chase & Ludlam, who prepare NBC's Sports Question Box, busy checking questions. They had to go to the Rules Committee of the U. S. Golf Association for one that's to be answered this week..

GUEST-ING

GEORGE and FLORENCE ARLISS in "Disraeli," on "Lux Radio Theater," Jan. 17 (CBS, 9 p.m.).

GEORGES ENESCO, guest conductor, Philharmonic-Symphony Orchestra, Jan. 16 (CBS, 3 p.m.).

JULES ECKERT GOODMAN, playwright, interviewed by Vivian Shirley, today (WNEW, 2:30 p.m.).

FAY WRAY, with Tyrone Power in "Story of Natchez," on "Hollywood Playhouse," Jan. 16 (NBC-Blue, 9 p.m.).

SENATORS D. I. WALSH and GERALD P. NYE, on the MBS "Forum," Jan. 16 (MBS, 7 p.m.).

ALONZO DEAN COLE, on Pat Barnes show, Jan. 15. (MBS, 8 p.m.).

Northern Broadcasting Co. Built Up Into Strong Chain

Montreal—After five years of hard work building up Northern Broadcasting Co. Ltd. into one of the most powerful and aggressive broadcasting companies in Canada, Roy H. Thompson, president and founder of the firm, is taking a holiday in Florida. It is his first vacation in more than five years.

From a small start several years ago, Northern now operates CKGB, Timmins; CFCH, North Bay, and CJKL, Kirkland Lake, all in northern Ontario. Company has sales offices here and in Toronto, while Weed & Co. represents it in the U. S. Its three stations are basic on the new CBC commercial network and at present broadcast about 20 sponsored shows received over the wires weekly. The outlets carry more national and local advertising in their 16 hours daily schedule than any other stations of similar size in Canada. Six of the eight leading U. S. programs as chosen by Fortune are carried by Northern stations.

An aggressive merchandising department and a program publicity department are part of the stations' activities, and a recent addition is Transradio news on the hour.

Jack Cooke manages Northern's Toronto office, with Donald L. Bassett in charge here.

NORTHWEST'S LEADING RADIO STATION

OFFERS

KSTP

25,000 WATTS

LIFELIKE RECEPTION

NEW TRANSMITTER

INCREASED COVERAGE

BASIC RED NETWORK

MINNEAPOLIS SAINT PAUL

PROGRAM REVIEWS

"For Men Only"

Vitalis program, formerly heard on the WLW Line, switched Monday to the NBC-Red network at 10:30-11 p.m. Peter Van Steeden orchestra and Peg La Centra, vocalists, are regular features on the new show. Guests on the opening stanza were several sons of famous men. These included Elliott Roosevelt; Bernard Dugal, son of Otto Harbach, librettist; Rudolph Friml, Jr.; Keenan Wynn, son of Ed Wynn, and others. Dugal and Friml enacted a sketch based on their fathers seeking a suitable song hit for "Rose Marie," finally evolving Indian Love Call while mooning around Central Park; Keenan Wynn imitated his father.

Elliott Roosevelt spoke on the handicaps that beset the sons of prominent men and how he decided to clear out of Washington and go out on his own. In closing he mentioned his Hearst Radio affiliation, also its sales subsidiary, and gave his staff a plug. Incidentally, he has the makings of a very fine commentator on his own.

Vitalis credits were short and leaned toward an easy method of maintaining good appearances. Guests for next show include such names as Hannah Williams, Paul Sullivan, WLW commentator; Richard Barthlemess, Frank Chase and Geo. Ludlam. First NBC program ran off smoothly and was entertaining.

Ruthrauff & Ryan is the agency.

"Brush Creek Follies"

Built around the Texas Rangers, the KMBC instrumental and vocal unit recently heard as a sustainer on CBS, this barn dance show opened Saturday over KMBC at 10-11 p.m. from the stage of the Ivanhoe Masonic Temple, Kansas City, to about 1,200 paying customers who thoroughly enjoyed its generous line-up of barnyard and cow country acts. Featuring a community sing and an amateur contest as a curtain raiser to the air program that follows, this show follows the generally accepted pattern for offerings of its kind. However, its acceptance should be assured by the presence of such seasoned performers as Tex Owens, locally popular singing cowboy, Glad and Woody Smith, Fran Mahaney, Herb Krataska and Clarence Hartman of the versatile "Rangers" group.

