



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 11

NEW YORK, N. Y., MONDAY, JANUARY 17, 1938

FIVE CENTS

## 90% of Affiliates Sign AFM Deal

### NBC IS SPANKED BY FCC FOR MAE WEST BROADCAST

By PRESCOTT DENNETT

Washington Bureau, RADIO DAILY

Washington—Though admitting it could take no action, the FCC, in a letter made public Friday, severely reprimanded NBC for the Mae West skit aired recently. The letter, sent by Frank R. McNinch, FCC chairman, to Lenox R. Lohr, president of NBC, follows in full:

The Commission has carefully considered the transcript of the "Adam and Eve" feature by Don Ameche and Mae West and the dialogue between Mae West and Charlie McCarthy, sponsored by Chase & Sanborn and broadcast by NBC, on Dec. 12. It is our considered opinion that both of these features were far below even the minimum standards which should control in the selection and production of broadcast programs.

We commend your company for having apologized over the radio and through the press for these features and again in your letter to the Commission. We are unable, however, to accept the view expressed in your letter that the broadcasting of these features was only a "human error in judgment."  
*(Continued on Page 3)*

### New WHB Aviation Show Put Over in Big Style

Kansas City—With an exploitation campaign in behalf of Bill Moore's newest aviation show, "Angels In Blue," WHB's Don Davis proved again this month his penchant for publicity, and set the town a-gog for a "world premiere" broadcast yesterday over WHB. Campaign got under way Dec. 27 with small teaser ads in the Journal-Post querying: "Is it candy, a movie, a radio program, a stage play, a novel? Watch, wait, listen, for Angels In Blue!" A contest with \$100 in cash prizes for listeners was the bait.

Simultaneously, WHB went on the air with mysterious teaser announcements and airplane sound effects. The romantic adventure of an airliner  
*(Continued on Page 8)*

### K. C. Television

Kansas City—Midland Television Inc. is now making two television broadcasts daily for demonstration and experiment. Using concentric cables, the pictures are transmitted from one floor to another, where they are picked up on a 90-line screen. A 441-line screen is now under construction. J. R. Duncan is chief engineer.

### Wrong Democrat

Boise—A KIDO announcer changed the course of history for a few minutes the night of the annual Democratic Jackson Day rally. In presenting the local station's broadcast from banquet hall, one of the "Voices of Idaho" looked a six-foot portrait of President Jackson square in the face and blithely pronounced the broadcast as originating at the "Annual Jefferson Day Banquet".

### LOCAL MONOPOLY CURBED BY NEW POLICY OF FCC

By GEORGE W. MEHRTENS

Washington Bureau, RADIO DAILY

Washington—In a new policy designed primarily to curb monopoly in the radio industry, Chairman Frank R. McNinch of the FCC at his press conference Friday declared that the  
*(Continued on Page 8)*

### Harriet Parsons Replaces Eddie Garr in Bromo Spot

Eddie Garr, after just one broadcast, stepped out of the Bromo-Seltzer series on NBC-Blue, and Harriet Parsons in "News of Hollywood" takes over the spot Wednesday at 8:30 p.m. The short-lived Garr program, "Manhattan After Dark," succeeded Sidney Skolsky's gossip from Hollywood. Harriet Parsons is the daughter of Louella.

### WTMV Adds Space

East St. Louis, Ill.—Due to need for more facilities, WTMV has taken over two more rooms in Hotel Broadview, giving station the entire segregated portion of mezzanine floor.

### Majority of 273 Independent Network Stations Have Accepted Musicians' Plan Which Goes in Effect Today

### D. E. KENDRICK MANAGING WEST VIRGINIA NETWORK

Charleston, W. Va.—Appointment of D. E. "Plug" Kendrick to the newly created post of managing director of WCHS, local CBS affiliate, and also as managing director of the West Virginia Network, is announced by John A. Kennedy, president and general manager. Other stations in the network are WPAR, CBS outlet in Parkersburg, and WBLK, Clarksburg.

Present WCHS executives continue in their respective offices. They include E. B. Ferguson, local commercial manager; Nicholas Pagliara, program director, and Odes E. Robinson, technical director and chief engineer.

### Puritan Beans Starts New England Campaign

The Puritan Baked Beans Co., of Portland, Me., has inaugurated a series over six New England stations: WSPR, Springfield; WTAG, Worcester; WTIC, Hartford; WHDA and WCOP, Boston, and WJAR, Providence. Louis R. Korn of Portland is the agency in charge.

### WHK Granted Facsimile

Cleveland—FCC has granted WHK special experimental authorization to operate regular transmitter for facsimile between hours of 1 and 6 a.m., using 1 kw.

Formal notice of the IRNA Plan of Settlement becoming effective today (as printed in last Tuesday's RADIO DAILY) was released Saturday in a statement by Joseph N. Weber, president of the AFM; Samuel R. Rosenbaum, chairman, and Emile J. Gough, secretary of the IRNA negotiating committee. Statement said that 90 per cent of the 273 affiliates had signed up. Contracts received later will be retroactive to today.

Key stations of the three major networks have turned in their contracts and a further statement signed by Rosenbaum and Gough, urged that unsigned stations hasten to fulfill their obligations in order to mini-

*(Continued on Page 3)*

### REVISED NAB PROPOSALS SUBMITTED TO MEMBERS

Washington—James W. Baldwin, managing director of the NAB, has sent notice to all members regarding the reorganization plans to be submitted to the membership for approval or rejection at the convention here opening Feb. 14, the proposals as listed in the NAB Reports dwelling on the changes made since the proposals were considered by the committee on Jan. 5.

Important changes include: provision for 17 district directors instead of 15; dues have been rewritten and classes A to O provide for monthly membership fees based on a minimum of \$15,000 range of income to over \$2,000,000, the former to pay \$5 monthly and the latter \$500; time and place of annual meeting may be  
*(Continued on Page 3)*

## ★ THE WEEK IN RADIO ★

... IRNA Plan Is Operative

By M. H. SHAPIRO

BEGINNING today, the IRNA Plan of Settlement is in effect as per AFM decision after conferences with Emile J. Gough and Samuel R. Rosenbaum, representing the IRNA Special Advisory Committee. Over 200 stations have signed contracts, with 78 still in process of negotiation early last week... Committee for the affiliates will disband shortly and it is expected that those not yet in the fold will obtain additional time... as the committee stated, however, it

is not known what procedure the AFM will take toward the unsigned affiliates not represented in current negotiations... The AFM Executive Board begins a one-week meet today in Miami to discuss, among other things, unfinished radio business phases...

CBS formed an adult education board to furnish guidance for a series of educational programs in evening hours definitely reserved for the pur-

*(Continued on Page 6)*

### Vassar on WGN

Newburgh, N. Y.—On invitation of Peter Goelet, owner of WGN, radio became an extra curricular activity at Vassar College last week. Studio facilities have been set up at the college in Poughkeepsie and two programs will be aired weekly over WGN, including music, drama, talks, forums, etc. Faculty will cooperate with students in planning broadcasts.



