



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 12

NEW YORK, N. Y., TUESDAY, JANUARY 18, 1938

FIVE CENTS

CIO Boycott on Carter

Looking On ... AND LISTENING IN

CENSORSHIP Now that the FCC has publicly rebuked NBC for erring with Mae West, and NBC acknowledged its slip-up, which was one of those accidents that can happen whenever the human element is involved, the case should be considered closed.

But it probably won't.

Censorship advocates already are using the incident to support their contentions that a radio censor is needed.

To this department, however, the Mae West episode is clear proof that the most effective surveillance of radio will be accomplished without official meddling.

The public's quick reaction to anything considered in bad taste is the best possible assurance that broadcasters will exercise the greatest care in radio material.

This form of self-policing, imposed by radio listeners at large, will prove far more in the public interest than political censorship in the hands of a small and arbitrary body who would only restrict effort without any guarantee against blunders.

POLL Response and results in RADIO DAILY's first nationwide poll of radio editors not only was most gratifying but indicates that this annual event will in due time assume the same authoritative position in the radio industry that FILM DAILY's "Ten Best Films" poll enjoys in the movie field.

Because of vast number of programs, constant changes, and other complicated factors, it is far more difficult to ascertain the various favorites in radio than in any other line of entertainment.

But a good start has been made, thanks to the fine co-operation of the country's radio editors and critics, and future polls promise to be of increasing interest and importance.

—D. C. G.

Close Figuring

Springfield, Vt.—A few days ago Phil Hoffman, WNBX manager, told his salesmen that arrangements had been made with a dog kennel to offer a scotty pup free over the air to the one submitting the best name for the dog. Bob Kelly sold the "name the dog" stunt to a local dairy—an hour and a half before the pup was born.

WOR WILL EXPERIMENT WITH HIGH FREQUENCY

WOR will enter the realm of ultra high frequencies next week with a new short wave transmitter operating from the 44th floor of 1450 Broadway, on the upper end of the block housing WOR offices in this city. New equipment, under the call letters of W2XJI, will transmit Mutual network and WOR programs, but due to the characteristics of ultra high frequency signals its reception will be

(Continued on Page 7)

New Uptate Network May Join Major Web

Plattsburg, N. Y.—Newly created network comprising WMFF here, WNBZ at Saranac Lake, and WDEV, Waterbury, Vt., now operating independently, is expected to affiliate with a major web in the near future, according to George F. Bissell, general

(Continued on Page 3)

Ironized Yeast Signs "Good Will Hour" Series

Ironized Yeast on Sunday takes over sponsorship of "Good Will Hour" continuing the show on the WMCA-Inter-City and Mutual networks. True Story dropped sponsorship of the series last Sunday.

Complete Inter-City network of 11

(Continued on Page 3)

WHAM Celebration

Rochester—WHAM has issued invitations to a dinner on Jan. 27 in the Sagamore Hotel marking its tenth anniversary and dedication of its new vertical radiator. Station is owned and operated by Stromberg-Carlson.

NBC New Orleans Stations Face Strike of Musicians

James Douglass Appointed Program Director for CSB

Omaha—James C. Douglass, assistant manager of WAAW, has been named program director of Central States Broadcasting System by Don Searle, general manager. Douglass

(Continued on Page 3)

Union Issues Ban on All General Foods Products If Commentator is Sponsored by Company

Eye to Bizness

Pensacola—WCOA not only beat the fire department to the draw in airing news of a recent fire before the alarm was in, but followed up by running several spot announcements on a fire sale of shoes—and sold out the store.

HEARST EXECs TO MEET IN CHICAGO MARCH 3-5

Chicago—Elliott Roosevelt has called a meeting of Hearst station managers and International Radio Sales executives to be held here March 3-5. Plan is to coordinate sales activities, standardize methods and report on operations.

Ed Heaton is to remain under Naylor Rogers, new local manager. Homer Hogan, whom Rogers succeeded, went to New York on business yesterday.

CKLW to Open Offices In New York and Chicago

Chicago—CKLW, Detroit-Windsor, will open branch offices here and in New York about Feb. 1. George Roesler, lately with McGillvra, will be in charge of local office. He left yesterday for Detroit to confer with Frank Ryan, managing director. James Blevin replaced Roesler at McGillvra.

Philadelphia—Industrial Union Council (CIO), at its regular meeting here, passed a resolution to boycott all General Foods products if Boake Carter, commentator, is sponsored by the firm. Carter was described as an "anti-labor reactionary commentator", who was "not renewed by Philco Radio & Television as its spokesman for the Liberty League" because of fear of a CIO boycott. Labor papers here, in New York and elsewhere carried the full list of subsidiaries and products put out by General Foods Corp.

Boake Carter is still on CBS for Philco, but has been reported as scheduled to start for General Foods on the same network Feb. 28.

CBS COMMERCIAL TIME DIVERTED TO EDUCATION

After an all-day meeting by the newly formed CBS Adult Education Board headed by Lyman Bryson yesterday, President William S. Paley of CBS announced that plans would be formulated at once to carry out the board's recommendations and that

(Continued on Page 3)

William Roux Appointed Hearst Promotion Head

William Roux has been appointed promotion manager of Hearst Radio Inc. Roux was formerly with the NBC sales promotion division in charge of publication advertising. He was with the web for five years.

Guest To Be Guest

Detroit—Edgar A. Guest, noted poet and radio celeb who has his own Household Finance Corp. program on CBS, will be special guest when the Household "Musical Clock," on which his son, Edgar A. Jr., is regular newscaster, starts its fifth year on WJR, Friday. Ralph Patt, emcee, promises live talent for the event.



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

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Coming and Going

HOLLACE SHAW and MARGARET DAUM, CBS singers, to Washington on Jan. 24 for personal engagements.

PAULA NICOLL, MBS sales department, flies to coast on Friday for a one-week vacation.

GEORGE FAULKNER, director of 2DU in Dubbo, Australia, is at the Ambassador in Hollywood for two weeks before sailing for Antipodes.

ALEXANDER BRAILOWSKY, Russian pianist, arrives today for his first visit to the United States.

ARTHUR SCHNABEL, Austrian pianist, and KAREN BRANZELL, contralto of the Metropolitan, arrive from Europe today aboard the Berengaria.

CLARK ANDREWS, producer of the "Big Town" series, preceded Edward G. Robinson and Claire Trevor to New York from Hollywood.

DON SERVICE, attorney for the Broadcasting

Service Ass'n in Sydney, Australia, sailed from the west coast Saturday for Honolulu for two weeks before returning home.

STAN LEE, Major Bowes talent scout, is spending a few days in the studios of WEEL, Boston, holding auditions for talent.

W. C. ALCORN, vice-president and general manager of WBNX, New York, and his wife, sailed Saturday for a 30-day cruise to Rio.

BOBBY FELDMAN, in charge of remotes for WMCA, is in Florida, recuperating from the testimonial dinner tendered him last week by friends.

WILLIAM WEISMAN, vice-president of WMCA, leaves for a Florida vacation early next month.