In addition to the regular studio talent, Germaine Haskins, soprano, and Manny Roy, tiny boy soprano with an engaging manner and a beautiful voice, contributed much to

ORCHESTRAS - MUSIC

SAMMY KAYE's trademark, "Swing and Sway," written in collaboration with his arranger, Pat Patterson, will be published soon, reversing the usual order of adopting a published song as an identifying number.

Ernie Holst, who opened last night at the Book-Cadillac Hotel, Detroit, will be heard five times weekly in Detroit. Later in the month he will begin a twice-weekly CBS schedule. Norman Moon is featured vocalist.

Harry Breuer, whose orchestra is heard several times weekly over WRJN, Racine, Wis., is playing a new musical instrument of his own invention. It is a combination xylophone, marimba and vibra-harp and weighs about 500 pounds.

Joe Sanders leaves Chicago this week to open at Palace Hotel, San Francisco, on Jan. 21. Sterling Young, who is playing at Palace now, comes to the Stevens Hotel, Chicago, on Jan. 27.

Mark Warnow, CBS musical director, has commissioned Ben Baron to write lyrics for the unique compositions written by his brother, Raymond Scott. Baron, 19-year-old genius, has already given words to "Swing, Swing, Mother-in-Law" and "Reckless Night Aboard An Ocean Liner." The tunes will be presented by Warnow on the "Magazine of the Air," over CBS.

Negotiations have been started to bring Ray Ventura and his orchestra to New York from abroad for the World's Fair, according to Inter-Continental Productions Inc. Leo Reis-

the program, while Eddie Krause, who shared emcee duties with Woody Smith, did a neat job with the community sing. The show is produced by Fran Heyser and Jimmie McConnell.

"Melody Puzzles"

Previously heard via WOR under title of "Melody Mysteries," this American Tobacco Co. (Lucky Strike) show started over WJZ and NBC-Blue network Monday night at 8-8:30. Program is a guessing contest, with titles of songs being concealed in dramatized bits. After each skit, contestants are asked to guess song title. Cash and cigarette prizes are given the contestants, eight in number, and in addition there are awards for persons submitting the skits. It's a clever setup, making for entertainment as well as calling for the exercise of mental alertness.

After each title is revealed, the song is sung by either Buddy Clark or Freddie Gibson, with Harry Salter's Orchestra supplying musical background. The musical end is first-class in all respects, especially Salter's conducting. Fred Uttal does a swell job as emcee.

Lord & Thomas is the agency handling account.

man's engagement at the Paris Expo last summer creates an opportunity for a reciprocal arrangement.

Eddie Duchin on the Elizabeth Arden Mutual web show, is taking a poll of some 150 women's colleges as a means of obtaining a list of "famous" romantic melodies, which list will be subsequently heard on his programs.

Musical director Lee Grant is featuring novel orchestrations on radio's longest commercial, WMCA's "Grandstand and Bandstand" show. Grant uses his full orchestra, derives a rumba combination, swing quartette, and a jam combination to portray his versatile arrangements of varied tunes.

Ruby Newman and his orchestra go into the Rainbow Room tonight. This is their third engagement in the night spot. NBC wire will air the band twice weekly.

Exclusive Publications' musical program for the early part of 1938 will include the publication of Duke Ellington's "Azure" and "Chatterbox," the Benny Goodman-Chick Webb tune, "If Dreams Come True," the Gussak-Kelly-Maffe stomperoo, "Catwalk" and Buster Bailey's "Dizzy Debutante." In addition, Sidney Mills, general manager, will continue the exploitation of the firm's current song hit, "In an Old English Village."

The long much talked of Battle of Swing between Chick Webb's and Count Basie's bands has been definitely set for Sunday night at the Savoy Ballroom.

