



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 13

NEW YORK, N. Y., WEDNESDAY, JANUARY 19, 1938

FIVE CENTS

Average Sponsor Outlay Up 24.4%

6 NORTHWEST STATIONS FORM NEW ASSOCIATION

Valley City, N. D.—Representatives of six stations in North Dakota and western Minnesota organized the North Central Independent Broadcasters' association at a meeting held here. General aim of the group will be the promotion of their mutual commercial interests, and other independent stations in the region served will be eligible for membership.

(Continued on Page 3)

CRA & Rockwell-O'Keefe Pool Orchestras on Coast

Consolidated Radio Artists and Rockwell-O'Keefe have closed a deal to pool their orchestras on the Pacific Coast. Latter concern will handle the offices, although the former will retain its identity in the territory. Tom Rockwell will have charge of

(Continued on Page 3)

Iowa Network Spot Biz Gained 34% Last Year

Des Moines—National spot advertising on the Iowa Network in 1937 showed an increase of 34 per cent over 1936, according to Commercial Manager Craig Lawrence. The network stations, KSO and KRNT here and WMT in Cedar Rapids-Waterloo, were used by 139 different regional and national spot advertisers.

CBS Cornerstone Set

West Coast Bureau, RADIO DAILY
Los Angeles—Cornerstone of the new CBS-KNX building costing \$1,000,000, was set yesterday by Donald W. Thornburgh, Pacific Coast vice-president of CBS. Entertainment and noted speakers were heard. Lud Gluskin led the orchestra and Gary Breckner acted as emcee.

100-Watter's Record

Lima, O.—A total of 1,022 religious programs, sponsored by 83 different churches, is the achievement of WBYL in 1937. Station also broadcast 71 different high school bands, three university and four college bands. Herbert Lee Blye, owner and operator of the station, thinks he's set a record of some kind for a 100-watter.

Bring Their Own

Philadelphia—If the practice of some WDAS "Merry-Go-Round" fans continues, station won't need to buy many popular recordings. Many fans not only request certain numbers, but bring the recording to the station to be played—and then leave the disk at the station for future playing.

WLS PERSONNEL CHANGES; HEARST AS PARTIAL REP

Chicago—Personnel changes at WLS include departure of Robert L. Kaufman, director of publicity and promotion; Orrin Allen, market research; Bob McElwaine, merchandising, and Dave Willburn, who joined John Blair & Co. Edythe Dixon takes over Kaufman's duties.

Glenn Snyder, manager, after New York conferences with Elliott Roosevelt, says WLS will continue to

(Continued on Page 3)

Canada May Raise Fees On Radio Receiving Sets

Montreal—Increase in license on radio sets from \$2 to \$2.50 or \$3 is reported being considered by the Ministry of Transport. The proposed boost in fees is viewed as necessitated by the expansion program of Canadian Broadcasting Corp., which has added high power stations, extended broadcasting time and introduced new programs. License intake in 1936 was \$1,700,000. An increase to \$3 would add another million.

Baird Television Set On Display in Detroit

Detroit—A showing of the Baird television receiving set, imported from London, will take place here at the fourth annual Detroit and Michigan Exposition starting Jan. 21. Plans call for television broadcasts on the floor of the convention.

Nat'l Meat Board Sets Campaign on 14 Stations

Chicago—National Live Stock & Meat Board, through Campbell-Ewald Co., has set a campaign on 14 stations to stress low meat prices. List includes WLS, WOR, KMOX, KNX, WBZ-WBZ, WBAL, KYA, WXYZ, KOA, KOIL, WFAA, WLW, WHO and WHB.

NBC Analysis for 1937 Shows Drug and Toilet Goods Lead Increase With 19.3%—Food, Beverages Next

ASCAP RETAINS COUNSEL FOR FLORIDA TEST SUIT

Frank J. Wideman, Washington and West Palm Beach attorney, has been retained by Ascap to fight its contemplated suit against the State of Florida where it will seek to test the constitutionality of the recently enacted anti-Ascac law. Wideman is senior member of the law firm of Wideman, Wardlaw & Caldwell. He is a former assistant U. S. attorney and preceded Robert H. Jackson in office.