IVAN BLACK, p.a. of WPA Federal Theater Radio Division, is back from a southern cruise.

DAVID O. ALBER returns today from Philadelphia.

18-Piece Staff Band Is Organized by WJSV

Washington—WJSV has retained an 18-piece staff orchestra to augment its present entertainment facilities, it is announced by A. D. Willard Jr., manager of the station.

Frederick A. Long, program director, says John Salb will have charge of the orchestra's personnel. Crew will be known as the WJSV Columbians, with Meyer Goldman as conductor for the first two weeks, John Slaughter the second two weeks, and Leon Brusiloff the third two weeks.

Cugat Extended

Xavier Cugat and his orchestra, with Don Reid, tenor, and Valdez, baritone, have been signed for five more appearances on the RCA Victor program, starting Feb. 3. Show airs on NBC-Red, Thursdays at 11 p.m.

FINANCIAL

(Monday, Jan. 17)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Row: Stromberg Carlson.

B. Charles-Dean Resigns From British-American

B. Charles-Dean has resigned as president of British-American Productions and will hereafter devote himself exclusively to his new radio advertising campaign firm, B. Charles-Dean Co.

Stokes' Discoveries

Chicago—Harold Stokes, through Mutual show "On A Sunday Afternoon," has pitched up several amateur singers who have clicked. Among these are Marion Frances, signed by Frankie Masters, on NBC "It Can Be Done," Gilbert Mershon, who has landed commercial spots on WBBM and WJJD; Danny Ryan now singing with Carl Shreiber's band, and Patricia Long, who has had several nibbles.

Boston Artists Service Is Discontinued by NBC

Boston—Artists Service of Massachusetts, formerly associated with NBC and headed by Cleon B. White, will close its affiliation with the network Feb. 1. White will open and operate his own bureau in the Hotel Bradford. It will be known as the Cleon B. White Entertainments. White said the company made him an attractive offer in New York, but after 25 years he figures he would do better on his own in New England where all his friends and contacts are located.

Get Phillies Games

Philadelphia—General Mills (Wheaties) and Socony-Vacuum Oil will jointly sponsor the National League local baseball games over WCAU this summer. On days when Phillies are not playing at home, General Mills and Socony will alternate in sponsoring a two-hour variety show over the station.

Fizdale Moves Chicago Office

Chicago—Tom Fizdale, national radio publicist, has moved his local office from 20 North Wacker Drive to 360 North Michigan Avenue, accommodating an augmented staff. Fizdale flew to Hollywood last week for campaign details on new business expected to complement eight major agency accounts added within the last month.

La Tour with Simon Agency

Arthur La Tour, for the past eight years associated with NBC and CBS, will be in charge of the radio department for the Simon Agency.

Hal Doolittle Dead

Asbury Park, N. J.—Hal Rushmore B. Doolittle, 21, announcer for WCAP, was found dead from carbon monoxide gas Saturday at his home here.

Peabody for Hipp, Baltimore

Eddie Peabody, currently in Philadelphia, goes into the Hippodrome, Baltimore, next month for a long run as producing emcee.

THE 100th BLOW!



SEE PAGES 4 and 5 TOMORROW—

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



NEW YORK'S FASTEST GROWING STATION

INTERSTATE BROADCASTING CO. 730 Fifth Ave., New York

CBS COMMERCIAL TIME DIVERTED TO EDUCATION

(Continued from Page 1)

evening broadcast periods have been withdrawn from sale in order that the proposed programs might reach a maximum audience of grownups.

Board recommended (1) establishment of a series of half-hour evening programs dramatizing the processes of learning, (2) establishment of a series of dramatic studies of "America at Work" radio portraits, employing the average American's curiosity in what his neighbor is doing, in art, business, science, government, etc., and (3) continuous use of evening periods withdrawn from the commercial schedule and definitely reserved for experimental broadcasts in the educational field, these programs to be designed to win listeners and appeal to the radio audience in competition with commercial entertainment.

Ironized Yeast Signs "Good Will Hour" Series

(Continued from Page 1)

stations and four MBS stations (WOR, CKLW, WGN, WLW) will take the show. Former web will air a full hour, 10-11 p.m., with Mutual taking the first half-hour.

John J. Anthony and Bob Carter will continue in the same capacities. Deal is set for 18 weeks through Ruthrauff & Ryan Inc. Ironized is an extensive user of spot broadcasting but this is its first network effort in years.

Maj. Ridge for Congress?

Greensboro, N. C.—Major Edney Ridge, managing director of WBIG, is expected to announce his candidacy for Congress in the near future. The Major, like a good politician, never confirms or denies anything said about him, but the Carolina press has pointed out his qualifications, background and extensive civic activities in support of the rumors. Major Ridge formerly was publisher of Greensboro Record and is very active in American Legion, Veterans of Foreign Wars and other organizations.

Bowes' 150th Show

Major Bowes will mark his 150th amateur program Jan. 27 over CBS. Since the program became a network feature in 1935, more than 3,000 amateurs have been presented, selected from about half a million applicants, CBS announced.

The Perfect Sales Combination!
(Now in its third year.)

THE MORNING BULLETIN BOARD
AND
GOOD MORNING NEIGHBOR

Write for your Sales Brochures
STAR RADIO PROGRAMS INC.

250 Park Avenue New York City

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Jan. 15, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
True Confession (Famous Music Corp.)		44
Bei Mir Bist Du Schoen (Harms Inc.)		39
You're A Sweetheart (Robbins Music Corp.)		39
I Double Dare You (Shapiro-Bernstein Corp.)		35
Sweet Someone (Leo Feist Inc.)		35
Rosalie (Chappell and Co.)		34
Once In A While (Miller Music Inc.)		31
I Wanna Be In Winchell's Column (Leo Feist Inc.)		27
Bob White (Remick Music Corp.)		24
Dipsy Doodle (Lincoln Music Corp.)		24
In The Still Of The Night (Chappell and Co.)		24
There's A Gold Mine In The Sky (Irving Berlin Inc.)		22
Mama, That Moon Is Here Again (Paramount Music Corp.)		21
I See Your Face Before Me (Crawford Music Corp.)		19
Nice Work If You Can Get It (Chappell and Co.)		18
You Took The Words Right Out Of My Heart (Paramount Music Corp.)		18
Silhouetted In The Moonlight (Harms Inc.)		17
Sail Along, Silvery Moon (Select Music Co.)		16
Sweet As A Song (Robbins Music Corp.)		16
Thrill Of A Lifetime (Marlo Music Co.)		15
When The Organ Played O Promise Me (Joe Morris Music Co.)		15

New Upstate Network May Join Major Web

(Continued from Page 1)

manager of WMFF, which is the key station for the group.

New net was created to furnish blanket coverage of the area along Canadian border in New York State and Vermont. System is at present carrying the Father Coughlin series.

James Douglass Appointed Program Director for CSB

(Continued from Page 1)

will be in charge of all programs on the three stations in the Central group — KOIL, Omaha, and KFOR and KFAB, Lincoln. Heretofore the system had a program director for each station. Bob Cunningham, KOIL program director, has resigned.