WHO, Des Moines

Adolph Schneider has joined the news staff. He will have charge of compiling news for facsimile transmission, which is to start soon.

Roy Pratt, transmitter engineer, is now a benedict.

Lambert Bartak, accordionist, has joined Al Clauser's Oklahoma Outlaws.

Phil Baker Renews Writers

Sam Perrin and Arthur B. Phillips, writers for the Phil Baker program for the past four years, have had their option lifted again.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★
KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

PROMOTION

"Our Personal Check"

"Dear Friends," reads a letter from Jordan's Uncle Pete and Louise, airing for the store over WNEW, "Our sponsors have again rewarded us with a bonus. . . . We want you to share this bonus with us. We are, therefore, enclosing our personal check which will be honored by Jordan's as cash, on the purchase of any cloth coat or fur coat in stock," etc.

Letterhead had picture of the radio favorites, and "check" enclosure was redeemable as stipulated at Jordan stores in Newark and Paterson, N. J. The certificates are still being redeemed, and many letters of thanks have even been reported from enthusiastic listeners. Mailing was under direction of Schillin Advertising Corp.

Extra Service

Extra services to advertisers are playing an important part these days in renewal buildups at KLZ in Denver. Beside the usual courtesy announcements and program previews, station offers exploitation in weekly program schedule, mailed to a selected list of 5,000. Sponsors are also offered the benefit of an exclusive movie trailer service and hook-up with the state press, as well as added promotions in lobby and window displays.

Reservations to publicize programs through the movie trailers are booked far in advance. The press connections provide a tie-up with more than 100 state and regional daily and weekly papers. Station has also leased cabinets located in Denver's newest hotel auditorium, offering them to advertisers for display purposes.

"Your Invention" to WHN

Sam Hammer, whose "How About It" program joined the WHN-WLW Line schedule last night, brings another of his shows, "Your Invention," heard for some time on WMCA, to WHN starting Friday at 9:30-10 p.m.

"UNIVERSAL COMMERCIAL SERVICE"
80 live, expertly written announcements covering 24 different lines of business every week—\$1.00. Samples furnished cheerfully. Write today—
UNIVERSAL RADIO PROGRAMS, INC.
545 Fifth Ave. New York City

Results
COUNT MOST
CKWX
VANCOUVER, B. C.
The Popular Station of Canada's Third Largest City
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO



WINIFRED KISER has been assigned to writing all future scripts for the Federal Radio Theater's "Deep in the South" programs over KHJ-Don Lee. The all-negro program is under the supervision of Buckleigh Oxford, with Wayne Griffin producing and Sherman Walker directing, and is heard each Wednesday night at 8:30-8:45.

The Public Affairs Department of CBS has compiled a summary of activities of the department on the Pacific Coast during 1937 which reveals that 1413 broadcasts, covering 355 hours, were devoted to public affairs. These included the George Gershwin Memorial Concert, Los Angeles Philharmonic broadcasts, and many others of national importance arranged by Fox Case, head of the department.

The midnight benefit show arranged by friends of the late Ted Healy for the purpose of raising funds to assist his widow has been set for Jan. 22 at the Warner Hollywood Theater, and among picture and radio people volunteering services to date are: Al Jolson, Dick Powell, Rudy Vallee, James Cagney, Pat O'Brien, Olsen and Johnson, George Jessel, Bert Wheeler, Spencer Tracy, Ray Bolger, John Boles, John McCormick and many others prominent in both fields of entertainment.

Bob Garrett succeeds Warren Stokes as conductor of "Pick of the Pictures" on KEHE. The daily feature is produced by Bob Le Mond, with Claude Sweeten, musical director at the station, personally waving the baton.

Standard Oil has signed for three time signals nightly from KNX for a period of one year. McCann-Erickson agency signed.

Durward Howes, whose "Birthday Bill" congratulatory messages have long been a feature over KECA, has had his time allotment switched to Monday, Wednesday and Friday at 4:30 p.m.

