



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 10

NEW YORK, N. Y., FRIDAY, JANUARY 14, 1938

FIVE CENTS

## Chase & Sanborn, Jack Benny Top Nationwide Radio Editors' Poll

### MOHAWK VALLEY WEB IS BEING DISSOLVED

The Mohawk Valley Broadcasting System will be dissolved before the end of the week. Network, comprising six New York State and two Vermont stations was organized last November by Burt Squire, ex-manager of WINS. Squire says he has no plans for the future to announce.

### Bob Howard to Manage Hearst Detroit Office

Bob Howard of the Hearst Radio Chicago office will become manager of the new Detroit office which International Radio Sales will open soon in the General Motors Bldg. Howard joined Hearst last fall after he sold his foreign language rep firm  
*(Continued on Page 3)*

### WSM Facsimile Service Gets Under Way Shortly

Nashville—Facsimile broadcasting will be started by WSM about the end of this month, under the only FCC experimental facsimile license thus far granted in the south. WSM will transmit reproductions on its regular clear channel of 650 kcs. and  
*(Continued on Page 3)*

### Dewey Long Joins WAPI

Birmingham—Dewey H. Long, formerly of WBT, Charlotte, is joining WAPI here to handle national spot business.

## THE FAVORITES

*(Figures represent points out of a possible 980)*

### PROGRAMS

Chase and Sanborn	482
Jell-O	440
Royal Gelatin	296
Kraft Music Hall	287
Town Hall Tonight	260
Lux Radio Theater	188
N. Y. Philharmonic	185
Chesterfield	136
Ford Sunday Evening Hour	124
Magic Key of RCA	103

### PERSONALITIES

Jack Benny	508
Edgar Bergen-Charlie McCarthy	491
Fred Allen	361
Bing Crosby	355
George Burns-Gracie Allen	144
Nelson Eddy	138
Rudy Vallee	126
Kate Smith	111
Bob Burns	111
Jeanette MacDonald	108

### ORCHESTRAS

Guy Lombardo	387
Wayne King	292
Benny Goodman	285
Andre Kostelanetz	242
Hal Kemp	187
Tommy Dorsey	160
Horace Heidt	143
Paul Whiteman	127
Shep Fields	105
Raymond Paige	94

### NEWS COMMENTATORS

Edwin C. Hill	432
Boake Carter	412
Lowell Thomas	326
H. V. Kaltenborn	226
Paul Sullivan	148

### SPORTS COMMENTATORS

Ted Husing	670
Clem McCarthy	259
Bill Stern	156
Bill Slater	108
Red Barber	61
Graham McNamee	61

*Guy Lombardo, Ed. Hill, Ted Husing Also Lead Respective Groups*

The Chase & Sanborn Hour was voted the best show on the air, while Jack Benny was rated the favorite personality, in the first comprehensive nationwide poll of radio editors and critics conducted by RADIO DAILY, which will make this an annual event.

Guy Lombardo led the list of popular orchestras, Edwin C. Hill was voted the favorite commentator, and Ted Husing topped the sports commentators. Complete list of winners and runners-up appears elsewhere on this page.

Newspapers from every state in the Union, as well as a number of periodicals, participated in the poll. Because the participants in the voting belong to a class that is more discriminating and has a keener sense of values than the layman, results of the poll reflect this higher selectivity. It will be noted, however, that the top-ranking programs are the generally acknowledged leaders, although many entertaining shows that have a wide following among the masses were not given a corresponding number of votes by the editors and critics.

Among points that make for some difficulty in arriving at a true popularity rating for various programs and personalities is the difference in number of stations that carry the respective shows. But on the whole, the best talent, costing the most mon-

*(Continued on Page 7)*

### 5 for NBC-Red

First five of the ten favorite shows, as picked by the nation's radio editors and critics in RADIO DAILY's poll are on the NBC-Red network. The next four are on the CBS schedule, while the final program is on NBC-Blue.

One of the CBS presentations, the New York Philharmonic-Symphony Orchestra, is a sustaining series.

## Radio Accounts Placed Abroad Increased 225 Per Cent in 1937

Accounts placed by American advertisers on foreign stations during 1937 showed an increase of 225 per cent over 1936. Commitments already set for 1938 indicate that the current year will exceed the 1937 business by a minimum of 100 per cent, while number of advertisers who have increased their foreign distribution is now nearing 125. Spread of foreign station coverage continues mostly in South America, such as Peru, and Colombia, with the large Pacific islands getting a goodly share. Foreign coverage was formerly concentrated in Cuba, Argen-

*(Continued on Page 7)*

### Leading Producer

Four of the ten winning programs in RADIO DAILY's nationwide radio editors' poll are handled by the J. Walter Thompson advertising agency. Shows are the Chase & Sanborn Hour, which won first place; Royal Gelatin Hour, Kraft Music Hall and Lux Radio Theater. Young & Rubicam has two, Jell-O and Town Hall Tonight.



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

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FINANCIAL (Thursday, Jan. 13)

Table with stock exchange data including New York Stock Exchange, New York Curb Exchange, and Over the Counter.

Darrell Martin Back on Air Pittsburgh — Billed as "America's First Radio Editor," Darrell Martin of the Pittsburgh Post Gazette, will return to WWSW airwaves today, in a weekly feature called "Martinets." The program, designed for women listeners especially, will go on at 4:30 p.m. and will consist of questions and answers, philosophy, gossip and news about the radio fraternity locally and nationally.

Martin, now in his fifteenth year of radio editing, began on the Pittsburgh Gazette Times in November, 1923. He is credited with having originated guest columns and the clock-style of listing radio programs now generally used by all newspapers. "Martinets" will be sponsored by radio dealers in the Pittsburgh area.

MARTIN BLOCK'S "Make-Believe Ballroom" A WNEW FEATURE 1250 Kc. 9:15 TO 11 A. M. 5:30 TO 7 P. M.

Southern Calif. Educators Offered Time on KFI-KECA

West Coast Bureau, RADIO DAILY Los Angeles—Harrison Holliday, general manager, and Jose Rodriguez, educational director of KFI-KECA, met Wednesday night with a group of Southern California educators for the purpose of offering unrestricted facilities of the twin stations for a series of educational programs along lines to be worked out. Plan is a follow-up of experiment made along similar lines in 1935.

Sloan Grants \$40,000 For Economic Broadcasts

Chicago—Alfred P. Sloan Foundation has made a grant of \$40,000 to Chicago University to make studies in general field of economics and to do exploratory work leading toward regular broadcasting of economic information.

Loses Copyright Suit

San Antonio—Plea of F. J. Minugh of Tulsa for an injunction to restrain E. Colopy of Los Angeles and W. W. McAllister, owner of KMAC, from using a merchants' Essay Contest on which he claimed to hold copyright was denied in Federal District Court here. Minugh testified that entry blank in contest here was almost identical with one he devised and copyrighted. Judge McMillian refused temporary injunction on grounds that use of similar scheme didn't involve violation of plaintiff's copyright.

New Radio Firm Chartered

Albany—Sponsors Sales Service Inc., with capital stock of \$20,000, has been chartered to engage in "general radio advertising business." Sidney Freiberg, Theodore H. Schwartz and Lillian Lehrman, all of 521 Fifth Ave., New York, are directors.