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MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Saturday, Jan. 15)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	148 3/4	147 3/8	148 3/4	+ 1 1/4
CBS A	22 1/4	21 3/4	22 1/4	+ 5/8
Crosley Radio	10 1/4	10 1/4	10 1/4	+ 3/4
Gen. Electric	45 1/4	44 1/4	44 1/2	+ 1/4
RCA Common	7 1/4	7	7 1/4	+ 1/8
RCA First Pfd.	52	50 7/8	50 7/8	- 5/8
Stewart Warner	11 1/4	11 1/4	11 1/4	+ 1/4
Westinghouse	109 7/8	106 1/2	109 1/4	+ 2 1/2
Zenith Radio	17 1/8	16 3/4	16 3/4	+ 1/2

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/4	16 1/4	16 1/4	+ 1/8
Nat. Union Radio	7/8	7/8	7/8	.....

### Atlas Increases Series

Atlas Radio Corp. has added to its 1938 production. The comedy show, "Bits of Life," has been increased from 26 to 52 episodes. This program of dramatized short stories features Barbara Luddy, leading lady of "First Nighter," and Martha Wentworth, NBC actress.

### WLS Biz Running Ahead

Chicago—Business at WLS not only is ahead of 1937 for the current month, but indications are that February and March also will top the same months last year, according to William R. Cline, sales manager.

### New WBNX-ARTA Contract

American Radio Telegraphists Ass'n has signed a new agreement with WBNX, effective Feb. 1. New deal calls for increased wages, closed shop, longer vacation periods and time and a half for overtime.

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

## Results Win Radio Convert

Utica, N. Y.—Maher Brothers Clothiers tested WIBX and radio last Christmas, and sales jumped so far above estimates that a strict 63-year-old press-advertising policy stayed broken. January promotion, exclusively radio, cleared remnants with convincing speed, and last week the account adopted the microphone method by signing a long term contract. Mason Taylor writes the show.

## CBS H'wood Cornerstone Is Being Laid Tomorrow

West Coast Bureau, RADIO DAILY  
Los Angeles—Cornerstone-laying ceremonies at the new \$2,000,000 CBS Hollywood home will take place tomorrow, with Donald W. Thornburgh, v.p. in charge of coast operations, officially setting the stone in place. The event will be broadcast via KINX at 12:15-12:45 p.m. More than 30 dignitaries of state, city, press and industry will participate. Gary Breckner has been selected to emcee, while Lud Gluskin, CBS musical director here, will handle the musical end, and George McCall will do some commentating.

## Organist Joins Mertens-Price

West Coast Bureau, RADIO DAILY  
Los Angeles—Madame Carolle Paralta, for the past three years organist in the ballroom at the Waldorf-Astoria in New York, and previously organist in Balaban & Katz theaters in Chicago, has joined the "Home Folks" production unit at Mertens & Price Inc. in support of Wade Lane, who, incidentally, has just completed a 16-page gift volume of original verse and prose in his homey vein, which will be distributed by sponsors of his 15-minute transcribed program of dialog and song in the U. S., Canada and Australia.

## Radio Aids Paralysis Drive

Under chairmanship of O. H. Caldwell, publisher of Radio Today, the radio industry is being organized to raise funds for the National Foundation for Infantile Paralysis.

## Jan. 17th to 23rd is KGLO WEEK

in celebration of  
FIRST ANNIVERSARY

Get details of market covered by fastest growing station in America from Weed & Company.

KGLO, Mason City, Ia.  
CBS OUTLET

## Mort Lewis Gives Up Pick and Pat Scripting

Mort Lewis, who has written the Pick and Pat scripts for 91 consecutive weeks, has severed his connection with the program due to pressure of theatrical work. He is at present rewriting a Broadway musical show in collaboration with Tom McKnight.

## COMING and GOING

E. K. COHAN, head of CBS in England, sailed Saturday aboard the Ile de France for Europe.

FRANCIS SALABERT, French music publisher, and his wife, sailed for Europe Saturday.

COMMANDER E. F. McDONALD JR., president of Zenith Radio Corp., left Chicago for New York on Friday and will return in a week to wind up affairs before going on a cruise to South America.

EDWIN K. COHAN, CBS director of engineering, and HARADEN PRATT, vice-president and chief engineer of Mackay Radio, sailed Saturday on the Ile de France enroute to the International Radio conference at Cairo.

ROY C. WITMER, in charge of NBC sales, arrived in Hollywood on Friday for conferences with Don E. Gilman, vice-president, and Sydney Dixon, head of coast sales. Trio will visit San Francisco following huddles there.

HENNY YOUNGMAN and his family leave for Hollywood tomorrow for an engagement there.

# THE 83rd BLOW!



## SEE PAGE TWO TOMORROW—

"It's the 101st blow that tells . . ."

## NBC IS SPANKED BY FCC FOR MAE WEST BROADCAST

(Continued from Page 1)

ment." The care with which the public has a right to expect, and which is, we understand, the practice, in the writing and editing of the manuscripts and in the rehearsing of such features would seem to exclude the elements of accident and surprise.

The admittedly objectionable character of these features is, in our opinion, attributable to the lack of a proper conception of the high standards required for a broadcast program intended for reception in the homes, schools, automobiles, religious, social and economic institutions, as well as clubs, hotels, trains and other places, reaching in the aggregate a much larger number of people daily than any other means of communication and carrying its message to men women and children of all ages. A clear recognition of the social, civic and moral responsibility for the effect upon listeners of all classes and ages requires such a high standard for programs as would insure against features that are suggestive, vulgar, immoral or of such other character as may be offensive to the great mass of right-thinking, clean minded American citizens.

While the right to reap a reward or profit in the proper use of the license granted by the Government is clearly recognized, this right and all other considerations are entirely subordinate to the interest of the listening public; and, if the present system of licensing private agencies to broadcast is to ultimately win the favor and approval of the American public, this favor will be won chiefly through the excellence of the programs broadcast and their freedom from commercialization at the expense of propriety and quality.

In our present system and the statute under which the FCC functions, the Commission has no power of censorship but this power and responsibility rests squarely and unavoidably upon the licensee. The right to continue operation under a license can be justified only so long as public convenience and necessity are served through programs broadcast to the listeners. Licenses are granted without any compensation by the licensee to the Government and solely for the purpose of serving the public interest and, hence, the broadcaster must accept, along with the privilege granted, a definite inescapable and high public trust in the use of the facilities licensed.

It is believed that a true conception of this public trust would lift the general standards of the programs to a higher level and would condemn as unworthy not only the features herein specifically referred to but other material which has been broadcast.