"Doc" Powers played host to radio newsmen and most of the local transcription producers at a mid-afternoon to midnite cocktail party in honor of Don Service, attorney for Dennison Estates of Sydney, Australia, who is here in the interests of station 2GB, represented in this country by the good Doctor.

BIRTHDAYS						
SUN	MON	TUE	WED	THUR	FRI	SAT
10	4	5	7	11	12	13
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily

- Donald Flamm
- Harry Reser
- Patsy Kelly
- Sid Silvers
- Smiling Ed McConnell

KHSL Flood Rescue Work

Chico, Cal.—Things are about back to normal at KHSL after a disastrous flood in which the station rendered service similar to last year's Ohio River incidents. As an instance, there was the case of a family marooned on the roof of their home. They took their small radio with them and by this means they were able to hear flood broadcasts and avail themselves of help in escaping doom. Many persons were perched in trees for hours before being rescued. Station cooperated with telephone company in getting messages to marooned families. Harold Smithson, president and general manager of Golden Empire Broadcasting Co., which has KHSL here and KVCV in Redding, has been highly lauded by the communities that were in the flood for the fine services he rendered.

KANSAS CITY

Rose Ann Carr, WDAF soprano, takes over the Showalter Shoe Co. Sunday afternoon commercial formerly handled by Pat Dunn, who left last week for Hollywood.

Fred Weingarth, WDAF sports announcer, is laid up following extraction of wisdom teeth.

KCMO has sold 100 dramatized spots to Reserve Mutual Casualty Co.

George Couper Jr. of the KXBY sales staff is in Chicago for one week on business.

WHB has a new "Magic Kitchen" show on a quarter hour morning spot, handled by Dick Smith with Clara Dyer as economist and Al Stine producing scripts.

Les Jarvies, WHB announcer, is producing a new commercial hill-billy show for WHB-Colonial Chicks.

Kenneth Young, announcer, has rejoined the staff of KCKN after a temporary leave of absence. Young, only 18 years old, also holds an engineer's ticket.

Gertrude Wilkerson, featured by KCKN on daily commercial for Bliss Syrup Co., is now doing a quarter hour vocal program twice a week, while a former KCKN artist, Betty Wendell, has returned to the air with a program of personality songs.

A. & P. on WATL

Atlanta—A. & P. Food Stores will sponsor "The Treasure Chest", a 25-minute program, daily except Sunday over WATL. Maurice C. Coleman, manager, is handling account. Displays on counters of some 140 A. & P. stores will exploit show.

CBS Signs Edmund MacDonald

Edmund MacDonald has been signed by the Columbia Artists Inc. for radio and movies.

Anice Ives on Sick List

Anice Ives of WMCA "Every Woman's Hour" is on the sick list. She has grip, but is expected back at the station by the first of the week.

United Oil on WRBL

Columbus, Ga.—"Columbus News Hi-Lights", five-minute program of local news, has been started over WRBL by United Oil Corp. Contract is for 52 weeks.

Bill Dougherty to WRBL

Columbus, Ga.—Bill Dougherty of Albany, N. Y., has been made program director at WRBL, managed by Jim W. Woodruff Jr.

NEW HAVEN

"Answer Me This", WBRY quiz program conducted by Bob Stuart, has tied up with Paramount Theater on a guest ticket give-away.

"Ma-jic", WICC number game sponsored by Majestic Laundry, has been cancelled pending FCC investigation of this type program.

Very Cruse, WELI songstress with Worthy Hills ork at Pavilion Royale, has had several important auditions since her selection as beauty queen at Havana.

Blevin Joins McGillvra

Chicago—James Blevin, formerly with N. W. Ayer & Son, has joined Joseph Hershey McGillvra as manager of Chicago office. McGillvra is at present on a trip to Chicago.

Whitfield on Hayden Shows

Philip Whitfield, opera baritone, will make several guest appearances in February and March on Syd Hayden's WNYC programs, "Everybody's Hobbies" and "Hiking and Camping".

KGVO, Missoula, Mont.