New Book on Broadcasting

"Both Sides of the Microphone", a new book on radio broadcasting written by John Hayes and Horace Gardner, will be published by J. B. Lippincott Co. on Feb. 17, 1938. Hayes, former program head at WIP, Philadelphia, is now Assistant Production Director at WOR, and Gardner is a well-known author of books for juveniles.

Pittsburgh Musicians Signed

Pittsburgh—The radio musicians situation among local stations was settled with signing of Luke Riley by WJAS-KQV. Clair Meeder, president of Local No. 60, negotiated the deals which put Maurice Spitalny at KDKA, Earl Truxell at WCAE, Ken Martin at WWSW and Riley at WJAS-KQV.

Walton Newton at WIP

Philadelphia—Walton Newton, formerly at KNOW, Austin, Tex., has replaced Sanford Guyer, resigned, as WIP staff announcer.

FCC Commissioner Brown Appoints New Secretary

Washington Bureau, RADIO DAILY Washington—Federal Communications Commissioner Thad H. Brown has appointed Franklin Cary Salisbury of Cleveland as his secretary, effective Jan. 24. Salisbury will succeed Joseph E. Keller of Dayton, who has resigned to enter private practice of law with Dow & Lohnes here. Each Commissioner may appoint and prescribe duties of secretary at annual salary not to exceed \$4,000.

21-Year-Old Chas. Batson New WFBC Program Head

Greenville, S. C.—Charles Batson, only 21 years old, became program director at WFBC recently, with departure of Frank Blair for WOL, Washington.

Position of chief announcer was taken by Mason Dixon, formerly of WRVA, Richmond. Jimmy Little came from WPTF, Raleigh, to join regular announcing staff.

Another Probe Bill

Washington Bureau, RADIO DAILY Washington—Congressman Dies of Texas will temporarily shelve his pending movie probe resolution and instead will press for action on his bill introduced a few days ago asking a general Congressional investigation of radio, movies and all monopolies.

COMING and GOING

KATHRYN CRAVENS, Pontiac commentator, planned to Detroit yesterday. She plans to return tonight or Saturday. JACK HOWARD, president of Scripps-Howard Radio Inc., is visiting WMP, Memphis. He is supervising the last minute touches on the new studios. FRED RAFHAEL, program director of WHN, has returned from a southern vacation. MIKE RILEY and his band leave for Detroit on Jan. 23. MARTHA RAYE is due in New York within two weeks. GRACE MOORE arrives from California today to appear at the Metropolitan Opera House tomorrow. LOWELL THOMAS is in Chicago and will do his broadcast tonight from the NBC studio there. WILLIAM BAKER JR., Coast head of Benton & Bowles, is back in Hollywood after a trip to New York for conferences with agency heads. AL SCHILLIN and HY LEVY returned this morning on the Queen of Bermuda from their Caribbean cruise. IRINA PHILLIPS, script writer, will arrive in town on Jan. 21 from Chicago for a visit with Compton and Pedlar & Ryan radio executives. A. T. SIMMONS, manager of WADC, Akron, is in town. JERRY BELCHER will be in West York, Pa., on Sunday for his "Interesting Neighbors" broadcast over NBC. CECIL MASTIN, manager, WNB, Binghamton, expected back from Florida in a few days.

Tom Kearns Joins WOR

Tom Kearns, joins the press staff of WOR today, under G. W. Johnstone, head of the department. Kearns has had wide experience in the radio and theatrical field and will do general exploitation and publicity work.

THE 66th BLOW! C to C SEE PAGE TWO MONDAY— Illustration of a Native American figure with a mallet and a large ball.

**Bob Howard to Manage Hearst Detroit Office**

(Continued from Page 1)

to Van Cronkrite Associates. He was at one time radio time buyer for Campbell-Ewald Co., Detroit.

**WSM Facsimile Service Gets Under Way Shortly**

(Continued from Page 1)

with its regular 50,000 watts, according to Harry Stone, g.m. Chief Engineer Jack DeWitt is enthusiastic about the possibilities of facsimile.

**Carnegie Hall Considering Popular Orchestra Policy**

A contemplated change in management at Carnegie Hall will call for a new series of popular orchestra concerts to be heard following Sunday's appearance of Benny Goodman. The change in policy, it has been learned, will come after some sessions of the board during which the financial success of the coming appearance will be closely followed. New policy will call for booking of leading radio bands that have large followings.

**NEW BUSINESS**

WHN, New York: Libby, McNeill & Libby, "That's My Story," ETs, through J. Walter Thompson; Procter & Gamble (Drene), spots.

WNEW, New York: Frank H. Lee Co. (Lee Water-Bloc Hats), Thornton Fisher, sports.

WJJD, Chicago: Oyster Shell Products Corp., announcements, through Husband & Thomas; M. J. Breitenback Co. (Gude's Pepto Mangan), ETs, through Morse International; Father Coughlin; Rio Grande Citrus Valley Exchange, ETs, through Leche & Leche; Kemp & Lane (Orangeine Headache Powders), announcements, through Hughes, Wolf & Co.

WIND, Gary: Chicago, Milwaukee, St. Paul & Pacific R. R., test announcement campaign, through Roche, Williams & Cunningham; Gospel Broadcasting Ass'n, talks by Rev. Fuller, through R. H. Alber Agency.

WAAF, Chicago: Prudence Life Insurance Co., news commentary; Libby, McNeill & Libby (evaporated milk), "Kitchen Advisor."

KVOR, Colorado Springs: Alka Seltzer, "Comedy Stars of Broadway"; Syrup of Pepsin, "Monticello Party Line."

KTSH, Hot Springs, Ark.: Benton County Nursery, programs, through Shaffer-Brennan; Malt-O-Meal, announcements; United Drug Co., programs, through Spot Broadcasting; Sterling Casualty Insurance Co., programs, through Frankel-Rose; Campagne Parisienne Perfume, ETs, through North West Radio Advertising; American Pad & Textile Co., announcements, through Rogers & Smith; Carter's Chickery, announcements, through Shaffer-Brennan.

**NEW PROGRAMS—IDEAS**

**English for Beginners**

Ultimate thought of this ambitious undertaking is preparation of foreign groups for citizenship. Chief features at present is teaching of the English language to major alien groups in the city. Program airs daily (except Sunday) over WOV, New York, presented by the Board of Education. Originally it was just an experiment. Now there are nearly 2,000 "pupils" regularly submitting their "homework," consisting mostly of questions on language study and government. It's a morning airing, and according to Miss Hyla Kiczales, managing director of the station, 80 per cent of the listeners are women. That's fine, she says, for the women in these alien groups exert the greater influence in the molding of devotion to the country.

**New Radio Game**

Aren Beverage Co. has started new weekly quarter-hour game over WISN, Milwaukee. Titled "Arenco," idea of stunt is for listeners to match telephone numbers chosen at random in WISN studio. Cash prizes to winners. Big response has made it necessary for station to install three special telephones in studio for program.

**Ewing Joins WMAS**

Springfield, Mass.—Albert W. Marlin, manager of WMAS, announces that Gordon W. Ewing of Boston, former sales manager of WBZ and WBZA, has been appointed sales director of WMAS to succeed Edward J. Samuel, resigned. Ewing was with NBC for three years.

Samuel plans to open an advertising agency.