The Commission notes that, while the features above referred to were originated by your company, these features were broadcast over 59 stations over your network, and, while the primary responsibility for this program rests with your company, the stations that carried it cannot be excused for carrying this program on the ground that such program was received over the network under a contract for program service. Each licensee carries his own definite responsibility for the character of programs broadcast and he must and will be held to account regardless of the origin of the program. All who are interested should, therefore, take notice that trespasses against the public interest will be charged against every station engaging in such trespass.

In view of your recognition of the objectionable character of the program in question and of your assurance that greater care and caution will be exercised in the future, the Commission has decided to take no further action at this time than the writing of this letter in condemnation of the program. However, upon application for renewal of the licenses of the stations carrying this broadcast, the Commission will take under consideration this incident along with all other evidence tending to show whether or not a particular licensee has conducted his station in the public interest.

## NEW PROGRAMS—IDEAS

### WLBC News Show

Muncie News Agency is sponsoring this one to push sales of Sunday New York Mirror and News, via WLBC, Muncie, Indiana. Title is "Questions That Should Be Answered," and spots Henry Marks as commentator with Al Lee announcing. Script is by Ottis Roush, production manager, and is reported to be drawing well in weekly quarter-hour spot.

### WQXR Film Finding Service

A free film-finding service for radio listeners has been inaugurated by Sidney Kaufman on his program, "Cinema Comment," over WQXR on Mondays at 9:45 p.m. By arrangement with film booking offices, Kaufman is able to advise applicants the next time any requested film is booked for exhibition at New York theaters. Responses indicate the service has been badly needed.

### Revised NAB Proposals Submitted to Members

(Continued from Page 1)

determined by either the membership or board of directors; Article VII has had extensive revision and pertains to the board of directors which is to be increased from the originally proposed 21 to 23, section 2 now stating that directors at large shall be chosen as two from large stations, two from medium stations and two from small stations; (it also makes mandatory representation on the board of every type station); 17 sub-organizations are to be set up with each district electing a director in advance of any NAB annual meeting. Change here reads "elect" instead of "nominate"; Article IX has been changed to provide machinery for district associations to tie into the national body.

Reorganization committee, comprised of Edward A. Allen, Edwin W. Craig, E. B. Crane, Walter J. Damm, John Shepard 3rd, Mark Ethridge and Philip G. Loucks urges every member to attend the annual meeting in February, also that it believes the new setup will become so valuable to its members that every station will be proud of the membership and consider it an honor.

### Ted Church Joins Collins

Theodore Church has resigned from the NBC press department to become assistant to Ted Collins, Kate Smith's personal representative. Church was at one time with WJSV, Washington, later resigning to join the Republican National Radio Committee in 1936. He takes over the new post today.

### Cantor Nursing Throat

West Coast Bureau, RADIO DAILY

Los Angeles — Eddie Cantor, who had to do his broadcast last Wednesday with a nurse at his side, was still nursing a bad throat infection Saturday. He spent the week in the hospital.

### WOR Recording Rate Card

WOR has issued a new rate card for its recording and transcription service, including studio recording, off-the-air, off-the-line and portable recordings. Complete costs are listed as well as spot announcement recording data. Partial list of WOR service users are given, numbering 20 leading advertising agencies.

## 90% OF AFFILIATES SIGN AGREEMENT ON MUSICIANS

(Continued from Page 1)

mize any measures that the AFM may decide to take. Committee will hold itself available for another two or three weeks, but must disband after that since it is desirous of attending the NAB meet in Washington next month and wants everything out of the way by then. Committee also thanked the affiliates for their cooperation and the "splendid and unselfish manner" in which the networks helped in the unprecedented emergency. As per original plan, the affiliates will add \$1,500,000 to their musician payrolls and the networks around \$600,000 annually. Weber believes well over 1,000 musicians will be added.

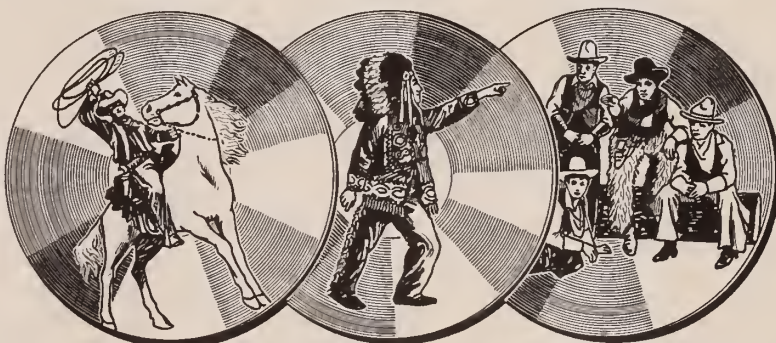
### KHJ Live Television

West Coast Bureau, RADIO DAILY

Los Angeles—KHJ of the Don Lee network is preparing to start live talent television broadcasts in about 60 days.

### Issues Broadcasting Atlas

Walter P. Burns & Associates have prepared a new Radio Broadcasting Atlas showing primary area coverage of stations by wattage groups, also a special table of broadcasting station ranges. Maps were made up from material supplied by the broadcasters. One chart also shows radio homes per square mile.



## Radio's Greatest Audience Builder "THE LONE RANGER"

TRANSCRIPTIONS READY

FOR CONTRACTS TO STATIONS AND SPONSORS

FEBRUARY FIFTEENTH  
3 HALF HOURS WEEKLY

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

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

Write or Wire WXYZ, Detroit

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

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

## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS GRANTED

Southern Minnesota Supply Co., Mankato, Minn. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

WSYB, Rutland, Vt. CP to move transmitter locally and increase hours of operation to unlimited.

WHK, Cleveland. CP to operate experimental facsimile station from 1-6 a.m. 1 K.W.

### APPLICATION DENIED

WSMB, Inc., New Orleans. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

### SET FOR HEARING

KFQB, Anchorage, Alaska. Auth. to transfer control of corp. to E. E. McDonald. 780 kc., 250 watts, limited.

Orrin A. Henzel, Rochester, N. Y. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Peter J. Caldarone, Providence. CP for new station. 1270 kc., 250 watts, daytime.

Jonas Weiland, Goldsboro, N. C. CP for new station. 1500 kc., 100 watts, daytime.

### APPLICATIONS RECEIVED

WRBL, Columbus, Ga. Authority to transfer control of corp. to J. W. Woodruff, Jr. 500 shares common stock.

Cascade Broadcasting Co., Inc., Everett, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

KDB, Santa Barbara, Cal. Invol. transfer of control of corp. from Don Lee to Thomas S. Lee, R. D. Merrill, Beatrice Norton, 1000 shares common stock.

### EXAMINER'S RECOMMENDATIONS

WSAY, Rochester, N. Y. CP to increase power and hours of operation to 100 watts, 250 watts LS. unlimited. 1210 kc., be granted.

WAAB, Boston. Mod. of license to increase power to 1 KW., be granted. 1410 kc., unlimited.

KGAR, Tucson, Ariz. CP to change frequency and increase power to 1340 kc., 250 watts, be denied.