Verne Sawyer, special events announcer, received a monogrammed gold pencil from Office Supply Co. because his daily remote from the store was one of the past month's outstanding programs.

"The Farm Clinic" is being presented in the interests of farm listeners. M. M. Oliphant, county agent, and Helen Allen, county home demonstration agent, appear in the bi-weekly program.

A. J. Mosby, manager, recently renewed the Ronan Booster Series, sponsored by Ronan, Mont., Chamber of Commerce.

Child psychology problems are taken up in a program scripted and delivered by Dr. A. H. Cross.

Mary Bills writes, directs and appears in the weekly "Story Party" for Garden City Dairy Co.

WFAA, Dallas

Ralph Nimmons, program director, has put on a new sustainer, "What's the Name of That Song?" Walter Hancock sings the theme and Ray Le Pere plays the organ. Program is an uninterrupted musicale, with announcer giving titles at end of the 15 minutes.

Hal Thompson gave listeners a round of table tennis in one of his recent "Sports Page" broadcasts.



LORRIS GIZZI, leading man of L Remo Conti's Italian dramatic hour over WGES, has been signed to a long term contract by Paramount Pictures to appear in Italian films.

Hoosier Hot Shots "Album of Song" due to emerge from publishers this week. They are scheduled to make an appearance at Milwaukee civic auditorium on Jan. 22.

Roy Shield and orchestra are providing the musical backdrop for Fitch's Interesting Neighbors with Jerry Belcher now that it has expanded to a half hour.

NBC Breakfast Club lineup has been changed bringing the Three Romeos on Monday; Escorts and Betty on Tuesdays and Fridays; Vagabonds on Wednesday; Ranch Boys on Thursday; Cadets on Saturday. Don McNeill as m.c. and Walter Blaufuss' music heard regularly.

Dave Dole has been revealed as the guy who plays "the talking dog" on the John Morrell-Bob Becker program.

N. M. Belcaster is associate director of the new Associated Radio Productions, organized here last week with Stuart Haydon as executive director.

Jess Kirkpatrick, Mutual singer and emcee, donated a pint of blood for a transfusion for a friend the other day.

WCAE, Pittsburgh

Musical Director Earl Truxell has the baton back in his right hand after a week of waving the stick with his left arm. An old baseball injury cropped up last week and Earl was barely able to lift the right member.

Station is feeding the Carnegie Tech student symphony orchestra to Mutual system on Saturday afternoons, 1:30-2. Dr. J. Vick O'Brien conducts.