**Students' Plays on Workshop**

As unique presentations in its experimental series, Columbia Workshop is soon to offer three plays by members of the Radio Script and Continuity Writing Class of the Division of General Education of New York University. First of these programs by a student of the class, which is conducted by Max Wylie, CBS director of continuity, will be heard over CBS on Jan. 22 at 8 p.m.

**James Roosevelt to Talk**

James Roosevelt, eldest son and secretary of the President, and Representative Pettengill will discuss the administration's plan for reorganizing the government during "America's Town Meeting of the Air", Jan. 20 at 9:30 over NBC-Blue.

**Second Anderson Play**

Maxwell Anderson's second play for NBC, titled "Second Overture", will be presented over NBC-Red on Jan. 29 at 9:30-10 p.m. James Church will produce, with Morgan Farley, Burford Hampden, George Gaul, Charles Webster and others in the cast.

**WOW Streamlines News**

Foster May of WOW, Omaha, is now conducting his "WOW News-towers" in streamline fashion, a step toward a definite format for news presentation on the air. Its purpose is to eliminate formless and patternless presentations of news. Here's the form of May's "streamlined" broadcast:

Each piece of copy is rewritten according to the station's own style sheet. Each broadcast starts with up-to-the-minute weather news. Then the announcer presents a news index, or table of contents, in brief fashion. Then the dispatches and stories are detailed in program or related form.

**"Burning Questions"**

Comedy takeoff on street interviews is new starter over KFOX, Long Beach, Cal., with Hal Nichols handling microphone in mythical interviews with mythical people, all fixed by Lou Huston, laugh scripter. Wayne Hart assists Mr. Nichols in carrying the mythical mike cord.

**"Just Visiting"**

And the visits are to laundry customers, for remote broadcasts, of course. Show goes on thrice weekly over WKY, Oklahoma City, with Associated Laundries sponsoring.

**Neal Barrett Maintaining Okla. City Headquarters**

Oklahoma City—Neal Barrett, newly appointed vice-president of Hearst Radio Inc., has announced he will maintain headquarters of the southwestern division of the chain here. He has just returned following an inspection tour of the Hearst stations in Waco, Austin and San Antonio.

**Explain Gerhardi Dismissal**

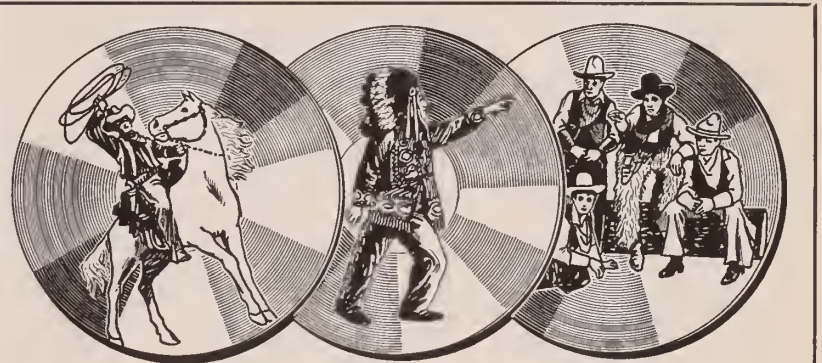
Philadelphia—In a statement clarifying dismissal of George Gerhardi, former German program announcer, WPEN states that action taken was not because of Gerhardi ad-libbing pro-Nazi propaganda but for failure to follow orders.

**KARM, KROY for Durkee**

KARM, Fresno, and KROY, Sacramento, the two new CBS affiliates, will be added to Durkee's Pacific coast show Sunday. Program is heard at 7:30-8 p.m. (PST). Botsford, Constantine & Gardner, San Francisco, is the agency.

**Sweetheart Soap Spots**

Manhattan Soap Co. (Sweetheart soap) on Thursday will start a three-a-week series on WEAJ with William Scott's orchestra. Sponsor is also starting spot announcements on WHN. Peck Advertising Agency has the account.



**Sponsors Want RESULTS  
Stations Want AUDIENCE  
ANSWER: "THE LONE RANGER"**

TESTED AND PROVEN COAST TO COAST

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

TRANSCRIPTIONS WILL BE READY FEBRUARY 15TH

Make Reservations for Territory Now Write or Wire WXYZ, Detroit

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

**WAKO**  
ALBANY, NY  
Under One Tent  
★ POWER  
★ MARKET  
★ POPULARITY  
Newly Equipped for Super Power

## ★ F. C. C. ★ ACTIVITIES

### EXAMINER'S RECOMMENDATIONS

Curtis Radiocasting Corp., Evansville, Ind. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited, be denied.

William C. Smith, Bogalusa, La. CP for new station. 1310 kc., 100 watts, unlimited, be denied.

Sims Broadcasting Co., Globe, Ariz. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.

Gila Broadcasting Co., Safford, Ariz. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited, be granted.

Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime, be granted.

### CALL LETTERS ASSIGNED

W. E. Whitmore, Hobbs, New Mex. New station. KWEW.

J. K. Patrick & Co., Athens, Ga. New station. WGAU.

### HEARINGS SCHEDULED

Feb. 23: Frank Ray, Dickinson, N. Dak. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

KPAC, Port Arthur, Tex. CP to change frequency and hours of operation and increase power to 1350 kc., 1 KW., unlimited.

Jonas Weiland, New Bern, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

L. B. McCormick, Greenville, N. C. CP for new station. 1370 kc., 250 watts, daytime.

### APPLICATIONS RECEIVED

WSAN, Allentown, Pa. Mod. of license to increase power to 1 KW.

Charles S. Sharpe-Minor, Pasadena, Cal. CP for new station. 1170 kc., 250 watts, limited.

### CKLW, Windsor-Detroit

Frank Burke, emcee who has a big following among shut-ins, has been given an extra half-hour on Wednesday afternoons.

Bill Lewis, baritone, accompanied by Gordon Fleming, organist, also has many faithful listeners.

### WPG, Atlantic City

Station's new staff orchestra under direction of Joseph Terlitzky takes the air from Neptune Studio on Monday.

Father Coughlin returns to the schedule Sunday afternoon.

### WOKO-WABY, Albany

Harold E. Smith, g.m., is on the road to recovery and will be back in his office within 10 days. After catching up with work, he goes to Florida for a vacation.

Amateur program over WABY emceed by Billy Rose has a new sponsor, Shapiro Jewelers' in connection with RCA Victor dealers.

THE SONGBIRD OF THE SOUTH

# KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

# MAIN STREET

WITH **OL' SCOOPS DAILY**

● ● ● Nelson Eddy leaves the Chase & Sanborn hour this Sunday to concentrate on a concert tour, and his spot will be filled by John Carter on the 23rd... Ford has increased its budget for guestars on the Al Pearce show and, beginning with Lou Holtz's appearance on the 25th, will feature Big Names... Cornelius Vanderbilt Jr. lunched with P. Lord at the Ambassador the other day to work out a deal whereby the former will take an active stab at radio... Lady Esther, while cancelling the Wednesday Wayne King show, plans a variety show from Hollywood to take over that spot... Fred Keating was auditioned by Lord & Thomas the other day for a Lucky Strike show... "Melody Puzzles," heard on WOR and NBC, cancels the former show—but may use that time for another test show... Charmee Allen is subbing for Florence Malone on the "Aunt Jenny" show... Mitzi Gould has been the secret bride of Walter Pick, a mouthpiece, since June... NBC is planning a series of ten 15-minute shows in which they'll feature the ten leading swing pianists in the country... Bob Prescott left the Kate Smith show to handle sound on the "Goldbergs"... Al Donahue waved the baton in front of Ruby Newman's band at the Rainbow Room opening Wed. nite—because Newman was sick in bed.