## AGENCIES

MARSCHALK & PRATT INC., New York, has been elected to membership in the American Association of Advertising Agencies.

GERALD PAGE-WOOD, for the past year v.p. in the Chicago offices of Campbell-Ewald Co., has resigned.

N. W. AYER & SON of Canada will handle the advertising account of Province of Quebec Tourist Bureau.

### Gerald Lyons on CBS Staff

Gerald Lyons, recently connected with Edwin C. Hill as news editor, has joined the staff of the CBS publicity department. Among his assignments will be Major Bowes "Amateur Hour". Lyons was formerly with the Albany Evening News, the Wilkes-Barre Record, and the Worcester Evening Post, in editorial capacities.

### Arthur Hayes a Father Again

Arthur Hayes, WABC sales manager, is the father of a boy born Friday at Port Chester. Mrs. Hayes is the former Florence Gruber, an ex-Campbell Ewald Co., Detroit, employee. Newcomer, named Joseph, is his second child.

## LISTEN TO DORIS RHODES

7:15 P. M. WABC-CBS Network Mondays

MANAGEMENT  
COLUMBIA ARTISTS, INC.



### PETTY CASH VOUCHER

Week ending Jan. 14th.

● ● ● Saturday... While in Lakewood, N. J., we encounter Lanny Grey of NBC's Lucille and Lanny. A game of billiards with Jonie Taps who beats us and then is beaten by CBS' Herb Rosenthal. Zeke Manners plays ping-pong with Doris Rhodes and wins—but not only does Doris take us over, but we succeed in breaking three "Harry Richman balls"... Phone rings with a concise report of Judy Starr's birthday party at the Tavern which brings Dorsey, Duchin, Bill Corum, J. C. Flippen, a crowd from the Shuberts—and oh so many music people.

● ● ● Sunday... While driving thru the pines and inhaling the fresh air we listen to WSM, Nashville, which comes over as clear as WLW, Cincy, does... Hear that "Abraham Cohen" is the name of the Negro preacher heard via WKAT, Miami... Another call reports that Bobby Feldman's testimonial dinner at the Astor is a huge success—and Hy Gardner's special edition of "Life—and loves of Bobby Feldman" is creating plenty of laughs... Another call tells us that Leon & Eddie's party for Freddie Martin is running full blast.

● ● ● Monday... Martin Starr is appointed ass't dramatic critic to Harry Hershfield at WMCA by Donald Flamm... A flash comes through that Herbert R. Ebenstein, president of Atlas Radio Distributing Corp., flew 8,000 miles last week, covering branch offices of his company—and is listening to airplane salesman to purchase a private airship.

● ● ● Tuesday... Dinner at the Tavern with Teddy Powell, Jack Robbins and Mitchell Parish and a decision to view the Benny Goodman broadcast meets with the approval of the group. At the playhouse the page boys reflect the personality of CBS prexy Bill Paley with their willingness to oblige... Later to Toby Wing's opening at the Paradise where she entertains Milton Berle and his girl, Judy Malcom, Mitzi Green, Abe Lastvogel, Frances Arms, Abe Lyman, Louis Sobol, Jack Bregman, etc... Following this to the Famous Door for Louis Prima's "Where Have We Met Before?"

● ● ● Wednesday... We take the tux out of the mothballs and erase the dirt from the shirtfront to visit the Rainbow Room, where Ruby Newman was to open—but didn't because he's ill... Teddy Powell and Judy Starr joins us in admiring the swinging and swaying of the rumba as executed by Columnist Dan Walker with Irene Delroy... Not wanting to waste the clean shirt we go to Reubens for a snack and there find Lawrence Tibbett nibbling a sandwich with his frau—and his shirt's much cleaner than ours.

● ● ● Thursday... Learn that a saddle ordered by Paul White-man when he played in Texas is now ready for delivery—wherever he wants it sent. It costs over \$2,000... For an actual view of "Right This Way" and see Rudy Vallee's "April" in action—we discover, on the aisle, Patricia Norman and her constant escort, Milt Weiss of Metro's publicity staff... To Una Wyte's debut at Leon & Eddie's after seeing Monie Hellinger and Sid Peirmont argue with Toots Shor.

● ● ● Friday... Arise too late to attend Louis Sobol's luncheon (wonder how he got up in time?) but learn it's a hit... Hear that Al Meltzer has left Geo. Lottman—as have a few others from that office. TOTAL EXPENSE: Forty-five cents for broken ping-pong balls! AUDITOR'S REMARKS: Request denied. So you're already breaking your New Year resolution and trying to cheat me!

## NEW BUSINESS

Signed by Stations

WICC, Bridgeport: Larus Bros. (Edgeworth tobacco), "Alias Jimmy Valentine."

KPO, San Francisco: Remington Rand Co., through Franklin-Bruch Ad. Corp.; Albers Bros. Milling Co., through Erwin Wasey Co.

KGO, San Francisco: E. Fougere & Co., through Small & Sieffer; Chicago Engineering Works, through James R. Burke & Associates; Quaker Oats Co., through Fletcher & Ellis, Inc.; Union Pacific R.R., through The Caples Co.; Milton Bradley Co., through the J. D. Bates Co., Crystallac Labs & Mfg. Co., through Howard E. Williams.

KNX, Los Angeles: Loxol Shampoo, Fray and Bragiotti, ETs (also on KSFO), through Milton Weinberg.

WISN, Milwaukee: Holland Furnace Co., spots.

WOR, New York: Oxo, Limited (Oxo Beef Cubes), Martha Deane, through Platt-Forbes Inc.; National Livestock and Meat Board, Martha Deane, through Campbell-Ewald.

### Mennen Show May Extend

Mennen Co., through H. M. Kiesewetter, starting a variety program on five NBC-Red network stations on Wednesday at 7:45-8 p.m., may extend to the west coast later.

Show is titled "Cheer Up America," with production details arranged by Adam J. Yung, head of Kiesewetter radio department, and talent submitted by Ben Roche.

Talent includes Henry Burbig, Ray Murray, Funnyboners trio and Frank Novak's orchestra. Murray and Burbig will do comic dramatizations. First one will be "Grand Street Hotel", then "A Fairy Tale in Swing" and third show will have "Goldilocks."

Stations are WEA, KYW, WTAM, and WENR-WLS, with broadcast set for Jan. 20 at same hour over WLW.

### Show for Warm Springs Fund

A 45-minute program studded with stars was aired over NBC-Red on Saturday night from Hollywood as a promotion for the Warm Springs Foundation Fund and the President's Birthday Ball to be held Jan. 29. Among stars who volunteered their services were Rudy Vallee, Edgar Bergen, Harry Einstein (Parkyarkarkus), Joe Penner, Al Jolson, Walter O'Keefe, Lanny Ross, Nelson Eddy, Jeanette MacDonald, Tony Martin, Alice Faye, Phil Baker, Kenny Baker and others.