KEHE Personnel Changes

West Coast Bureau, RADIO DAILY

Los Angeles—Executive personnel changes at KEHE announced by Hearst Radio Inc. in New York, include: Howard Esary, only recently made program director, now heads International Radio Productions on the Pacific Coast, with headquarters at KEHE. Al Poska, former chief announcer and emcee on various programs, succeeds to the program directorship vacated by Esary. George Irwin becomes chief announcer. Gurdin Mooser of the auditing department goes to KYA, San Francisco, as chief accountant.

RCA Victor Loses Plea

Federal Judge Knox yesterday denied RCA Victor the right to intervene in the case of Paul Whiteman vs. WNEW in which the maestro seeks to prevent station from playing his phonograph records.

NEW ORLEANS OUTLETS FACE MUSICIANS' STRIKE

(Continued from Page 1)

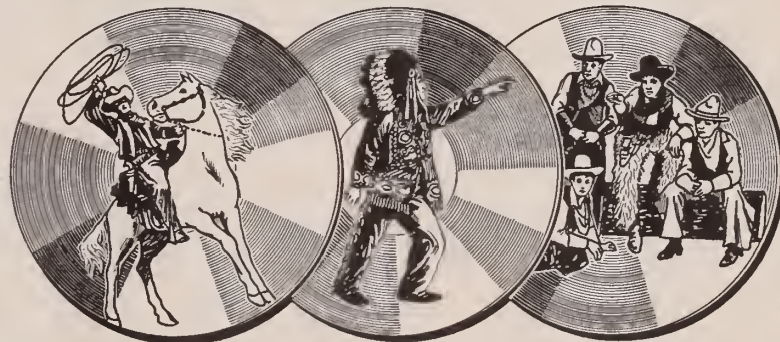
for a closed shop. The musician union contended that a closed musician shop would not interfere with other operations of the stations. Immediate result of the strike would be discontinuance of the WPA orchestra and all remote broadcasts from night clubs.

At WWL, which recently signed with the union calling for an augmented orchestra of 14 pieces, Irving J. Vidacovich was engaged as musical director, a position he formerly held at the station. WWL is affiliated with CBS.

At AFM headquarters in New York, nothing official was known of the strike order against WDSU and WSBM. It was stated in the absence of President Weber that the order is strictly a local proposition since both the outlets have hired but few, if any musicians, in the past. Regarding network programs, it was stated that such shows could not very well be stopped since NBC held contracts with the outlets which had to fulfill its obligations. The New Orleans strike call would be confined to local matters.

Jack Harty in Hospital

Jack Harty, WMCA traffic manager, is seriously ill in the Lenox Hill Hospital.



SPECIAL NOTICE!!

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

"THE LONE RANGER"

TRANSCRIPTIONS

Will Be Placed on the Market
February Fifteenth

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

Write or Wire WXYZ, Detroit

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

KING-TRENDLE BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK

THE PAUL H. RAYMER CO., Representative

RADIO DAILY

GUEST-ING

HELEN MENKEN, IVAN VANT-ZOFF, DORIS RHODES, LEE WHITNEY and BOB MacGIMSEY, on "Hammerstein Music Hall," Jan. 21 (CBS, 8 p.m.)

HELEN VINSON, on Paul White-man show, Jan. 21 (CBS, 8:30 p.m.)

NORMAN CORDON, on "Hit Parade," Jan. 22 (CBS, 10 p.m.)

DUKE ELLINGTON and SIDNEY PHILIPS, on "Swing Club," Jan. 22 (CBS, 7 p.m.)

PAUL LUKAS, on Jack Eigen program, today (WMCA, 6:45 p.m.)

SIDNEY BLACKMER, on Radie Harris program, Jan. 19 (WOR-Mutual, 7:45 p.m.)

COL. GILBERT T. HODGES and JOHN BENSON, on "Citizens' Forum", Jan. 25 (WNEW, 8:30 p.m.)

AGENCIES

JACK WARWICK, vice-president of Cecil, Warwick & Legler Inc., will speak on "Advertising Agency's Responsibility to Its Clients" before a dinner of the Advertising Women of New York Inc. at the Advertising Club today.

ASHLEY BELBIN has resigned from Blackett-Sample-Hummert Inc., Chicago, to become a partner in the Charles Daniel Frey agency. Other partners are Lorry Northup, general manager of the agency, and Arthur B. Sullivan, director of production, both of the Frey firm.

FRIGIDAIRE will hold its 1938 sales convention at the Hotel Astor on Feb. 1.

Nationwide Syphilis Talk

Dr. Thomas Parran, surgeon general of the U. S. Health Service, Gen. John J. Pershing, chairman of the National Anti-Syphilis Committee, and Ray Lyman Wilbur, ass't chairman, will speak on the syphilis campaign over the combined NBC-Blue and CBS networks on Feb. 2 at 10:45-11 p.m.



6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN

are advertising headquarters for radio stations which are leading sales influences in their respective markets.

John Blair & Co.

CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES SEATTLE



● ● ● Shaw and Lee leave the Wrigley show on completion of contract. Jack Fulton will become a permanent feature of the Sunday show. Wrigley is being talked to about the CBSwing Session... Jack Pearl, without benefit of fanfare, got into his car last Wed. with Wini Pearl and drove to the coast—but here's the tip-off: Sam Lyons went west on Thursday... Cahn & Chaplin appear on the Ford show tonite doing a medley of tunes including their "Bei Mir B. D. S."... CBS "People's Choice" quit the Sunday spot and Harry Conn's "Earaches" will be moved back into the 8-8:30 stanza... Eddie Cantor's show will be in Cleveland on March 12 for the Shrine Convention and do the March 16 show from there with the 23rd set to come from N. Y.... Andrews Sisters may go on the U. S. Rubber show—if they aren't renewed next week by Wrigley... Morton Downey has shelved 28 lbs. but sprouted a soup-strainer... Fibber McGee and Molly have been signed to a 3-pictures-per-year deal by Paramount with former CBS Workshop director, Irving Reis, set to write their first.

● ● ● Last Saturday nite's special NBC-Red show in behalf of the President's Birthday celebration and the infantile paralysis campaign fund had one of the most glittering arrays of radio stars ever heard on a single hour's program... Originating on the coast, lineup included Al Jolson, Walter O'Keefe, Rudy Vallee, Joe Penner, Phil Baker, Jack Benny, Edgar Bergen, Dorothy Lamour, Kenny Baker, Alice Faye, Lanny Ross, Tony Martin, Nelson Eddy, Jeanette MacDonald, Eddie Cantor (from his hospital bed), Don Wilson, Ken Carpenter and Meredith Willson's band... Fred Palmer, manager of KOY, Phoenix, Ariz., has gone western in a big way. He is remembering his eastern friends by sending them stuffed gila monsters mounted on a piece of cactus wood... Lloyd C. Thomas, g.m., and John C. McCloy, program director of WROK, Rockford, Ill., are recipients of bronze cards presented by the American Legion post in recognition of their outstanding service to the world war veterans' organization.