● ● ● KSTP's Thomas Rishworth, educational director, is turning teacher... This week he inaugurates a new class in radio at the St. Paul YMCA which will be open to everyone—also classes at the College of St. Catherine... While the "Y" courses will be of general nature, those at the college will be script writing exclusively... Bill Bivens, rotund young announcer at WBT, Charlotte, N. C., is making quite a name for himself as a nimrod around those parts. Practically every moment Bill is not on duty around the station, he's out stalking the feathered prey... Frances Bloom, secretary to Louis K. Sidney, is engaged to Dr. Saul Freedman... So much curiosity has been aroused by those teaser ads appearing on page 2 of RADIO DAILY that we've been offered as high as steen bucks to tip off the identity of the advertiser and the tragedy of it is that we don't know.

● ● ● Gabriel Heatter's "We, The People" made its final "repeat" show for the coast last nite. Hereafter the "east show" will flash direct to California coming through in the afternoon... James Hall, who emceed a MBSHOW recently, is reported set to return to the airwaves with Hollywood gossip... Life mag, in sending a crew of photographers to the studios for unusual shots to be used in a Feb. issue, is ignoring all bands... Beatrice Lillie who was to be commentator for Benny Goodman's swing concert at Carnegie Hall on Sunday—won't, because of a rush call to the coast for retakes... Goodman was propositioned to give a second concert there—with a guarantee of a sellout within 48 hours. The last 15 minutes of the concert will feature a jam session... Carl Hoff does a one-time shot on "Hit Parade" Feb. 12 as an audition, with R. Humber returning for the 19th and 26th shows... Madeline Gray, CBS' "Dear Teacher," was secretly married to Robt. Rubenstein, N.Y. attorney, after last Thurs. show... Wilbur Evans, Open House baritone, has joined the CBS coast basketball team... Nan Wynn will be the first vocalist to attempt to sing lyrics to Raymond Scott's weird compositions... Howard Phillips has been shoved into a few more evening spots—because of sponsor-interest... Doris Rhodes, CBS' latest find, gets a 7:30 Monday spot PERMANENTLY for build-up purposes.

● ● ● Harry Creighton, sports announcer at WAAF, Chicago, claims the distinction of being one of the very few American broadcasters who announce polo games... WIL, St. Louis, has a songster who changed his name to Johnnie Sharpel because his real tag is: Hana Josef Milhim Sharpel Aikikikie Fram Shina Minil Mazera Ferdibian—and Bart Slattery swears it's the McCoy handle.

## PROMOTION

### "Willie Talks"

Willie is a ventriloquist's dummy, but no Edgar Bergan makes him articulate. Instead, the engineering department of KFRO in Longview, Texas, installed a speaker inside of him, and made him a member of the promotion department. Willie is taken around town, where he gives performances, via clever scripts, before many local service clubs, working in some plugs for the station. He has already appeared at the Lion's Club, and is slated for Kiwanis and Rotary shortly, to say nothing of the Junior Chamber of Commerce.

### "What's On the Air"


Logged as "What's on the Air Tonight," this is a program resume over KFRO, Longview, Texas. But it covers more than the Longview station and airs five minutes nightly under sponsorship. Program is carefully edited to choose best programs available to East Texas listeners for each half-hour throughout the evening. Since radio store is the sponsor, several "hard-to-get" stations are included, and listeners are advised to visit sponsor if their sets can't bring in the program.

### WDRG, Hartford

Joseph Blume will lead the new studio orchestra.

Alfred Odell, ventriloquist, and his dummy, Jerry O'Toole, started a regular series Wednesday.

Two CBS programs, Colgate's "Stepmother" and Arthur Godfrey for Barbasol, have joined the schedule.



**ARTISTS  
MANAGEMENT**  
*presents*

**PAUL  
WHITEMAN**

TOMORROW NIGHT ONLY  
ONE FULL HOUR ON

**C.B. SWING  
SESSION**  
6:30 P.M. EST

Tonight  
**Chesterfield**  
CBS 8:30 P.M. EST

17 E. 45<sup>th</sup> ST.  
N.Y.C.  
MU 2-1888

## PROGRAM REVIEWS

**BEN BERNIE**

U. S. Rubber Co.  
WABC-CBS Network, Wednesday,  
9:30-10 p.m.  
Campbell-Ewald Co.

**MAESTRO RETURNS WITH SUPPORTING TALENT MAKING FOR GOOD MUSICAL AND COMEDY ENTERTAINMENT.**

Bernie has the assignment of handling the last half-hour opposite Fred Allen and if he succeeds in bringing with him his usual following his sponsor should have nothing to worry about. With Bernie are Lew Lehr, comedian, and Jane Pickens and Buddy Clark, vocalists. From a comedy and laugh angle, competent orchestra, fine singing, and fast moving production, apart from the maestro, the program for a first show was certainly an attractive proposition. Gags clicked on all cylinders. Lehr may have some material not considered new, but it went over nicely. Bernie himself did okay on comedy, also reading wires from such celebs as Cantor, Benny and Winchell. As usual, Bernie worked cleverly with the rest of the cast. Toward the close there was a hill-billy travesty skit.

U. S. tire credits introduced a novel approach, as though the manufacturers were actually in the biz of public service in producing a non-skid product, the listeners being sold on safe driving, etc., and it sounded very convincing. Show should not only bring with it the Bernie following but add many additional listeners. Eddie Cantor, incidentally, on his show an hour earlier on CBS, requested the audience to tune in on his pal Bernie.

**"Gang Busters"**

Colgate - Palmolive - Peet for its shaving creams, continues its gangster-police story series on CBS at 10-10:30 p.m. Wednesdays, with Col. H. Norman Schwartzkopf now in role of conductor. Schwartzkopf is former head of the New Jersey state police, which he organized, and of course is known to many through the Lindbergh case connection. Opening story presented by the Colonel was based on the Buffalo "phantom robber" who unmercifully beat his victims as well as robbing them. Police Chief Higgins of Buffalo was on hand, telling the story to Schwartzkopf in a room loaned for the purpose by Commissioner Valentine of New York at headquarters. Dramatic action unfolded and told the story in above average manner. It was an excellent production. "Crime clues" broadcast at the close of the program appears to be somewhat of an

## ORCHESTRAS - MUSIC

**K**AY KYSER and his orchestra have received 25,000 letters from radio fans in the past seven weeks as a result of the MBS "College of Musical Knowledge." On Monday, program gets a new night spot, 12:30-1:30 a.m.

Leo Zollo and his crew present a new and original idea in his "Laughing Interludes" on his new series over WIP, Philadelphia, three nights weekly from the Georgian Room of the Ben Franklin Hotel.

Ray Sinatra's new WOR - Mutual program, starting Jan. 27 at 8-8:30 p.m., will be titled "Poetic Dance Moods." Jack Arthur, Sylvia Froos and the Key Men will appear with him.

Jimmy Noel, one of the Paul Whiteman Rhythm Boys, has arrived in New York to organize his own band. This will make the 18th Whiteman

incoherent proposition to the average listener who may not be following the show.