### New Writers for Oakie

West Coast Bureau, RADIO DAILY  
Los Angeles—Ira Ashley and Irving Murray are here from New York to work on the Oakie-Camel program by Savington Crampton, producer of the show for William Esty. Ashley will function as continuity editor, and Murray will work on script.

## TRY RADIADS

THE BETTER COMMERCIAL  
ANNOUNCEMENT SERVICE

WRITE FOR SAMPLE  
RADIAD SERVICE

6149 KENWOOD AVE. CHICAGO, ILL.

**PROGRAM REVIEWS**

**Benay Venuta Revue**

New morning musical variety program headed by Benay Venuta, on WOR-Mutual at 10:45-11:15 a.m. Fridays, got off to a fast start. For a before-lunch show, it was an unusually slick and lively affair, strong on diversified tunefulness and snappily routined.

Besides Miss Venuta, who emceed and contributed a good deal in the vocal line, the program had Paul Roberts, a baritone of ample ability; Pauline Alpert, who can certainly make the ivories fly, and the Leo Freudberg orchestra, which likewise was wide-awake. Show compared favorably with many evening features of the same type.

**Blue Barron Orchestra**

Heard from the Green Room of the Hotel Edison over NBC-Red network, the Blue Barron Orchestra provides a very neat little show. When caught, last Friday at 6:45-7 p.m., the routine included a nice assortment of new and old numbers, with just the right amount of vocalizing and even a bit of whistling, while talk was kept down to a minimum. It made a very pleasing dinner-time program.

Barron has a style of his own in the interpretation of music, and it's very likeable, either for dancing or for just listening. He also broadcasts Wednesdays at same time, Saturday midnight at 12:30-1 and on NBC-Blue Sunday at 11:05-11:30 p.m.

**"Hammerstein Music Hall"**

Anybody who isn't sick of hearing "Bei Mir Bis Du Schoen" would have liked the way Alan Roberts sang it on "Hammerstein Music Hall" over CBS last Friday night. Roberts puts nice feeling into his vocal efforts, giving rounded fullness to the melodic content of a number instead of mutilating it with unintended trimmings. Also on the bill were a couple of other star vocalists, Sylvia Froos and Tex Fletcher, and the Hammerstein regulars.

**Molly Picon**

Sponsored by Maxwell House Coffee, this weekly variety show is designed for Jewish-English audiences. Initialer Friday at 7:30-8 p.m. was somewhat incoherent and jerky. There was too much work for Molly Picon, who essayed almost everything from star role to commercials. She revealed a pleasant radio voice, a fine flair for comedy song-bits, anecdotes which were not too effective, and a breathless diving on and off

**ORCHESTRAS - MUSIC**

**BLUE BARRON'S** music is clicking at Hotel Edison in New York, where he'll remain in the Green Room until April with NBC wires.

*Charles Costello and ork, with the three Le Brun Sisters, have been placed by CRA at the Commodore Club, Detroit, with an NBC wire.*

Bob Crosby tonight follows Benny Goodman into the Hotel Pennsylvania, New York, airing over CBS.

*Eddy Duchin leaves the Plaza on Jan. 20, with Pancho replacing.*

Russ Lyons, former Cleveland and Detroit ork leader, has been added to CRA's New York sales staff, it is announced by Stanford Zucker, g.m.

*Rudolph Friml Jr. takes Richard Himber's MBS spot at Essex House this week.*

George Ande's Orchestra set for six weeks at the Country Club, Oklahoma City, then back to the Oklahoma Club. Both programs aired over WKY. Now making dates for road tour.

*Lee Grant and his orchestra, currently featured on WMCA's "Grandstand and Bandstand" commercial, will make a short for Paramount Pictures based on Grant's musical novelty, "Nursery Rhyme Jam".*

"Spud" Murphy, well known swing arranger, makes his debut as a baton wielder conducting his newly organized orchestra over KEHE.

**More Sports Activities Being Added by WHBQ**

Memphis—WHBQ is expanding further in its extensive sports activities by adding two new broadcasts. In addition to a heavy football season, out-of-town games of the Memphis Baseball Club, and weekly wrestling bouts, WHBQ has started a weekly bowling series, to continue through the City tournaments held in March, also a weekly series of handball bouts featuring Sam Atcheson, 1937 National YMCA handball champ, and 1936 National AAU champ.

Latter series will include twice daily handball broadcasts during the National AAU handball tournament to be held in Memphis in March or April. Bob Alburty will man the mike on these occasions. All WHBQ sports broadcasts are sponsored by Coca Cola Bottling Co., who also present Singin' Sam five times weekly over same station.

**5,000 Write El Paso**

El Paso—The El Paso Chamber of Commerce has received more than 5,000 letters in response to a broadcast of the New Year's Day Sun Carnival Parade, originated by KTSM here for WLS, Chicago, and KMBC, Kansas City. The hour-and-a-half parade, "A Pageant of the World", was described by a KTSM staff announcer, and photographs of some of the 65 floats were offered to those who would write the Chamber of Commerce.

**Father Coughlin Adds WHBI**

WHBI, Newark, has been added to the Father Coughlin network. J. J. Devine set the deal for the station.

the airwaves which doubtless was chargeable to the scripting. Supporting cast from the Second Avenue Theater was helpful, and high spot was musical direction. For the most part, show is done in English, and general audience might find it appealing when the wrinkles are straightened. Introduction was a honey, though not too original, following the "Town Hall" tradition.

**More Educational Series For Los Angeles Stations**

West Coast Bureau, RADIO DAILY  
Los Angeles—Educational programs seem to be the order of the day, with prominent educators being given free rein on KFI-KECA by General Manager Harrison Holliday, and the Los Angeles schools readying programs to begin a series on KNX on Jan. 20 to run through until the end of the school year on June 23, with a 15-minute period turned over to educators each Thursday at 2:30-2:45 p.m., and the total school population tuned in on the 400 receiving sets already installed in local schools.

**Lawrence on "Dr. Christian"**

West Coast Bureau, RADIO DAILY  
Los Angeles—Bill Lawrence, CBS announcer-producer, takes over production reins on the Jean Hersholt "Dr. Christian" show for the McCann-Erickson agency, with Dorothy Barstow returning East for other production assignments for the agency. Lawrence continues his various CBS chores, which include production of "People's Choice" and "Your Witness."

**Nancy Turner's Scoop**

Baltimore—Nancy Turner, WFBR's director of Women's Programs, scored a beat last week by interviewing United Airline's Helen Stanbury, the only woman executive in aviation. Miss Stanbury motored to Baltimore and WFBR after a White House luncheon engagement with Mrs. Franklin D. Roosevelt.

**Form New Radio Firm**

Oklahoma City—Alma M. Shaw, Etta Howland and John Woodworth have organized Radio Productions, Inc., and will announce plans shortly.

**GUEST-ING**

GLADYS SWARTHOUT, on Elza Schallert program, Jan. 27 (NBC-Blue, 11:15 p.m.).