● ● ● There's talk that the Chase & Sanborn show will come from N. Y. shortly... John S. Young will hand in his report on coming radio activities of the World's Fair by Jan. 24... Paul Whiteman's band will supply music for a fashion show to be aired by NBC from Cocoanut Grove Jan. 26... Stan Lomax will interview Ted Collins on basketball via MBS tomorrow... Dan Seymour will announce the Edward G. Robinson "Big Town" show for the next two weeks, with Leith Stevens' band set to supply the music... Nadine Conner will come to N. Y. for a guesting on "Song Shop"... Mary Livingstone and Gracie Allen will do a "sister act" at the Ted Healy coast benefit the 22nd.

● ● ● Joe Maland is v.p. of the Central Broadcasting Co., manager of WHO, Des Moines and a director of the NAB... Earl May owns KMA, Shenandoah, Ia., and also runs the general store and a little nursery business with a reputed turn-over of several million dollars annually... You'd think they'd be pretty busy with all these responsibilities—but no! Maland admits to being the cow-milking champ of the NAB—and now comes Earl May scoffing at Maland's alleged supremacy as an udder-stripper—and challenges him to a contest, winner take all... Most programs must be on the air at least once to draw fan mail, but the mere announcement via KOIN, Portland, Ore., that it was to launch an educational show to assist parents in the correct rearing of young children—brought a number of letters of approval from local leaders in the field of education and public welfare. Show called "The Child Ways Counselor" debuted Sunday afternoon.

ORCHESTRAS MUSIC

BENNY GOODMAN's swing concert in Carnegie Hall on Sunday night was a vociferous success as far as the audience was concerned. Some 3,000 followers of swing music and jam sessions all but went wild over the performance. Individual members of the orchestra were given chances to strut their stuff, and all of them got big hands. Music critics of the newspapers who reviewed the concert did not think so highly of swing, however. They predict this form of melody will soon be forgotten.

Corinne Frederick will play a 600-year-old clavichord on next Sunday's Radio City Music Hall Orchestra program directed by Erno Rapee over NBC-Blue at 12:30 p.m.

Allan Grant, NBC pianist in Chicago, has sold four songs to Chicago and New York publishers. They are titled "Jade," "Barcarolle," "Spanish Serenade" and "Waltz Scherzo."

Tommy Tucker and his orchestra busily engaged in waxing 30 sides for Victor in Hollywood. Amy Arnell vocalizes.

Eugene Jelesnick has moved his Continentals into Empire Dining Room of Hotel Utah, Salt Lake City, and two remote dance spots per week over KSL in Salt Lake City. Russ Stewart announces the Thursday and Friday nighters.

Jay Whidden and his orchestra step into the Cocoanut Grove, Los Angeles, to fill a three-day engagement between the departure of Whiteman on Jan. 27 and the arrival of Eddy Duchin on Feb. 1.

Erskine Hawkins and His Orchestra are now under the management of Gale Inc. The one night dance stands will be booked through Consolidated Radio Artists.

"Toast to Town" to S. F.

San Francisco—Cella Grape Juice variety show, "A Toast to the Town," moves here and will originate from KSFO studios to CBS Pacific network. Albert White, KSFO musical director, conducts the orchestra, with Walter Guild as emcee and Allen Sheppard as announcer.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	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 18

Bradley Barker Art Kassell
Ruth Lyon Lucille Wall

☆ **F. C. C.** ☆
ACTIVITIES

HEARINGS SCHEDULED

Jan. 18: KSO, Des Moines. CP to increase power to 1 KW., 5 KW. LS. 1430 kc., unlimited.

KSTP, St. Paul. CP to increase power to 50 KW. 1460 kc., unlimited.

WJSV, Washington. CP to increase power to 50 KW. 1460 kc., unlimited.

Jan. 20: Dr. Wm. States Jacobs Broadcasting Co., Houston. CP for new station. 1220 kc, 1 KW., unlimited.

Great Lakes Broadcasting Corp., Cleveland. CP for new station. 1270 kc., 1 KW., 5 KW. LS., unlimited.

Fall River Herald News Publ Co., Fall River. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Sharon Herald Broadcasting Co., Sharon, Pa. CP for new station. 780 kc., 250 watts, daytime.

Allen T. Simmons, Mansfield, O. CP for new station. 780 kc., 1 KW., daytime.

Jan 21: WISN, Milwaukee. Mod. of license. 1120 kc., 1 KW., unlimited.

WJBO, Baton Rouge. CP to increase power to 1 KW. 1120 kc., unlimited.

WAPO, Chattanooga. CP to change frequency and increase power to 1120 kc., 500 watts, unlimited.

APPLICATION GRANTED

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

APPLICATION DENIED

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

WTMJ, Milwaukee

Clarence Berlin, purveyor of hot trumpet and leader man on Johnny Olson's "Rhythm Rascals" for Penn Tobacco, is papa. It's a girl.

Katherine Bennett, actress with a yen for a "rest cure," chose Arizona because she heard so much about it from Nancy Grey, whose sojourn there has been a hot air topic.

Russ Winnie, sports commentator, has been emphasizing the "show must go on" stuff. He got up from a bed of flu to do two basketball games, thence to bed again.

Clair Hazel, former "Honey Chile" with Bob Hope, was picked up by "Around the Town" when Bob Heiss took the feature back stage at a matinee of "Brother Rat."

Bill Evans is making the world safe for doughnut dunkers with a slick gag on his "Top O' the Morning" show.

NEW PROGRAMS—IDEAS

Dental Series on WCCO

Thirteen lessons in dental health will be broadcast by the Minnesota State Dental Association and the Minnesota Department of Health in an educational series over WCCO, Minneapolis. The speaker will be Dr. Vern D. Irwin, superintendent of dental health in the Child Hygiene

Division of the Minnesota Department of Health.

The radio series is being launched over WCCO in line with the Minnesota State Dental Association's campaign of educating laymen throughout the state in how to take care of their teeth. Instruction for children will also be included in the broadcasts.

ST. LOUIS

Bob Convey, KWK prexy, and the family have motored to Florida. Another KWK traveler is John Conrad, who is due back this week from the east.

Harry W. Flannery of KMOX addressed the West End Kiwanis Club luncheon last week.

France Laux, KMOX sports announcer, will be handed a trophy today by St. Louis Sporting News for his outstanding work as baseball miker.

Cantor's Talent Hunt

West Coast Bureau, RADIO DAILY

Los Angeles—Eddie Cantor will announce a search for new talent on his show tomorrow, and at the same time introduce another of his discoveries in the person of 10-year-old Perry Kilbourne, who will make his bow in a dramatic sketch. The "search" will continue for five weeks.

Cantor and his troupe, who go East on March 10, will be in Cleveland for the Shrine Convention on March 16-18. Other personal appearance dates are being lined up.