**"MANHATTAN AFTER DARK"**

with Eddie Garr  
Bromo-Seltzer  
WJZ—NBC-Blue, Wednesdays,  
8:30-9 p.m.

J. Walter Thompson  
**VISITS TO BROADWAY NIGHT CLUBS SHOULD DEVELOP INTO INTERESTING SHOW.**

Though the initial broadcast of this new series, which replaces Sidney Skolsky's Hollywood chatter, didn't set any houses afire, it shapes up as a good idea that can be developed. With Eddie Garr as emcee, plan is to take listeners behind the scenes of Broadway night clubs, with the International Casino as the first spot. Some of the performers at that rendezvous were briefly interviewed, and Garr did some singing and comedy splicing which will probably get better as he becomes acclimated and works up better material.

**Briefly**

"Broadway Melody Hour," on WHN-WOR, last Wednesday night offered one of its unusually good programs. Col. Jay C. Flippen is the nimble emcee, with vocalists including Helen Yorke, Ethel Shepard and an unannounced baritone who sounded plenty swell. Max Gilbert in dialect comedy and a couple of bird imitators also clicked. Don Albert wielded the baton in absence of Irving Aaronson, who is laid up.

Among the more cheery voices of the air—and one that can be clearly understood—is that of the telephone girl in "Hecker's Daily Information Service" on WOR. The voice belongs to Amy Sedell, an up-and-coming young actress who has been heard on various programs. The bright manner in which she handles the hello-girl role with its limited

protege to branch out with a musical aggregation of his own.

Mike Riley has written a novelty tune called "It Looks Like A Cruller, Doughnut?". He will feature it on his forthcoming road tour, which includes Detroit, Providence, Cincinnati and Cleveland.

Tommy Dorsey's sustaining broadcasts will be temporarily discontinued when he leaves the Hotel Commodore for personal appearances the end of this month. During February he will play theater and college dates.

Jack Jenney's new band will feature Adelaide Moffett, daughter of the ex-Federal Housing Commissioner, as vocalist on his radio broadcasts. Miss Moffett clicked in several of Manhattan's smart spots in her professional debut this season.

**BOSTON**

Bill Cunningham's sports review on WNAC and the Yankee web has been renewed by Kellogg.

Mac and Moore, WBZ-WBZA funders, make their first NBC coast-to-coast appearance on "Little Variety Show."

Gillette Razor and Plymouth Rock Gelatin Co. are new participation programs on Yankee network.

**LINCOLN**

Chuck Miller has assumed the chief announcer's post at KFAB, vacated by J. B. Lake, who has gone to Hutchinson.

Jim Cox, KFAB-KFOR continuity staffer, is writing all the Chamber of Commerce weekly shows with exception of five which are the labors of J. Gunnar Back's radio writing class at the University.

**WELI, New Haven**

Mrs. William Phillips, conductor of "Tell Me a Story" weekly children's program, is conducting a contest, inviting every child who has written either a poem or story to participate.

Vera Cruse is featured on the new "Kressel and Wolf Swing Session" commercial, Sundays at 3, with Dave Hudkins and orchestra.

Returning to the fold: the Dargan Brothers, Mary Morrissey, Sylvia Feldman.

possibilities augurs well for Miss Sedell.

Lawrence Tibbett is putting an additional sock into those already highly popular Chesterfield programs with the Andre Kostelanetz orchestra over CBS on Wednesday nights. Tibbett's rendition of the "Figaro" song on the last broadcast again proved he has peers in this number, among others.

## AGENCIES

MASON BRITTON has been elected chairman of the board of the Advertising Federation of America, succeeding the late E. H. McReynolds. Britton has been a director of the organization since 1935. George W. Slocum, president, announces the election of Henry Obermeyer as a director of the federation to succeed McReynolds.

H. A. BATTEN, president of N. W. Ayer & Son Inc., has been elected a director of the First National Bank, Philadelphia. In this position he follows in the footsteps of two late presidents of the national advertising firm—F. Wayland Ayer and Wilfred W. Fry.

COL. K. G. MARTIN of Charles W. Hoyt Co. Inc. has been elected a director of the Norwegian Chamber of Commerce.

**GUEST-ING**

VIOLA PHILO and CORINNE FREDERICK, on "Radio City Music Hall of the Air," Jan. 23 (NBC-Blue, 12:30 p.m.).

RICHARD CROOKS, on Ford Sunday Evening Hour, Jan. 23 (CBS, 9 p.m.).

JEAN STARR UNTERMEYER, poet, on Martin Weldon's "Blue Skies," today (WINS, 3:15 p.m.).

CHRISTOPHER MORLEY, on "Book of the Month Club," Jan. 15 (WQXR, 9 p.m.). J. B. PRIESTLEY, same program, Jan. 16; PEARL BUCK, Jan. 17.

ALICE FAYE, TYRONE POWER, ALICE BRADY, BRIAN DONLEVY, in scenes from "Old Chicago", on "Hollywood Hotel", Jan. 21 (CBS, 9 p.m.).

**New WMPS Comm'l Manager**

Memphis—Bill Kirkendale has been appointed commercial manager of WMPS. He was formerly with WCPO, Cincinnati. Both stations are owned by Scripps-Howard Radio Inc.

KEN SISSON

AMERICA'S  
MUSICAL  
AMBASSADOR  
TO CANADA



JOE BILL

Results  
COUNT  
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CKWX

VANCOUVER,  
B. C.  
The Popular  
Station  
of  
Canada's Third  
Largest City

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WEED & COMPANY


**RADIO STATION  
REPRESENTATIVES**  
 NEW YORK • CHICAGO  
 DETROIT • SAN FRANCISCO

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Dedicates Mobile Unit To Texas Public Service

Dallas—Mindful of the great part radio has come to play in public emergencies, Martin B. Campbell, general manager of WFAA here, has dedicated the station's new mobile unit transmitter, KAXD, to the "public interest, convenience and necessity" in the 178 Texas counties throughout the station's primary coverage area.

Brochures giving complete information on the unit, and offering it to the public service in emergencies, have been mailed to mayors, police chiefs, county judges and sheriffs, American Red Cross chapters and newspapers in north, northwest, central and east Texas.

## WFBM Adds Equipment

Indianapolis—Equipment recently added by WFBM here includes two new adjustable boom-stands to facilitate handling musical programs and two Collins 40-watt high frequency transmitters covering four different frequencies in relay broadcast band, which were added preliminary to announcement of new mobile unit.

Chief studio engineer R. B. Renaker has completed installation of a selective monitor system.

## Install Sound-Proof Doors

Evanston, Ill.—Irving Hamlin, manufacturer of the Evanston Sound-Proof Door here, has announced orders for the product from CBS, to be added at Station WCCO. Doors are of the modified type, similar to those recently installed at WBBM, Chicago, and the NBC studios at Merchandise Mart, Chicago. Installations have also been made at KMOX, St. Louis; KOA, Denver; WBR, Baton Rouge, La.; KVOO, Tulsa, and WISN, Milwaukee.

## Charles Edward Stahl

Upper Montclair, N. J.—Charles Edward Stahl, President of Arcturus Radio Tube Co., Newark, died yesterday after a short illness of pneumonia at his home here. He had been with the concern when it was organized and returned in 1930 as general manager. He was made president last month.

## CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.  
WE FURNISH  
Electrical Lighting Equipment  
of Any Kind  
FOR RADIO STATIONS  
244-250 WEST 49th STREET  
New York City Tel. Circle 6-5470-1

## NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

- 2,104,011—Radio Signaling System. Edwin H. Armstrong, New York.
- 2,104,012—Multiplex Radio Signaling System. Edwin H. Armstrong, New York.
- 2,104,028—Aircraft Blind Landing Beam System. Francis W. Dunmore, Washington, assignor to the Government of the United States, as represented by the Secretary of the Navy.
- 2,104,075—Radio Direction Finder. Charles S. Franklin, Poldhu, near Mullion, England, assignor to RCA.
- 2,104,087—Automatic Volume Control. Alfred A. Linsell, Sydenham, London, England, assignor to RCA.
- 2,104,100—Superheterodyne Converter Network. Walter van B. Roberts, Princeton, N. J., assignor to RCA.
- 2,104,107—Automatic Gain Control. Adrianus H. H. van der Ven, Eindhoven, Netherlands, assignor to RCA.
- 2,104,128—Gas Discharge Tube Delay Circuit. Richard K. Honoman, Bloomfield, and Leland K. Swart, Mountain Lakes, N. J., assignors to American Telephone and Telegraph Co.
- 2,104,160—Adjusting Device in Particular Electrical Condenser. Kari Hengel, Berlin, Germany.
- 2,104,253—Luminescent Screen and Method of Use. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television Inc.
- 2,104,318—Multiple Phase Modulation. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.
- 2,104,324—System of Compensating Automatic Volume Control. R. Lee Hollingsworth, Riverhead, N. Y., assignor to RCA.
- 2,104,533—Method and Means for Controlling Gas-Filled Tubes. Leon L. von Kramolin, Berlin-Wilmersdorf, Germany.
- 2,104,541—Modulation System. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,104,566—Electron Tube. Loury C. Maloff, Philadelphia, assignor to RCA.
- 2,104,569—Variable Mechanical Means for an Oscillation Circuit. Herbert Muth, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,104,610—Antenna and Coupler System. Robert B. Dome, Bridgeport, Conn., assignor to General Electric Co.
- 2,104,616—High Frequency Receiver. George W. Fyler, Stratford, Conn., assignor to General Electric Co.
- 2,104,635—Means and Method for Suppressing Interference in Radio Reception. Harry B. Breedlove, Memphis, Tenn.
- 2,104,682—Amplifier Control Circuits. Bernardus D. H. Tellegen, Eindhoven, Netherlands, assignor to RCA.

## Overhaul Transmitter

San Francisco—Paul Schulz, KYA chief engineer, has announced complete overhauling and modernization of station's auxiliary transmitter, installed in same building with new 5,000-watt. Auxiliary will be used only if new transmitter fails.

## Alter KSL Studio

Salt Lake City—Alterations are now in progress on KSL's Studio A to accommodate greater production and for technical improvement. Enlarged orchestra and ensemble work has required new floor covering, rearrangement for greater audience observation, and redecoration.

## McElrath on Coast

Hollywood—George McElrath, NBC supervising engineer in New York, is here on a survey of the local set-up and for conferences with Don Gilman, v.p., before continuing a swing around network affiliates on the coast.

## New Low in Distortion

Charlotte, N. C.—WBT here, recently installed engineering equipment in its 50,000 watt transmitter which reduces its distortion to six-tenths of one per cent—just about as low as possible with present radio equipment.

## Announcers' Rack

Springfield, Mass.—Chief Engineer Hillis Holt has installed a new rack in the small studio for holding announcement copy.

## Eight Years with KSL

Salt Lake City—Eugene Pack, chief engineer of KSL here, this week marked his eighth year with the station. A member of the I.R.E., he came to KSL after having been connected with KLO, Ogden, Utah, and Western Union. He's a graduate of the University of Utah with a degree of B.S.

## Saxton Moves Quarters

Hollywood—A. H. Saxton, chief engineer of the NBC Western division, has moved his headquarters from San Francisco to Hollywood, marking final transfer of departmental heads to NBC here.

## Station Improvements

New Orleans—WJBW has applied to the FCC for a construction permit to make changes in equipment, increase power from 100 watts to 100 watts night, 250 watts day, install vertical antenna, and move transmitter.

Mandan, N. D.—FCC has before it request from KGCU to change hours of operation from specified to unlimited time. Station would also install vertical antenna and move transmitter from 111 First Avenue, N.W., to new site still to be determined.

Clovis, New Mexico—KICA is seeking license to cover construction permit for new antenna and move of transmitter.

## Most High Power Stations Now Vertically Equipped

Eighty-six per cent of all high-powered regional stations (over 1,000 but less than 50,000 watts) are now equipped to broadcast the vertical-cut Wide Range programs produced by World Broadcasting System, Norton Cotterill, WBS vice-president, has announced. The trend appears to be spreading to stations of all sizes.

"Vertical" coverage is 100 per cent among stations of 50,000 watts or over. In the 1,000 watt "regional" class, 213, or 64 per cent have vertical-cut reproducers, while in the 100 watt classification, 121 stations have made the financial investment necessary to provide their listeners with "four-color" program reproduction.

The WBS survey, of which these figures are a part, shows an increase of exactly 100 per cent since 1935 in the total number of vertical-equipped stations.

## Improvements for Tabernacle

Salt Lake City—Construction has been started on an ultra-modern radio control room in the great Mormon Tabernacle on Temple Square here. Room will house most up-to-date developments in studio control equipment, with facilities provided for monitoring and mixing 7 microphone channels. Installation will be used in origination of nationally known Tabernacle Choir and organ broadcasts heard over CBS coast-to-coast each Sunday, and in other broadcasts from the building.

"GIVE ME  
*City*"

Pick up your phone  
and express the  
preference of discriminating  
advertisers who appreciate  
fine craftsmanship.

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## C. & S., JACK BENNY TOP NATIONWIDE POLL

(Continued from Page 1)

ey, is bought by sponsors who use full national coverage.

There is also the case of Paul Sullivan, whose high number of votes is explained by the fact that WLW, over which he is heard, is the country's most powerful radio station (500,000 watts) thereby giving him a wider listening range even from a single station.

By and large, however, a poll of editors and critics representing every section of the country has been found to be the most reliable consensus in evaluating excellence in entertainment.

In the voting, many radio editors designated as their favorite personality a star who belongs to a program other than the same editor's favorite radio show. This accounts for Jack Benny heading the list of "personalities," while his program was second in the list of favorite shows. The Chase & Sanborn hour, on the other hand, was rated tops as a production, due to its more elaborate cast make-up, while the latter program's Edgar Bergen and Charlie McCarthy, taken by themselves, were second in the "personality" list.

The vote for orchestras shows less popularity than expected for the "swing" group. Ted Husing's walk-away in the sports commentator class was another highlight of the poll.

### KFRO, Longview, Tex.

Morris Ming, formerly chief engineer at KIUL, Garden City, Kan., is now here as assistant c.e.

Station recently supplied music by remote for the Lions Club annual banquet and installation.

Following a big fire some time ago, broadcast over the station, sales department sold a local insurance agent to sponsor future fires—and now they're still waiting for fires.