FRIEDRICH SCHORR, on Philadelphia Orchestra program, Jan. 24 (NBC-Blue, 9 p.m.).

FREDERICK LEWIS ALLEN, author, on "Book-of-the-Month Club Concert", tomorrow (WQXR, 10 p.m.).

EDWARD ARNOLD and BOB HOPE, on "Your Hollywood Parade," Jan. 19 (NBC-Red, 10 p.m.).

JAMES MELTON, on "Songshop," Jan. 21 (CBS, 10 p.m.).

FRANCIS LEDERER and MARGARET BOURKE-WHITE, on Kate Smith Hour, Jan. 20 (CBS, 8 p.m.).

CLIFFORD ODETS, Jan. 18 (WOR-Mutual, 6:45 p.m.).

BERT KALMAR and HARRY RUBY, on "30 Minutes in Hollywood," Jan. 23 (WOR-Mutual, 6:30 p.m.).

**W. C. Wester in Sales Post**

Green Bay—W. C. Wester, for the past two years connected with WHBY Inc. and for the past six months director of radio sales for WTAQ and WHBY, owned and operated by WHBY Inc., has been appointed to the sales department of the new Wisconsin Radio Network. Sales offices will be maintained in the Bellin Building here for the present.

**Stockholders' Meet on Air**

Cincinnati—Federal Land Bank of Louisville bought time on WCKY last week in order to bring to Land Bank stockholders, meeting at various points in Ohio, Kentucky, Indiana and Tennessee, an address by Myron G. Grigg, vice-president and treasurer of the bank.



**A NEW RADIO SERIES STARRING MOVIE STUNT MEN**

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

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"AT THE TOP OF THE DIAL"

1697 BROADWAY

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**WALT FRAMER**

Freelance originator of

**RADIO SWAPS HEARD DAILY OVER WWSW**

Pittsburgh, Pa.



**JOE PENNER** took a bow Sunday when he was officially notified that he was the winner in the "Annual Child Preference Survey" of the Boys' Athletic League in New York.

Mary Lou Cook, formerly featured vocalist with Larry Kent's orchestra, has been signed as a staff artist at KNX-CBS, and will be spotted in a network sustainer shortly.

Lou Bring and his orchestra will be on the CBS program celebrating the 35th anniversary of the famous old Hollywood Hotel tonight.

Frederick C. Dahlquist, president of American Radio Features, is in the Santa Monica Hospital for an appendix removal, while Lucille D. Ross, secretary of the concern, is at the Cedars of Lebanon for a nasal operation.

CBS will remote Phil Harris from the Palomar every night from 15 to 45 minutes.

Sumner Prindle, young American pianist of note, inaugurates a Sunday concert series on KHJ-Don Lee on Jan. 16 at 2-2:15 p.m.

Irving Fogel, head of Irving Fogel Radio Productions, is in Cedars of Lebanon for an operation.

"Traffic Mixups of the Mix Family" is the title of a new dramatic program on KEHE, Friday nights at 8:15, sponsored by the Traffic Bureau of the Police Department. Station also has "Hollywood Tattle Tale," conducted by Bob Garrett, bowing in on the same night at 9:45.

Beryl Carew, 14-year-old soprano from Vancouver, B. C., has been signed to appear on NBC's "Signal Carnival" for a minimum of 39 weeks and bows on the program Jan. 23.

R. A. Calhoun has been appointed sales manager for R. U. McIntosh & Associates, transcription producers, and Cecil Davis is now Chicago representative.

Bill Kelso, aggressive KMTR special events reporter, grabbed the first interview with Elsie Berdan, nurse on the tragic cruise of the yacht Aaeje.

Red Nichols, Ann Douglas, Cappy Barra's Harmonica Band, and Olsen and Johnson will guest for George Jay this week on KFWB's "Hollywood Matinee" at 3 p.m. Last week Jay interviewed Connie Boswell, Betty Grable and Phil Harris.

#### KFAB-KFOR Hire 8 Men

Lincoln—Local studios of KFAB and KFOR have hired eight musicians with leader under new AFM agreement.

#### Entertain News Folk

Buddy Clark, Lew Lehr and Pickens Sisters entertained at a party given by MacFadden Publications on Friday night at Hotel Woodstock to the distributors of Interborough News Co.

## ★ THE WEEK IN RADIO ★

... IRNA Plan Is Operative

(Continued from Page 1)

pose . . . International Radio Sales, the new Hearst Radio subsidiary, will represent WLS and KOY as the first of a new list of stations to be represented as per new policy . . . Changes in staff of N. W. Ayer & Son reveal expansion plans as to radio activity both in New York and Phila. . . .

Radio accounts placed abroad by American advertisers showed an increase in 1937 of 225 per cent over that of 1936 . . . commitments already in for 1938 expected to increase this year's business over 1937 by at least 100 per cent . . . A. E. Joscelyn assumed the post of Eastern sales manager for Radio Sales, CBS subsidiary, succeeding Arthur Hayes, who is to devote full time to local biz on WABC . . . Lucky Strike started a fourth network show, this one on the NBC-Red, Monday nights . . .

WBRE joins NBC-Red and Blue Jan. 30 . . . WRVA was recommended by FCC examiners for clear channel and 50,000 watts . . . WWL, CBS affiliate, which will go to 50,000 watts around July 1, will up the rates 37 per cent. . .

ANA annual meeting will be held Sept. 28-Oct. 1 at Hot Springs, Va. . . . FCC called a press conference for Jan. 27 for the purpose of informal discussion of rules and regulations

pertaining 30,000 kcs. recently allocated to mobile press units . . . Crowell Publishing Co., after taking a smack at radio, starts a test campaign today for one of its publications . . . another of its mags has been on the air for some time . . . Ruthrauff & Ryan Chicago office set a new record for its Feb. billings. . . after having billed a record-breaking Jan. . . .

Chicago again has trouble with its remote band situation due to the new service charge required by outlets for airing the sustainers from night spots et al . . . MPPA will distribute a new high in fees collected for transcription and other small rights for the current month . . . Six stations linked in new Alabama regional . . . while four more outlets joined the Wisconsin net. . . .

AFRA held more conferences this past week with major network committees and ad agencies . . . the actors' union laying its cards on the table. . . AGRAP committee vote favored a CIO affiliation, but the matter will be left to a membership vote . . . First annual radio poll by RADIO DAILY revealed the favorite programs and personalities of leading radio editors throughout the country. . . .

### Await Football Action By Big Six Conference

Oklahoma City—It has been learned here that action on broadcasting of football games from the University of Oklahoma will be postponed until a meeting of the Big Six Conference can be held as the Conference has decided to supervise granting of broadcasting privileges and set up regulations under which games will be aired. Conference includes U. of Oklahoma, Missouri, Nebraska, Kansas State, Iowa State, and Kansas.