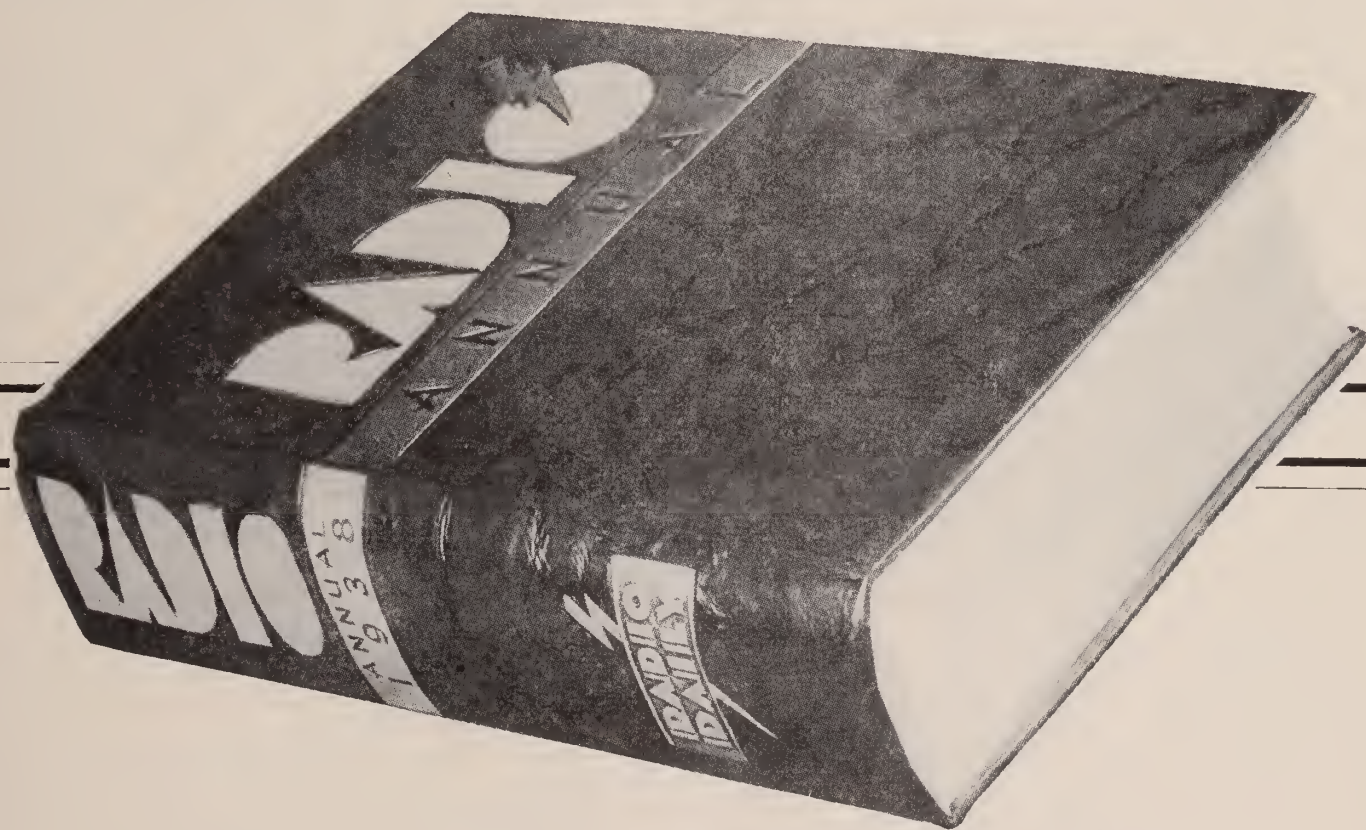
Special features this week included 15 minutes of story telling by Alexander Woolcott. The writer is appearing this week at a Pittsburgh Theater in "Wine of Choice."

Chief Engineer Jim Schultz is back at his desk after a week's siege with the flu.

DO YOU KNOW

About 85 per cent of Great Britain's 11,500,000 homes are now radio-equipped.

**NEVER *in* THE HISTORY *of* RADIO
HAS THERE BEEN SUCH A FINE *and*
DISTINGUISHED LIST *of* WRITERS
on BROADCASTING *and* TELEVISION
AS WILL BE FOUND *in* THE COMING**



***Throughout 1938 you will find RADIO ANNUAL
on the desks of busy executives everywhere. A
ready reference work covering radio completely.***

*...distributed complimentary
to Radio Daily subscribers as
part of Radio Daily Service.*

READY FOR DISTRIBUTION IN FEBRUARY

PHILADELPHIA

George Gerhardt is out as director of German programs at WPEN. Anti-Nazi groups had been bothered by his broadcasts.

WFIL will feed a series of inter-collegiate debates to Mutual. U. of Penn. debating team will be featured.

WIP plans a concerted drive for special event and stunt programs.

Anne Fitzpatrick is the newest addition to WIP's publicity department.

KYW's Norman Sickle has written a new dramatic serial called "Behind Closed Doors," which goes on the air shortly. Cast includes Paula Markmann, Edythe Rodaye, Henry Jones and Warren Wright.

Gene Irwin, half of the piano team of Mann and Irwin, aired over WFIL, has penned a new tune called "Don't Tell Me."

Bert Balus, heard over WCAU's Varieties with Larry Vincent and the Tell Sisters, has to use a platform to reach the microphone.

Stoney McLinn, WIP director of sport broadcasts, is returning to his chores after being absent for several weeks due to illness.