### Kids' Favorites

Joe Penner is the favorite of juvenile radio listeners, with Eddie Cantor second, according to the second annual Children's Preference Survey conducted by Erwin M. Frey & Associates, public relations counselors, for The Boys' Athletic League.

Favorite radio stars designated by boys were: Penner, Cantor, Lone Ranger, Jack Benny, Bing Crosby, Jack Oakie, Kate Smith, Martha Raye, Dick Powell, Nelson Eddy, Tom Mix, Charlie McCarthy, Al Pearce, Al Jolson, Bob Ripley and Pick and Pat.

The girls voted: Penner, Cantor, Benny, Crosby, Burns and Allen, Deanna Durbin, Jolson, Benny Goodman, Eddy, Rudy Vallee, Phil Baker, Charlie McCarthy, Powell, Kate Smith, Jeanette MacDonald, Oakie.

## Data On Program Winners

### CHASE & SANBORN HOUR

Sponsored by Standard Brands Inc. for Chase & Sanborn Coffee; Sundays at 8-9 p.m. on NBC-Red Network.

Agency: J. Walter Thompson Co.

Cast: Don Ameche, emcee; Nelson Eddy and Dorothy Lamour, vocalists; Edgar Bergen and Charlie McCarthy, Stroud Twins, and a different weekly guest star. W. C. Fields also appeared during present program's first several months.

Orchestra: Robert Armbruster.

### JELLO PROGRAM

Sponsored by General Foods Corp. for Jell-O; Sundays at 7-7:30 p.m. on NBC-Red Network.

Agency: Young & Rubicam Inc.

Cast: Jack Benny, Mary Livingstone, Kenny Baker, Andy Devine, Sam Hearn (Schlepperman), Don Wilson.

Orchestra: Phil Harris.

### ROYAL GELATIN HOUR

Sponsored by Standard Brands Inc. for Royal Gelatin; Thursdays at 8-9 p.m. on NBC-Red Network.

Agency: J. Walter Thompson Co.

Cast: Rudy Vallee and guest talent, with Tommy Riggs and Betty Lou as a recent steady feature, and Graham McNamee as announcer.

Orchestra: Rudy Vallee.

### KRAFT MUSIC HALL

Sponsored by Kraft-Phenix Cheese Corp.; Thursdays at 10-11 p.m. on NBC-Red Network.

Agency: J. Walter Thompson Co.

Cast: Bing Crosby, Bob Burns and guest talent.

Orchestra: John Trotter.

### TOWN HALL TONIGHT

Sponsored by Bristol-Myers Co. for Ipana and Sal Hepatica; Wednesdays at 9-10 p.m. on NBC-Red Network.

Agency: Young & Rubicam Inc.

Cast: Fred Allen, Portland Hoffa, Harry von Zell and guest talent.

Orchestra: Peter Van Steeden.

### LUX RADIO THEATER

Sponsored by Lever Bros. for Lux toilet soap; Mondays at 9-10 p.m. over CBS.

Agency: J. Walter Thompson Co.

Cast: Guest talent changed weekly, with Cecil B. De Mille as director.

### N. Y. PHILHARMONIC-SYMPHONY ORCHESTRA

Sustaining; Sundays at 3-5 p.m. over CBS.

Conductor: John Barbirolli.

Commentator: Deems Taylor.

### CHESTERFIELD PRESENTS

Sponsored by Liggett & Myers Tobacco Co. for Chesterfield cigarettes; Wednesdays at 9-9:30 p.m. over CBS.

Agency: Newell-Emmett Co. Inc.

Cast: Andre Kostelanetz's Concert Orchestra, with guest soloists; Deems Taylor, commentator; Paul Douglas, announcer.

### FORD SUNDAY EVENING HOUR

Sponsored by Ford Motor Co.; Sundays at 9-10 p.m. on CBS.

Agency: N. W. Ayer & Son Inc.

Cast: Ford Symphony Orchestra and Chorus, conducted by Eugene Ormandy, plus guest soloists, and talks by W. J. Cameron.

### MAGIC KEY OF RCA

Sponsored by Radio Corp. of America for all RCA products; Sundays at 2-3 p.m. on NBC-Blue Network.

Cast: Guest talent and specialties, with Milton Cross, John B. Kennedy and Ben Grauer as commentators.

Orchestra: Conducted by Dr. Frank Black.

## BIZ PLACED ABROAD UP 225% LAST YEAR

(Continued from Page 1)

tina, Brazil, West Indies and Mexico, with an important showing made in Hawaiian Islands, Australia and the Philippines. Considerable number of American advertisers are getting away from the electrical transcription angle and are using local live talent.

On the Continent, Station Luxembourg continues to be in a class by itself, covering the British Isles with English programs and obtaining the highest rate in the world for its sold out Sunday time, running into as much as \$2,000 for an hour, with a long waiting list on tap.

### WKAT, Miami Beach

Station's "I Want a Job" program, with Ted Coughlan as interviewer, has drawn an unusual audience response. Program presents fully qualified citizens of greater Miami and is devoid of sentiment or the usual type of hard luck appeal.

Ted Husing was presented as guest announcer on a remote pickup of the Club Continental.

### KGER, Long Beach, Cal.

William Davidson is the latest addition to sales staff.

Station has formed a Public Events Department, to be run in conjunction with its news bureau. Clete Roberts, news editor, and Fred Henry, announcer, are in charge. The new portable recording outfit will be used in the work.

### KVOR, Colorado Springs

Hugh B. Terry, manager, leaves this week-end for several days in Oklahoma City.

Dudley Tichenor of the sales staff, and wife, took a little vacation.

Carl Druemeller subbing for Bob Taylor, chief engineer, who is ill.

John Bissell, baritone, and Pike's Peak Melodeers, male quartet, are featured in "Way Back When," new 30-minute show starting Sunday.

## BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

### Greetings from Radio Daily

January 14

George Ansbro Spencer Bentley  
Hendrik Willem Van Loon  
Seymour Simons

January 15

Goodman Ace Henry Burr  
H. S. Goodman Helen Yorke  
Kathleen Wilson

January 16

John B. Kennedy Ethel Merman  
Irving Mills Babs Ryan  
Charles Stark



A FULL-HOUR swing session will be aired by CBS from here tomorrow with Paul Whiteman and his orchestra, Connie Boswell, Raymond Scott Quintet, Louis Armstrong, "Fats" Waller, Joe Venuti, Jerry Colonna and Jack and Charlie Teagarden. The show will be the first of the "Saturday Night Swing Club" programs to be heard for a full hour. Phil Cohan is producing the show.

"Beauty Question Box" is a new quarter hour show on KMTR, Mondays at 4:15-4:30.

Charles Tazewell, radio scribe, has been added to the writing staff on the Warner-Lucky Strike show by Tom McAvity, producer for Lord & Thomas. Writer was formerly of CBS continuity staff, also contributing scripts for several commercials, including Irvin Cobb's "Paducah Plantation."

Mark Kelly, accompanied by Bernard Weinberg, producer, went to San Francisco to corral "Slingin' Sam" Baugh, star of the Washington Redskins professional football team for his CBS Pacific Coast broadcast Thursday night.

Clover Kerr will be heard on KFVB via transcriptions for a week or ten days while the sunshine girl revels in the sunshine of Palm Springs for a like period.

Paul Whiteman threw a party at the Grove for Al Lewis, Hank Garson and Tom Langan, who script the Whiteman-Chesterfield show.