Previews for Oakie Show

West Coast Bureau, RADIO DAILY

Los Angeles—Jack Oakie and his campus cutups have gone for the "preview" idea and will clock each week's show for laughs at the CBS Playhouse on Monday nights at 10:30, with audience reaction presumably determining whether lines and situations are in or out on the following day's airing.

In the Air—And On It

Andre Kostelanetz has been selected by four leading eastern airlines for the second year as the country's No. 1 airline passenger. The conductor has flown more than 136,000 miles, it is estimated.

100 Stations for "Ho'el"

West Coast Bureau, RADIO DAILY

Los Angeles — When "Hollywood Hotel" starts on 26 additional Canadian stations Jan. 28, the show will be heard on an even 100 stations.

KGVO, Missoula, Mont.

Lee Nash, news editor, is the father of a girl.

Announcer Bob Young is emcee of a new Saturday night "Hayloft" swing period.

"Reminiscent Rhythm" is another new program, Wednesday nights.

Manager A. J. Mosby addressed the Missoula Park Board, of which he is a member.

NEW ORLEANS

With WWL and WSMB both in the market for new transmitters and the possibility that a third station will be a purchaser shortly, the town looks like a convention of radio equipment salesmen. One chief engineer hasn't had to buy a meal in a week.

The New Orleans Civic Symphony will go on the air twice for half an hour from the Municipal Auditorium when WSMB picks up part of its adult and youth concerts Monday and Tuesday.

Press Strike Aids Stations

Portland, Ore.—Typographical union strike causing suspension of three local newspapers has resulted in heavy use of radio for news periods and advertising. Theaters are among those using extensive radio plugs.

Energetic Speaker

Boise—With his address before the Rotary Club last week, C. G. Phillips, manager of KIDO, passed another milestone. He has now made a complete circuit of all Boise civic organizations, addressing each meeting on the subject "What NBC Means to Idaho."

Roger Doulens to Fizdale

Chicago—Roger Doulens has resigned as Earle Ferris' representative here to join Tom Fizdale Inc. He leaves immediately for New York and later will go to the Hollywood office. Edward Reynolds of the Ferris office in New York replaces Doulens.

Kayser Joins Rockwell-O'Keefe

Joe Kayser, one night booker, formerly connected with CRA and in business for himself, has joined the Chicago office of Rockwell-O'Keefe. He will be in charge of all one nighters in the midwest branch. Bob Weems, who formerly handled the one night bookings for the Chicago office, will contact Hotels and Night Clubs.

On Ball Committee

Dr. Orestes H. Caldwell, former Federal Radio Commissioner and now editor of Radio Today, has been appointed chairman of the Radio Industry Division in the New York campaign of the National Foundation for Infantile Paralysis, in connection with the President's Birthday ball. Jim Sauter is chairman of the general events committee.

NEW BUSINESS

Signed by Stations

WFIL, Philadelphia: RCA Manufacturing Co., spots, through Lord & Thomas; Lever Bros. (Spry), spots, through Ruthrauff & Ryan; American Chiclet Co. (Sen-Sen) spots, through Badger, Browning & Hersey; Sears-Roebuck, participation, through Lavinson Bureau.

KYW, Philadelphia: Manhattan Soap Co., spots, through Peck Adv. Agency.

WNBX, Springfield, Vt.: U. S. Rubber, Ben Bernie program (CBS); Woman's World magazine, spots; American Popcorn Co., program, through Coolidge Agency.

WGN, Chicago: Scott Paper Co., through J. Walter Thompson; Lamont, Corliss & Co. (Cocoa), through Cecil, Warwick & Legler.

WBNX, New York: Gude's Pepto-Mangan, foreign language announcements, through Morse International.

KSL, Salt Lake City: Holland Furnace, spots; Hudson Bay Fur Co.

WBTM, Danville, Va.

S. C. Ondarcho, vice-president and general manager, has returned from a trip to Richmond, where he attended a meeting of VBS members.

Rosser Fowlkes Jr. "Alarm Clock Revue-er," is claiming a new "rapid response" record. On the Fowlkes "eye opener" recently, a Danville department store advertised a group of merchandise which was sold out two hours after the airing.

Addition to staff: Howard Brown, apprentice announcer.

"HIGH FIDELITY" INSTANTANEOUS RECORDING

Highest Quality Recording attained by

★ Most expensive modern instantaneous recording equipment.

★ Expert Electrical Transcription wax recording Personnel (graduate and licensed engineers).

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

WEED & COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO



MERTENS & PRICE INC. reports more inquiries and sales in the first two weeks of 1938 than in the closing two months of 1937. Recent renewals on "Sunday Players" program include: Hawaiian Electric Co., Honolulu, for 26 weeks on KGU; Woodlawn Cemetery, Detroit, similar period on WXYZ; and Oaklawn Memorial Park, Charlotte, N. C., for WSOC, with Ward Lane's "Home Folks" also going to the same station on a new 52-week contract.

Clarence Muse is back in town following personal appearances in mid-west theaters during the holiday season. Set to guest with George Jessel on "Thirty Minutes in Hollywood" on Jan. 23.

Fellowes' Syrup of Hypophosphates will have a daily spot announcement on KNX every day except Sunday during 1938, and the local office of La Salle Extension University has contracted for participation in "Sunrise Salute" through the Hixon-O'Donnell agency.

Art and Mrs. Fulton, both of Associated Cinema Studios, will celebrate their second wedding anniversary with a second honeymoon at Catalina.

May Robson has completed 100 transcriptions of "Lady of Millions" at Associated Cinema and will rest at Palm Springs for two weeks before resuming her recording.

The Tussy Lipstick program, "Hawaiian Moon," has returned to KNX here and KSFO, San Francisco, on a twice-weekly schedule, Monday and Thursday nights at 9:45-10, with Ivan Ditmars' orchestra and Ray Hendricks vocalizing. Thomas Freebairn-Smith will be announcer, and Carlyle Stevens is the CBS producer assigned, with Bill Goodwin handling the show for the William Esty agency.

The Cappy Barra harmonica band will appear with George Jay on his "Hollywood Matinee" over KFWB and the CRS tomorrow at 3 p.m. Bert Fiske is musical director.

KEHE has a new remote with George Redman and his band from Omar's Dome on a varying week day schedule for both matinee and late-at-night sessions.

Jerome Schwartz, former script writer at WOSU, Columbus, Ohio, and prior to that a newspaperman, has joined the KMPC staff as continuity writer.

Lou Salter and His Piano is a new KMTR nightly feature from the Hollywood Knickerbocker.

Frank Russell, KFI-KECA announcer, is the papa of a new girl.

KMPC now offers "Hollywood Casting Office" each Sunday night at 9:30 to 10. Variety show designed to give talented but little known tyros a break. Handled by Dude York and Ralph Bickle, with a studio casting director and prominent picture personality guesting each time.