### Give Young Composer Chance

Bangor, Me.—A local 10-year-old composer, Evarts T. Leighton, begins a musical career Jan. 26 when his original composition is presented on the "Preacher and His Wife" program over WLBZ here and WRDO, Augusta. The song is said to show unusual promise.

### Wurlitzer on WIL for 52 Weeks

St. Louis — Wurlitzer Co. signed with WIL for a Saturday morning 30-minute show for 52 weeks. Program is to be a revue featuring all outstanding Wurlitzer Studio talent. Jeff Salter will produce and emcee the show remote from Wurlitzer's downtown studios.

### McCosker's Daughter Engaged

Angela France McCosker, daughter of Mr. and Mrs. Alfred J. McCosker, is engaged to Sheldon Van Dolen of South Orange. Date of wedding has not been set.

### KWTO'S 1937 Revenue Increased 25 Per Cent

Springfield, Mo.—Best year in history was chalked up by KWTO in 1937, with more than 25 per cent increase in gross revenue, according to Manager Ralph D. Foster. Increase in national accounts for the 5,000-watt was especially big, about 65 per cent.

Station also has a good start for 1938, with Oxydol, Dr. Caldwell, Smith Bros., Seven-Up, Pet Milk, Purina, Skinner Mfg., Tydol-Veedol, Household Magazine, Coca-Cola, Mantle Lamp.

### Maurice Spitalny Sendoff

Pittsburgh — The two-hour broadcast staged by KDKA last Thursday night from the Stanley Theater as a sendoff to Maurice Spitalny, station's new musical director, was a big success. Among those on the program, part of which was aired over NBC-Blue network, were Maurice's two brothers, Phil Spitalny and his all-girl orchestra, appearing here, and H. Leopold Spitalny, who conducted a number from New York.

### Payne's Talk in Record

Washington Bureau, RADIO DAILY

Washington—The talk of FCC Commissioner George Henry Payne at the recent educational conference in Chicago has been introduced into the Congressional Record by Congressman Robert L. Bacon of New York. Payne criticized advertising of deleterious foods and drugs and sophisticated programs.



**ARAGON** and Trainon ballroom orchestras—currently Dick Jurgens and Bill Carlsen—have switched from WGN, Mutual outlet, to the Ralph Atlass WIND, now that all major stations are charging \$100 a week service charge from all remote dance spots.

Kay Chase, author of "Painted Dreams," flew to Miami on extended vacation which will take her also to Haiti, Panama and Mexico City. She will airmail scripts home for a month or more.

Bob Elson, WGN sportscaster, to address the Clinton, Ia. chamber of commerce on Wednesday.

Ed Smith, radio director of General Mills, Minneapolis, is spending some time here getting "Valiant Lady" serial under way.

When Roy Brower failed to show for "Aunt Jemima" broadcast the other morning, Gil Gibbons, production director, did his tenoring for him.

Carl Meyers, WGN chief engineer, back from a business trip to Washington.

Singers who have been added to the WAAF roster include Gay Matthews, balladeer; Pat Casey, Irish tenor, formerly with Freddy Martin's band; James Mitchell and Aurelia d'Este.

### WJR Show from Book-Cadillac

Detroit—WJR started a new mid-night show from the Casino room of the Hotel Book-Cadillac last Friday. Harry Wismer emceed the half hour program, introducing Ted Weems and Elmo Tanner, now playing at the Fox Theater, Bronko Nagurski, wrestling champion and star fullback of the Chicago Bears, and Stark Ritchie, University of Michigan half-back. Ernie Holst's music is at the Book and furnished the background. The show will continue throughout the Winter at the same hour each Friday as Wismer introduces stars of stage, screen, radio and sports.

### Boice Writes on Radio

"Radio," a discussion for executives who already know the ABC's of the business, by H. K. Boice, vice-president in charge of sales for CBS, has been published in pamphlet form for trade distribution. The booklet, a reprint from "Handbook of Advertising," published by McGraw-Hill Co., discusses many aspects of radio, from size to effectiveness.

### WHBQ Staff Additions

Memphis—Recent additions to the WHBQ personnel include Jack Morgan, staff pianist, and M. C. Vosse, sales staff. Morgan recently was with Henry Halstead and his orchestra during Los Angeles engagements. Vosse was with advertising sales department of Memphis Press Scimitar.

# RADIO LAW

Does the law protect a title of a program?

Does the law recognize a property interest in a news broadcast or does news belong to the public?

Does the law protect the broadcasting of sports events?

Does the law protect the name and personality of the artist?

To what extent does the right of privacy protect a public figure?

To what extent does the dramatization of a news event interfere with the rights of the personalities depicted?

Can a stage name be registered in Washington?

Can the title of a program be registered in Washington?

Will the law protect an imitation of a voice or an impersonation?

Does the law protect a mere idea?

To what extent does the copyright law or patent law protect an idea?

Does the law imply a contract when an idea has been used?

How is the law of unfair competition applied to ideas which have been improperly used?

FULLY COVERED

IN

**"RADIO PROGRAMS and  
new LEGAL CONCEPTS"**

BY

**LOUIS NIZER**

PROMINENT MEMBER OF THE NEW YORK BAR AND AUTHORITY ON  
THE LAW OF STAGE, SCREEN AND RADIO

Lecturer on Motion Picture Law at New York University and Hunter College; author  
of book entitled NEW COURTS OF INDUSTRY; author of Analysis of Standard  
Exhibition Contract, of Articles on Receivership, and other legal subjects.

IN THE COMING

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### Local Monopoly Curbed By New Policy of FCC

(Continued from Page 1)

Commission henceforth will refuse to grant additional permits to applicants already operating a broadcasting station in the same city.

The FCC decision to adopt a new policy in regard to the granting of applications was coincident with the denial of the application of WSMB for a construction permit to operate another station in New Orleans.

"In denying this application," McNinch stated, "we are trying to encourage wholesome competition among broadcasting stations and take some steps toward preventing monopoly in the field." The announcement, he said, would not necessarily mean the revocation of licenses now held, but added that further steps toward the prevention of monopoly may be taken in the future.

Asked if this policy would apply to newspapers operating radio stations, McNinch replied he did not see how it could apply since in this instance it would be dealing with two entirely different fields of communications. In denying the WSMB application, McNinch stated that the Commission found it was not in the public interest to erect another station in that area.

McNinch also stated in essence that the new policy would have no effect upon chain broadcasting where several stations were owned and operated by one radio chain.

The new edict is expected to affect sale of WAAW, Omaha, to Central States Broadcasting Co., which is awaiting FCC approval.

### Marjorie Whitney's New Venture

Chicago — Marjorie Whitney, for three years "queen" of the King's Jesters, has signed a management contract with Leo Salkin, who will book her with a new band to be known as Marjorie Whitney and the King's Lads. King's Jesters now auditioning for a new gal singer.

### Dudley to Address Women

Bide Dudley, WOR-Mutual drama critic and commentator, will address the Corning, N. Y., Woman's Club tomorrow, at 3 p.m. on "The Season's New Plays".