Warren Stokes is recording a program for 20th Century-Radio Productions which embraces features of his "Pick of the Pictures," "Hollywood Newsreel" and "Hollywood Question Box." Interviews Montagu Love on the first transcription.

Meredith Willson, head of the NBC music department, has been signed to continue as musical conductor-arranger for "Signal Carnival" through 1938. Maestro also conducts the Maxwell-MGM "Good News" show.

## ☆ Coast-to-Coast ☆

**T**EDDY BERGMAN is making disks for Alka-Seltzer. Talent set by Sound Masters Inc.

"Community Breakfast Table," featuring Florence Maxwell and Louis Fehr, is now a WMCA morning feature at 7:45-8 a.m.

WHOM aired the Jersey City Chamber of Commerce 15th anniversary by remote control from the Hotel Plaza, J. C., Wednesday night, with Mayor Frank Hague among speakers.

The Brown Sisters are vacationing from WICC, Bridgeport, for two months.

Tino Rossi, French tenor, arrived in Montreal this week to open a tour of his "Continental Varieties."

"The Musical Hour" on WAAF, Chicago, has passed its 250th consecutive Sunday broadcast under same sponsor. Program Director Jack Odell arranges and announces the program. On same station, Bob Hawk is rounding out six years of his "Red Hot and Lowdown," recordings and chatter.

"The Editor Speaks," WMCA's weekly digest of editorials appearing in the New York City newspapers presented for 15 minutes on Saturdays at 7:45-8 p.m., is being revised to include the opinions of listeners on the subjects editorialized in the newspapers. The new show, expected to start in a few weeks, will be extended to half an hour.

Ivy Dale of Ed Smalle's choral group has been signed by the Sal-maggi Opera Company. She is the third member of Mr. Smalle's chorus who has been put under contract by an opera company.

The Magazine of the Air, on WABC Sundays at 5 p.m., becomes a concert program starting this week. It

features Channing Pollock as commentator; Morton Bowe, tenor; Genevieve Rowe, soprano; and Mark Warnow's orchestra and chorus. Vera Brodsky and Harold Triggs, pianists, are the guest artists.

John S. Young, radio director of the New York World's Fair, will pinch-hit for Bryce Oliver on the Monday night "New York News" program over WHN at 9-9:15 p.m. Oliver is vacationing in the West Indies.

WORC, Worcester, announces that an agreement has been signed with its employees. The announcement was made by E. E. Hill, station manager.

Two special shortwave pickups will highlight a broadcast of the Los Angeles opening of 20th Century-Fox's "In Old Chicago" over the Mutual network at 11:30 tonight. Alice Faye, Alice Brady, Don Ameche and Tyrone Power, who head the cast of the production, will greet listeners from the lobby of the theater. Emcees will be Jack Haley and George Fischler.

WOR is offering to feed every radio station in New Jersey with its pick-up for the inauguration of Harry A. Moore into the Governorship next week. Stations may either take the program off the air and rebroadcast it, or take it off the nearest line point. If the latter is done, station must pay the line charges.

Star Radio Programs has just signed a new Canadian station, CFGP in Grande Prairie, Alberta, for the "Morning Bulletin Board" program and the Star Commercials. Star has also signed KATE, Albert Lea, Minn.

Vera Brodsky, young American pianist, returns to solo work in a new CBS program series starting Jan. 17 at 3:45-4 p.m.

### SAN ANTONIO

J. C. Jannett has been added to the sales force at KTSA.

"Sonny" Garden, singing-guitarist, is drawing a nice amount of fan mail at KABC.

Vivian Vorden, gal ork leader, formerly heard via KONO, tied the nuptial knot recently.

Ruby Wright of the Broadway show, "Music in the Air," recently joined Barney Rapp's New Englanders on the Saint Anthony Rainbow Terrace.

### N. J. Names Publicist

Trenton, N. J.—Lockwood Barr, New York publicity man, has been appointed to handle the New Jersey Council's \$150,000 advertising and publicity campaign, in which radio promotion will play a part.

### PITTSBURGH

WCAE now feeding 12 programs to Mutual.

Cliff Daniel had Alexander Woollcott (gratis) on his program the other night.

Phyllis Morton, radio poetess, missed her first program in three years because of a "flu" attack.

Eloise Drake, a real soprano discovery, never on the air, is keeping her fingers crossed as both WCAE and KDKA bid for her services. Harvey Gaul, noted critic and composer, rated Miss Drake "the tops" in a newspaper interview and offers came thick and fast.

Elsie Lichtenstul soon will have a "double bill" on WCAE. Her present 15 minute spot on Sunday will be followed the next 15 minutes with a program paid for by another sponsor.



**E**LSA MAYER, contralto, has launched a new Sunday series titled "Lieder of the Masters" on WAAF. She is assisted at piano by Estelle Barnes, whose own "Soliloquy" will soon go on a daily basis.

Fred Sullivan of the "Attorney at Law," cast is back at work after a fortnight of illness.

MacDonald Carey of "Woman in White" is taking singing lessons. Says it improves his speaking voice.

Smiling Ed McConnell is now Flying Ed McConnell. Spending the winter at Pass Christian, Miss., he flies up every weekend for his Acme White Lead program at NBC.

Fort Pearson, NBC news commentator, next Sunday launches a new program of his own building on WMAQ, titled "News Highlights of the Week."

Driskill Wolfe, WAAF romantic tenor, is away on vacation.

Estelle Barnes has launched a new classical piano series on WAAF.

"Home Marketing Hints" with Jean Abbey and Carolyn Price will be aired over WGN Fridays. Geyer-Cornell & Newell is the agency.

Sally Jo Nelson is here visiting friends at WGN where she used to work. She has been offered a part in a Broadway musical and is also set for Chevrolet transcription series.

Bob Bailey, NBC actor, has been written out of "Dan Harding's Wife," and is vacationing in Miami.

Al Hollender, WJJD and WIND publicist, flew to Dallas on first leg of vacation. Expects to spend some time at Hot Springs, Ark.

Lee Francis, WBBM pianist, has worked up a class of piano pupils.

Roger Krupp, "Arnold Grimm's Daughter" announcer, is back after a week of illness.

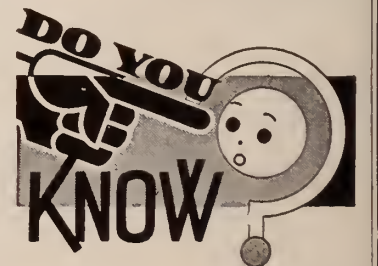
### "Melody Puzzles" New Talent

Vocalist changes by Lucky Strike for its NBC and WOR "Melody Puzzles" programs include Songsmith Quartet joining the Monday night stanza on NBC-Blue network, and Jimmy Shields replacing Buddy Clark on the WOR show.

## ONE MINUTE INTERVIEW

### GEORGE GRIFFIN

"It is deplorable that avenues for entry into the field of broadcasting are daily narrowing. The dropping off of amateur hours is a blow to ambitious tyros and the networks are daily becoming less amenable to the auditioning of aspirants to professional fame. All an embryonic artist wants is a chance to show his talents before an audience. And this, after all, is the best and fairest way to determine whether or not the tyro's talents are worthy of development."



Jane Pickens has won three music fellowships at Juilliard Institute, where she is studying opera.