Ben Alley of WCAU returns to Pottstown, where he received his first radio contract, to make his first personal appearance since 1929.

KYW's Arthur Hinnett will record organ swing music for Decca.

It took eight years for Murray Arnold of WIP and Manning Hall of WPEN, both p.a.'s of their stations to meet again, after being co-workers for the Broadway Magazine.

Giuseppe Russo and Clara Avella are now being starred in a new musical drama over WPEN.

George Hogan is back at the microphone at WCAU after an illness.

Jack Hutchinson is the latest to make his debut with his songs over WIP.

KIDO, Boise

Vern Moore and Roy Cville, special events announcers, are back from a Sun Valley ski jaunt.

C. G. Phillips, manager and a veteran basketball announcer, is back at the mike for the current season.

"Uncle Billy" (Billy Phillips), chief announcer and program director, had one of his kiddie program members, 4-year-old Marjorie Black, guesting on "Roy's Boys and Girls," half-hour revue conducted by Roy Cville.

ONE MINUTE INTERVIEW

ARLENE HARRIS

"I just couldn't use a script in front of the mike. I came to radio from vaudeville, for one thing. Naturally, I wasn't accustomed to working with a script. Then, too, the very nature of my delivery prohibits reading my lines. I talk so fast that I'd get all tangled up if I tried it."

★ Coast-to-Coast ★

RATHER than depend upon "spot news" for his WNEW sports-casts, Thornton Fisher is including a regular series of features for his Tuesday, Thursday and Saturday night broadcasts. Among them are "Fights That Made History," "One Punch K.O.'s" and "Hoaxes in Sports." At the same time, Fisher will not ignore present-day events of interest.

William Blevins' Negro Choir on WSGN, Birmingham, has pleased its sponsor so well that program not only has been renewed for 26 weeks but the show has been lengthened for 15 minutes. Booker T. Washington Burial Insurance Co. is the sponsor.

The Hob Nobbers, a WHKC (Columbus) feature, now being sponsored by Felber Biscuit Co. Charles V. Lutz will do the commercials.

Eva vom Baur Hansl, journalist and clubwoman, will speak at 5:45-6 p.m. today over WQXR on "Women on the 1938 Horizon."

Connie Desmond, announcer at WSPD, Toledo, recently was awarded a gold wrist watch by General Mills for "outstanding baseball broadcasting."

A new dramatic group—the WSPR Barnstormers — has been formed at WSPR, Springfield, Mass., under the direction of Wayne Henry Latham, program director. Members of the group are mostly former members of the now disbanded WBZ players.

Sugah, singing star of the Pepper Uppers program, will return to the fold Sunday after a three-week vacation in Havana. Alexander Keese and the Pepper Upper orchestra, Jimmie Jefferies, Roy Cowan, Lotie Loftin, Ruth Salter, the Pepper trio and ensemble plan a rousing welcome.

The "Kidoodlers" have been signed by the NBC Artists Service for Fleischer cartoons.

Universal Radio Programs Inc. has added six stations to its list of subscribers taking a weekly Commercial Announcement Service. Latest additions bring the number of stations taking the service to 48.

Swor, Lubin and Fields are making disks for Alka-Seltzer. Talent set by NBC Artists Service.

Harold Ickes will be heard over Mutual on Jan. 23 at 2:30-3 p.m., when he addresses the "National Conference for Palestine."

WISN, Milwaukee, has moved its "Treasure Hunt" program to 3 p.m., when the list of articles are given, with winners being interviewed at

4:30 p.m. Change was made because of demands of listeners. Walgreens is sponsoring the series, which has become a highly popular Sunday feature.

Rosemary de Camp rejoins the "Dr. Christian" cast next Sunday over CBS with the return of Jean Hersholt to Hollywood from New York. Miss de Camp plays the part of Judy Price, secretary.

Lawson Zerbe has an important role in the new "Waterway Wanderers" show which is being featured in conjunction with the National Motorboat Show. This program is heard from Monday through Thursday at 6:15, over WEAJ.