Radio Chalks Up Another

Philadelphia—William Ware, in his news broadcast over WCAU yesterday morning, mentioned that the One Hundred Club was giving a luncheon same day to Philly's four living mayors (one in office and three ex). It happened that one of the mayors, J. Hampton Moore, had not been notified of the lunch. He was returning from Florida by boat and heard Ware's broadcast while sailing up the Delaware. Moore immediately arranged for a tug to speed him to the pier, and arrived at the scene of the lunch ahead of time.

LINCOLN

Mott Johnson is handling publicity now for KMMJ, Clay Center, Neb. Works directly under Randy Ryan, g.m.

Harry Johnson, KFAB sports announcer, was named head of radio relations in connection with the national semi-pro baseball tourney covering 48 states with finals in Wichita.

KFAB's master singers, Art Barnaby, Wally Reusch, Bob Bellamy and Bill Miller, are doing vaude dates.

After taking Jack Wells from KFOR here to his band as a singer, Anson Weeks also grabbed Helen Nash from the local talent list.

WTMV, East St. Louis, Ill.

Lester E. Cox, prexy, was in town from Springfield, Mo., for a visit.

Paul Reetz, continuity writer and announcer, has started a nightly German program, with news, folk music, etc.

Billy Knight, oldtime vaudeville and showboat actor, song pluggier and radio engineer, now a WTMV salesman, goes back on the boards and air with a special quiz show from Washington Theater. Being a salesman, Billy sold himself.

Bill West, g.m., back from Florida, but only for a few days. His family remains there and he will rejoin them shortly.

"Susie, the Gal from the Hills", with a "stump me" program, auditioned by Montgomery-Ward store.

WKY, Oklahoma City

"Arkansawyers," one of the most popular programs for more than a year and one of the biggest fan mail pullers, begins immediate sponsorship by Superior Feed Mills under 52-week contract.

First half of "Sunrise Review" sold to Household Magazine.

WGPC, Albany, Ga.

A half-hour program, "Beauty Spot of the Air," has become quite popular with the women of Albany. Show consists of helpful beauty hints by leading beauticians of the city.

Two new programs started last week, namely, "Queen of Pep," a musical, and "Town Topics," resume of local news.

KWK, St. Louis

Dan Seyforth, talent director, believes he has a new find in little Kay Travis, who will be heard Tuesday and Thursday in "Today at 2".

Claire Harrison, continuity chief, is back on the job after an illness.

Allen Anthony, chief announcer, also on deck again after an appendix divorce.

PITTSBURGH

KDKA's welcome for Maurice Spitalny played to a capacity house at the Stanley Theater. A. E. Nelson was a good sport, shelling out some 300 ducats to friends of the station. Mary Ann Bock, Pittsburgh girl with Phil Spitalny, drew much applause. A feature of the presentation, which was fed to the network, was the production of an actual drama, "The Avalanche," with sound effects 'n' everything right on the Stanley stage.

Engaged: Dorothy Rosenberg, originator and arranger for "Those Three Girls," to Philip W. Latterman.

Jack Paar, formerly at WCAE, now at WGAR, writes that it's a pleasure to introduce Sammy Kaye in person from the Statler Hotel, Cleveland, after having brought him on and taken him off the network many times in Pittsburgh.

Max Adkins made the special arrangements used on WCAE's Stephen Foster program to the network.

All local stations, having signed with Local 60, resume with studio bands.

Dale Jackson, formerly at KDKA, has departed for New York to audition his cockney characters.

RCA-Victor keeping a strict watch here on use of their records. Only Victor discs permitted on the air are those sponsored by RCA in its "Music as You Want It" series.

WQAM, Miami

Finals of Annual Miami Biltmore Tennis tournament aired by Lloyd Budge, Biltmore pro, and brother of Don, assisted by Dinty Dennis, radio sports columnist and Leslie Harris, special events director.

"Pappy" Sims and his Kentucky Ramblers, morning Scrapbook hill billy unit, take over the grandstand show at the Biscayne Kennel Club.

To promote the annual funds drive of the Florida Children Home, station aired a description of the dinner hour at the local home, using a short-wave relay. Show was handled by Leslie Harris.

Office of Norman MacKay, advertising director, looking like a shipping room, as mirror souvenirs are mailed out to friends and business associates.

Jack Thursten, musical director, wrenched his back when, in the midst of a torrid rendition, he slipped off the piano bench.

Judy Canova, who began her radio career over WQAM, in Miami to make an appearance with premiere of her latest picture.



E. F. McDONALD JR., president of Zenith Radio Corp., personally participated in recent broadcast of the telepathy series his company sponsors on CBS. He expects to have a statement to make on television on broadcast next Sunday.

Mrs. Ed McConnell, wife of the Acme White Lead songster, seriously injured in auto crash near New Orleans.

"Rhythm at Noon," Dodge dealers show on WBBM featuring comedian Doug Hope and Swing band, folds after two-year run. Show will be revived as five-a-week sustainer titled "Rhythm at Midnight" with The High Hatters, Dave Bacal, Shirley Sadler, Cheri McKay, Three Notes, Carl Hohengarten's music, jam session with Hilly Elden's band, and sweet swing with Hilly Elden.

Judith Waller, educational director of NBC, is in New York for round table conference on radio at meeting of American Woman's Ass'n.

Vivian della Chiesa, to sing at Chicago Theater week of Feb. 18.

WGAR, Cleveland

Newest WGAR origination to CBS is the Negro program "Wings Over Jordan", with 50 voice choir and outstanding Negro educators and religious leaders speaking from different sections of the country.

Additions to announcing staff: Bob Kelley, from WTRC, Elkhart, Ind., and Jack Parr from WCAE, Pittsburgh. Both are 20 years old—Cleveland's youngest spikers.

Announcers Wayne Mack and Dave Baylor and their wives celebrated wedding anniversaries—the fifth for the Macks, third for the Baylors.

Sammy Kaye and his orchestra at Cleveland's Hotel Statler now rate three CBS feeds weekly via WGAR.

Sportscaster Franklin "Whitey" Lewis was off the air last week due to the death of his mother.

Chief Engineer Morrie Pierce has been severely bitten by the candid camera bug and has concentrated his activities so far in photographing newly arrived son Bill in extremely informal poses.

Much jubilation at Cleveland's Friendly Station over the FCC examiner recommendation that WGAR power be raised to 5 KW.

WMAS, Springfield, Mass.

Chief Engineer James Spates, Program Director F. Turner Cooke and Senior Announcer Warren L. Greenwood, together with their wives, recently visited Pa Knickerbocker and took in the big stations there.

Salesman Milton Hale has returned from a short vacation in New York, where he was guest of the Lucky Strike program.

Announcer Carl Raymond had a birthday party on the 13th.

All employees received bonus checks recently.

PROGRAM REVIEWS

"JUST MUSIC"

Book-of-the-Month Club Inc.
WQXR, Daily, 10-11 p.m., except
Saturday, 9-10 p.m.
Schwab & Beatty Inc.

CULTURAL MUSIC PROGRAM ON DAILY BASIS IS HEAVY FARE EXCEPT FOR CLASS AUDIENCE.