## ONE MINUTE INTERVIEW

W. B. LEWIS

"The air is pretty well filled now with commercial variety shows. To round out the entertainment Columbia offers, it is the program director's job to broadcast programs of a different type. There is some effort made by sponsors, to be sure, to induce CBS to specialize also in variety programs in order to serve as a training ground for entertainers who fit that type of show best. However, our first duty is to the audience. If listeners heard nothing but variety shows, there would soon be no variety—nor listeners."

# ★ Coast-to-Coast ★

**LAWSON ZERBE**, talented young dramatic star who is featured on many of the leading radio shows, is making a series of shorts for Educational Pictures based on characterizations of famous men. Zerbe also will be starred in three new Carleton Alsop radio productions which will debut shortly. The programs, written by Stouffer Stephenson and directed by James Allen, are entitled "Starved Satan Has A Guest," "We All Make Mistakes" and "Once Upon A Time," an operetta with an original score.

*Wesley Wallace, program director at WPTF, Raleigh, has been fighting flu.*

Art Jarrett, the Hollywood and radio singing star, is headlining the current Fanchon & Marco variety revue on the stage of the Roxy Theater. On the screen is "I Met My Love Again," with Henry Fonda and Joan Bennett.

*Ida Bailey Allen, home economist, today will conduct her 300th broadcast over WHN and her 2,500th broadcast since she entered radio in 1926. Celebration will continue throughout the week.*

A new series of 15 minute talks of interest to collectors of paintings, antiques, autographs and books will be heard over WQXR at 9 p.m. on Mondays. Karl Freund will conduct.

"The Voice of Experience," broadcast over WMCA Mondays through Fridays will be heard at a new time starting today, when program moves to 11:45 a.m.

The Ray Block Varieties program will be heard Thursdays instead of Wednesday afternoons hereafter. The time is the same, 3 o'clock. The first Varieties show on the new schedule marks the return of Ray Heatherton as guest star. Also heard will be Louise Raymond, popular California nightingale, who has appeared more than a half dozen times on Bing Crosby's show.

*Thomas J. Donovan, administrative assistant to Grover Whalen, will speak on the World's Fair (instead of John S. Young who was originally scheduled to appear) over WHN tonight at 9. Donovan will pinch-hit for Bryce Oliver, who is vacationing.*

Lesley C. Paul has been placed in charge of press relations and promotion of the Westinghouse Electric & Manufacturing Co. radio stations and will be located at Chicopee Falls, Mass. He was formerly manager of Westinghouse's press bureau in East Pittsburgh.

*Connie Stevenson, former publicity director at KOL, Seattle, has moved into a similar berth at KMTR, Hollywood.*

John W. Haigis, owner of the new WHAI, Greenfield, Mass., has announced the appointment of Mrs. Jean Conway as executive secretary of the soon-to-be-opened station.

"Dorothy Groom and Her Dinner Guests", a program of favorite vocal and instrumental themes from the classics, will be a weekly feature of WCKY, Cincinnati, on Mondays at 6:15 p.m. Miss Groom, a student of the Cincinnati Conservatory of Music, will each week invite a fellow student to be her guest on the program. She is a daughter of W. S. Groom, Cincinnati advertising man associated with Thompson-Koch Co., a leading agency.

"Kamp Kapers," a new type of morning broadcast, will make its debut over WINS today at 11:30 a.m. It will take the form of a variety show, with orchestra and soloists, set against the background of an adult camp. Drawing on his own experiences as social director at a number of summer camps, Billy Kern, a new radio personality, will act as emcee at the mythical "Kamp Katchakutie" where the scene of the broadcast will be laid. The script is by Ed Cleland.

*David Ross has been set for five Paramount shorts by Columbia Artists.*

Dan Seymour and Leith Stevens have been signed to appear on the two "Big Town" broadcasts originating from New York tomorrow and Jan. 25 over CBS at 8 p.m.

### Perole Quartet on WQXR

The Perole String Quartet will be heard over WQXR on Thursday, opening its first radio series for a commercial sponsor on radio's first daily commercial program of the best in classical music sponsored by the Book-Of-The-Month Club.

### Leonard Warren Wins Prize

Leonard Warren, former member of Radio City Music Hall Glee Club and now heard on WOR three times weekly, yesterday was awarded the \$500 prize as the month's winner in the Sealtest "Rising Musical Stars" series on NBC-Red.

### WATL, Atlanta

Station has made arrangements to broadcast weekly concerts direct from Griffith School of Music.

Ralph Carroll is now handling "The Big Brother" program, twice daily. Show receives regularly a large mail response.

A new program featuring the Adrian Rollini Quartet, has been scheduled for five periods a week.

Station is broadcasting weekly speeches by the Women's Chamber of Commerce.

Hugh Porter, tenor, has been added to the artist staff. He has his own program every morning at 10:45.

### New WHB Aviation Show Put Over in Big Style

(Continued from Page 1)

hostess is the background for the story.

Teaser ads and radio announcements were stepped up in size during campaign's second week, with photos on radio pages of Captain Moore as a war-time aviator in France in 1918 and as a commercial test pilot in Kansas City in 1929. Mystery as to the "Angels" was unveiled Jan. 9, when WHB presented a half-hour "Saga of Aviation" tracing the history of American flying from the Wright Brothers to the China Clipper. At the same time, the world premiere of "Angels In Blue" was announced for 4 o'clock Jan. 16 and details of prize contest were broadcast. Listeners are to divide \$100 in prizes for the 14 best letters on what they think of "Angels In Blue," and for a statement as to why they want to hear more episodes in the story.

Last week, Davis pulled out all the stops and went to town with exploitation including TWA tieup bringing pretty hostesses to the mike, and climaxing with a full page ad in Journal - Post, photogenic with a smash photo of Audrey McGrath, Chicago radio actress who is star of the show. Bill Moore's photo was also used; and a 1,000-word biography of Moore's career as a flier, radio writer and producer. Moore authored the "Air Adventures of Jimmie Allen" and produced some 700 quarter-hour episodes at World's Chicago studios. Story was later filmed by Paramount as "The Sky Parade." Recently he sold another kid aviation show to N. W. Ayer for Kellogg, to be used in Canada and in the U. S. by transcription in cities where Kellogg does not sponsor baseball. Show is tagged "Howie Wing—A Saga of Aviation" and will run four quarter hours a week, starting last of this month.

"Angels In Blue" is Moore's latest, and is soon to be offered national sponsors, for network or transcription campaigns. Two quarter-hour audition episodes, written and produced by Moore, have been recorded by World, and were used in the WHB premiere Sunday.

Listener reaction, as evoked by letter-writing contest, is expected to provide Moore with ideas for story development, sponsor angles, etc.

SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### Greetings from Radio Daily

January 17

Irv Brecher                      Minetta Ellen  
Frank Foster                    Warren Hull  
Jeanne Poli                      Fayvelle Schulman