The weekly Travel Talks on WNEW are now presented at 9:15 p.m. on Tuesday evening, instead of on Wednesday. Broadcasts are under the direction of Leonard A. Harris of the Brooklyn Eagle.

Daniel K. Weiskopf has resigned as vice-president of National Distillers Products Corp., but will remain a member of the board of directors and the executive committee of the board. He plans to devote most of his time to rest and travel.

Jan Williams has joined the staff of KOIN-KALE, Portland, Ore., in the dual capacity of singer and member of the production department. Williams, who is a tenor, comes from WHO, Des Moines, where he spent the past 18 months as vocalist and continuity writer. Prior to that time, he was a member of NBC's vocal staff in Chicago.

Ed Ingle, who handled the Dance Internationale during its campaign here, is back in radio and allied fields again as free-lance publicity man. Ingles also has been made press head for the Griffith Music Foundation of Newark.

Ben Alley commercial on WCAU for Household Finance moves to a new time Monday, with a show three times weekly at 11 p.m. and three shows weekly at 6 p.m., replacing the strip across the board at 5:30 p.m.

The first get-together of the CBS Adult Education Board will be held on Monday. Recommendations for new CBS programs will be submitted by the chairman, Lyman Bryson.

Bernice Claire, Joe Sodja, Irene Beasley, Prof. Quiz, Eton Boys, Del Casino, Ted Husing and Leonard Hole will entertain at the Annual banquet of the Philadelphia "Poor Richard Club" on Monday.

Alden Edkins, basso, has been signed for the Griswold Mfg. Co., commercial starting on WEAJ and WCAE on Jan. 23, Sundays, 9:30 a.m.

LOUISVILLE

Meador Lowrey, WHAS news commentator, appointed studio director, succeeding the late Herman F. "Pete" Monroe.

Bill Bond, WAVE announcer, and Mrs. Bond spent two weeks in New York visiting his brother, Ford Bond of NBC.

Elizabeth Sweets, for the past several years in New York, airing on NBC and WOR children's programs, has returned to Louisville, and will be heard shortly over a local station. Formerly aired over WHAS as well as writing scripts.

New staff ork at WAVE is directed by Harry Diekman, local maestro.

Larry Sunbrock of National Fiddlers Association staged big jamboree at Jefferson County Armory on Sunday. Georgia Wildcats, Natchee's Indians, Curly Fox and His Foxhunters, Cousin Emmy's Kinfolks and other radio acts participated.

Salt and Peanuts, WHAS singing team, sporting new car.

Bill Bryan, WHAS announcer and writer of the column, "Air Waves," in Louisville Times, now filling a 6 p.m. sustaining spot with songs on WHAS.

KSL, Salt Lake City

Station's artist bureau furnished talent for Kiwanis Conclave and Rotary meet the past week.

Two remotes weekly with Jelesnik and his ork from Hotel Utah Empire Dining Room join the late evening dance log.

Frank McLatchy, account exec, has renewed five local accounts for one year each, and four other commercials have been added.

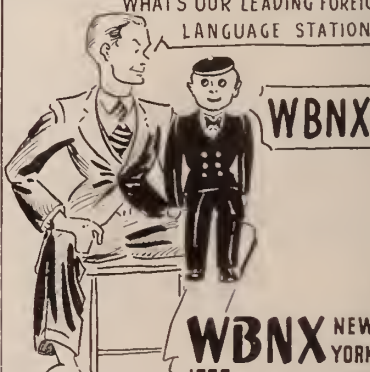
WKY, Oklahoma City

Allan Clark, production manager, ill with flu.

Evelyn Huff, from receptionist's desk to secretary of the executive department.

Frances Dowtin new receptionist. Exclusive on name-bands booked in municipal auditorium by Mrs. Frances Potter Hauser obtained by WKY. Wayne King has first spot.

THE KID'S NO DUMMY
WHAT'S OUR LEADING FOREIGN LANGUAGE STATION



WBX
WBX NEW YORK
1000 WATTS DAY AND NIGHT
The Station that Speaks Your Language