Premiere of the Book-of-the-Month club over WQXR was an all-Bach program with a 15-piece orchestra under the direction of Eddy Brown with Dr. Ernst Victor Wolff as guest soloist. Hereafter live program will be aired on Thursdays with recordings on other days.

Opening program was too heavy for this reviewer. Solo by Wolff on a harpsichord sounded more like a nickelodeon piano over the radio. Sponsor apparently plans to keep the music on a very high cultural plane. If so, he is limiting his audience to those who like serious music and even those will be hearing more than their share.

Portion of each broadcast is being turned over to a guest who will review two books of his own choosing. Christopher Morley was on Saturday and discussed "Forever Ulysses," the book-of-the-month club selection for January, and the late Don Marquis' "archy and mehitabel."

Rex Benware, the announcer, talks in a bass monotone which does not hold interest through an hour of heavy music. Announcer with a clear enthusiastic voice would be a help here. Harry Sherman, president of the book club, spoke briefly at the start of the program.

"STEPMOTHER"

Colgate-Palmolive-Peet
(Tooth Powder)

WABC-CBS, Monday through
Friday, 5:30-5:45 p.m.

Benton & Bowles, Chicago

GOOD HUMAN INTEREST SERIAL WITH LIKEABLE CHARACTERS AND WELL ACTED.

As title indicates, this new serial is about a woman who tried to raise someone else's kids. It poses the question, "Can a mother successfully raise another woman's child?" The characters in the story as heard on the initial broadcast sound like very nice folks—the kind that the average person would like. This augurs well for the popularity of the series.

In addition to a well written script, show is greatly helped by its excellent cast, which includes Sunda Love as the stepmother, Francis X. Bushman, as the widower whom she marries, Peggy Wall, Cornelius Peeples, Edith Davis and Bret Morrison.

"By Popular Demand"

This new WABC program on Saturdays at 9:30-9:45 p.m. is sponsored by Modern Age Books Inc. (cheap paper-editions), through Bachenheimer-Dundes & Frank Inc. agency. Show crowds exploitation of three books into a quarter-hour period in a ponderous "March of Time" style

☆ **PROMOTION** ☆

Atlas Promotion Splurge

The Morris Plan Bank of Virginia has flooded the city of Richmond with window cards, posters and car-cards calling attention to the "Ports of Call" program which they sponsor on WTAR. This is utilization of the Atlas Radio Distribution Corp. "press-book" idea for sponsors and stations to exploit Atlas shows.

The Virginia bank picked out the art work from the exploitation section of the book which they thought would help advertise their weekly program. Then the WTAR sponsor wired an order to Dave Davidson, Atlas promotion and advertising manager. He gave the job to the printer, who delivered the printed matter to Virginia within 48-hours.

Latest of the Atlas press books,

of production that includes short dramatizations from each tome. Books included one by Walter Duranty on a Far East story, a college campus murder mystery and H. V. Kaltenborn's "Kaltenborn Edits the News." In the last mentioned item, the commentator himself was on hand. Advantages of the cheap editions is stressed as being less than the price of many magazines and a 32-page bulletin is available for the asking.

Seems as though less of the sound effects, fewer voices and a more lucid type of continuity would be more effective rather than the heavy handed sock that can hardly be absorbed in so short a time.

Jerry Livingston

From the Laurel-in-the-Pines Hotel, Lakewood, N. J., Jerry Livingston, composer and maestro, sends forth some very delectable tea-time tunes over WOR-Mutual on Sunday at 4:30-5 p.m. and also on several other occasions during the week. The Livingston style of music is equally swell for dancing or for listening. Pleasing vocal bits are injected occasionally. On Sunday's program, Livingston offered the premiere of his latest composition, "My Window Faces the South," which sounded all right.

"On a Sunday Afternoon"

Harold Stokes, who is uncovering a good deal of new talent in this very entertaining Sunday variety show over Mutual from WGN, Chicago, trotted out another last Sunday in the person of Vee Layton (spelling not guaranteed), a hot singer who gets our vote in the "Opportunity Knocks" division of the program.

Henry Busse Orchestra

Like a cold nip in the air, Henry Busse's music is good for you—particularly on a lazy Sunday. And if Mar-O-Oil Shampoo (J. W. Marrow) feels as good as the music, the two make a combination that should do things in their quarter-hour which has returned to NBC-Red on Sundays

giving a complete campaign for exploiting "Magic Island" series, has just been put out by Davidson. It is departmentalized into accessories, advertising, exploitation, publicity and promotion, all combined in a handy filing-case folder.

WBG Gets Break in Booklet

Imprinted on the front cover of an attractive booklet extolling the industries, recreations and various advantages of Guilford County, N. C., are the seal and slogan of WBG, the CBS outlet in Greensboro. Inside front cover of the booklet also has a pocket containing assorted pieces of promotion. Chambers of Commerce and the County Board of Commissioners put out the brochure.

WOR Will Experiment With High Frequency

(Continued from Page 1)

effective primarily within a 40-mile radius.

A 45-foot antenna pole weighing 1,000 pounds will be hoisted 44 stories to serve as a radiator for the new 100-watt RCA transmitter. A number of frequencies are available, including 31.6, 35.6 and 41 megacycle channels. Operation at first will be limited to eight hours daily. A program of research and experimentation is being outlined, including gathering data on ground wave propagation, frequency characteristics, noise level in various parts of the city and field intensity measurements.

KBST, Big Springs, Tex.

J. J. Casey, formerly of KRBC, Abilene, has been appointed chief engineer here.

Frank McIntyre, street reporter and announcer, and Doris Carter will say "I do" in a few weeks.

A series of daily broadcasts from the municipal airport has been started by Frank McIntyre.

WLW, Cincinnati

Paul Sullivan's five-weekly newscasts will be sponsored for second year by Penn Tobacco, through Ruthrauff & Ryan. Sullivan also is making six New York appearances on Vitalis show, over NBC-Red Monday nights, on which nights he airs his Penn period from Radio City.

Arthur Chandler Jr., organist, starts Friday on a 13-week stint for National Livestock and Meat Board, through Campbell-Ewald, Chicago.

WMBH, Joplin, Mo.

Bob Lee, announcer, and Dessa Rue were married recently.

Terry O'Sullivan of Kansas City has joined as announcer.

Don Davis, formerly here, is now at KAND, Corsicana, Tex.

at 1:15-1:30 p.m. There is a military snap to the Busse outfit, which imparts a newness to some of radio's most weary numbers.



Radio Annual offers twelve months of advertising value at a one time rate—A Great Book covering a Great Industry — First forms now going to press.



To be distributed complimentary next month to Radio Daily subscribers as part of Radio Daily service.

SAN FRANCISCO

Jack Meakin, NBC maestro, debuted "Meakin's Milestones" Tuesday night. Show gives brief accounts of current trends, spaced with previews of new tunes. He does the commentary. His "Bughouse Rhythm" show has moved to a Friday spot.

Tom Breneman, newly appointed production rep for CBS in S. F., was up from H'wood. He plans to move a number of shows here from the cinema city.

Henry Shumer, Marjorie Smith, Bobbie Hudson, James Kreiger, Lu Tobin, Earl Lee, Jack Cowden, Vernon Wilson, Everett Glass are getting regular roles in the new series, "As A Man Should," which stars Chief of Police Wm. J. Quinn.

Mort Werner, KJBS singing announcer, back from N. Y. and has begun a new show called "Sunday Afternoon Swing School" in which he plays eight records. Those who guess all 8 titles and phone in the answers are given the choice of a favorite recording.

Ernie Smith, KYA sportscaster, now going into his tenth year of his nightly "Sports Page of the Air."

Wilbur Eickelberg, KFRC manager, has left on a three-week eastern tour with stops at Chicago and N. Y. on business.

KYA's "Family Upstairs," authored by Evelyn Boehm, faded after three months.

Commander A. W. Scott, world traveler and commentator, is being heard in "Romance of the Highways" for Greyhound Bus on KFRC Sundays at 10:15 a.m. Series now in its fourth year, and recently switched from NBC.

Jane Cook, local radio warbler, formerly with Bob Saunders' band, now warbling with Roger Burke in the Sir Francis Drake Hotel.

KSFO's Helen Sawyer has gone south as assistant to Fletcher Wiley, commentator.

Eleanor Jackson, whose informal chatter "Of All Things" was aired Friday nights over KGGC, back after a vacation.

Edna Haas, formerly with Columbia stations in the east, doing a "Pin Money Club" show on KGGC which tells how to earn pin money in spare time.

ONE MINUTE INTERVIEW

AUSTIN MARSHALL

"If a singer wants to increase his value to radio and himself, he'd better develop a talking personality. Good singers can do well but ability to perform as master of ceremonies is a huge asset in these days of multiple variety shows. Nobody can deny that such singers as Rudy Vallee, Bing Crosby, Don Ameche, Kate Smith, Frank Crumit, Lanny Ross and lately Buddy Clark have enhanced their following, prestige and income by displaying ability as conferencers in between vocal offerings."

★ Coast-to-Coast ★

GEORGE MENARD, chief announcer at WRKO, Rockford, Ill., is the father of a new girl. A week before, Program Director John C. McCloy of the same station also became the daddy of a girl.

S. D. Gregory, assistant g.m. of Westinghouse Radio Stations Inc., has been visiting WOWO-WGL, Fort Wayne, Ind., in an advisory capacity.

Carl Vandagriff took over the sponsored noon news period on WOW due to illness of Bob Wilson.

Increase in the number of "spoken word" programs is being contemplated by KOBH, Rapid City, S. D., with a line of new program transcriptions being sold by the sales department. Requests for time allotments are increasing in number with prospects of an early "sell out" in view.

Jane Whitney, eye-filling songstress, will trill a few notes for the Pepper Uppers next Sunday over the Dr. Pepper-Dixie Network at 5:30 CST. Miss Whitney is currently appearing with Johnny Hamp's orchestra at the Adolphus Hotel Century Room, Dallas, and formerly made a tour of leading night spots with Buddy Rogers' band.

"Crosley Salutes Richmond," a program originating in the studios of WLW, Cincinnati, was heard through the rebroadcast facilities of WRTD last Friday. Following a practice begun last year, Crosley Radio Corp. has again included Richmond in the group of cities receiving the Crosley salute. Rebroadcast was sponsored by

WOPI, Bristol, Tenn.

Station has initiated a weekly "Current History" talk by Clay Rasterly. A discussion of the Current Events of the Week is the feature of this 15 minute broadcast.

"Roy's Radio Column of the Air" is now being sponsored by Sterchi Bros., dealers for Philco radios.

Duke Barron and his orchestra supply dinner dance music from the Parisienne Room of the Hotel Bristol.

Russel A. Case and His Choral Group are broadcast direct from the Calvary Baptist Church.

WLBC, Muncie, Ind.

Maurice Crain, chief engineer, and Henry Marks, announcer, off sick list.

Don Burton, owner, and Ottis Roush, chief announcer, visited in Louisville enroute to broadcast basketball game at Jeffersonville.

Francis "Jake" Higgins, special events announcer, still working on new type of sportcast which will hit airplanes shortly on his "Sports of Today" program.

Jimmy Fidler, weatherman, has weather bureau completed at studios.

Tower-Binford Electric & Manufacturing Co., Virginia wholesale distributor of Crosley products.

Washington radio stations will cooperate with the campaign of Congressional and District leaders to stamp out highway deaths, it was indicated following a conference between government leaders and radio station executives. Among those attending were Jess Willard of CBS, William McAndrews of NBC and Madeline Ensign of Mutual. Under plans adopted, every time a fatal accident occurs radio stations will broadcast the sound of screeching sirens to impress upon the public the necessity for safety. Stations will further report every fatality giving full details.

Byron Holiday, formerly of WOR and more recently at the Stork Club, New York, has been made director of entertainment at the Hour Glass, Newark.

Standard Radio's Super Sound Effects were sold the past week to a Belgium station as well as WOW, WSMB, WSM, KNX, KSFO, KRRV and WFBL. WTAG, has purchased the "Donald Novis Sings" library from Radio Features, subsidiary of Standard headed by Jerry King.

BOSTON

Charles R. Hector will be named orchestra director at WEEI within the next few days. Hector was musical director at Yankee network. Since then he has been heard over CBS from New York and in local theatricals.

John A. Holman, g.m. of WBZ-WBZA, and Rakov, maestro of the same stations, both went to New York last week for business conferences. Saturday night they attended the weekly broadcast by Toscanini. Also on Saturday Rakov conducted an orchestra of NBC musicians at Radio City in a half-hour program over Blue network at 5 o'clock, the spot he is usually heard in from Boston.

WBZ and WBZA are broadcasting and feeding to an NBC Blue network a half-hour of popular dance music by Art Shaw and his orchestra, who are now at Raymoor Ballroom.

Paul Wing, who conducts the Spelling Bees for NBC, will broadcast two matches from the Hotel Bradford studios of WBZ later this month.

WSPR, Springfield, Mass.

Max Erlich, former newspaperman, has been appointed salesman for the Springfield area.

"The Monitor Views the News", by Christian Science Monitor, is back on the air daily after a long vacation, again presented by Announcer Art Bergstrom.

Station is on the air until 6 now, having added 15 minutes.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C.



Columbus 5-7366-7

Mr. Fred Pflugfelder
N. W. Ayer & Son, Inc.
500 5th Avenue, N. Y. C.

My dear Mr. Pflugfelder:

"Anything worth doing is worth doing well." This is not just a motto to be framed and hung on a wall as far as we're concerned. Rather it is the premise on which International Production Studios conducts its business.

As Radio Director of N. W. Ayer you know that is the only way a successful business can function.

Such being the case, we solicit your account. A telephone call will bring you proof of our prowess in the form of a sample recording.

Very truly yours,

Kenneth W. Howara
Sales Manager.

KWH/amh