Albany Bill Seeks to End School Band Competition

Albany—School and college orchestras would be banned from playing at public functions outside their educational institution under the terms of a bill introduced in the Legislature by Assemblyman Francis J. McCaffrey. If no local organized civilian band exists, the college orchestra could then play, according to the bill. Measure, intended to relieve present conditions under which union bands claim they cannot successfully compete with college orchestras, was referred to the Education Committee.

Doyle's Firm to Produce Transcriptions for Atlas

As part of its five-year agreement with Atlas Radio Corp., the Stuart F. Doyle Fidelity Radio Ltd., Sydney, Australia, will produce transcribed programs along the same lines as Atlas. Fidelity will distribute the Atlas shows to the 16 stations in Australasia, while Atlas is to handle the Australian shows here. The writing, acting and producing talent among the Australasian stations will be used in the Fidelity shows.

Herbert R. Ebenstein, president of Atlas, plans to eventually form an international chain of transcription distributing and producing offices in all parts of the English speaking world.

The average expenditure per advertiser on the NBC network last year was \$288,442, an increase of 24.4 per cent over 1936, according to industry breakdown figures covering 134 accounts released by the web yesterday.

Drug and toilet goods items lead the industry field in NBC time expenditures with \$13,322,990, up 19.3 per cent. Food and food beverages ran second with \$11,008,762, up 13.4 per cent. Other groups which spent

(Continued on Page 2)

A. A. A. ANNUAL MEET IS SET FOR APRIL 20-23

American Association of Advertising Agencies will hold its 28th annual meeting April 20-23 at Greenbrier Hotel, White Sulphur Springs, West Va.

Mark O'Dea, president of O'Dea, Sheldon & Canaday Inc., is chairman of the program committee.

Meador Lowry Named WHAS Studio Director

Louisville—Meador Lowry, WHAS news commentator, has been appointed studio director in charge of production, announcers, etc., succeeding the late Pete Monroe. Other personnel changes include departure of Eric Norman, announcer, for a new post in Kansas; Joe Wheeler, sportscaster and "man on the street", to Chicago; Leland Brock, announcer, and Hugh Sutton, production director, to assume other business connections here.

Ticklish

Miami Beach—An unusual program in the works at WKAT will bring to the mike six Chinese and six Japanese, including laundrymen, chefs, chauffeurs and merchants, to give their respective views on the Far East situation. Station will assign its most diplomatic staff member to act as interviewer on the ticklish program.



Average Sponsor Outlay Up

(Continued from Page 1)

over a million dollars for time, were laundry soaps and cleaners, automo-

tive and tobacco accounts. Complete classification follows:

	1937	1936
Automotive	\$ 2,726,825	\$ 2,905,531
Building Materials	235,989	251,259
Tobacco	1,716,638	1,549,229
Clothing	75,164	201,345
Confectionery, Soft Drinks	122,688	198,436
Drugs and Toilet Goods	13,322,990	11,119,555
Financial and Insurance	360,491	324,918
Foods and Food Beverages	11,008,762	9,706,273
Garden and Field	5,200
House Furnishings	190,623	166,393
Jewelry and Silverware	156,756	146,288
Laundry Soaps and Cleaners	3,392,383	2,260,312
Lubricants and Petroleum	2,045,918	2,691,930
Machinery, Farm Equipment	13,344
Office Equipment	132,096
Paints and Hardware	354,339	321,812
Radios and Musical	1,275,184	586,790
Schools and Courses	8,940	96,180
Shoes and Leather	185,142	84,624
Sporting Goods	156,356
Stationery and Publishers	437,546	309,000
Travel and Hotels	4,590	26,640
Wines and Beers	58,020	41,722
Miscellaneous	797,398	* 493,300
TOTAL	\$38,651,286	\$34,523,950

* Does not include political.

Fidler "Can't Take It", Commentator Taylor Says

Sam Taylor, WHN's movie commentator, who took Jimmy Fidler to task in a recent broadcast, handed the coast gossip another poke last night in response to a letter received from Fidler protesting about Taylor's former slap.

Taylor, in a chiding vein, had accused Fidler of airing a news item that was erroneous. Fidler, according to Taylor, wrote him a long and serious letter from which Taylor quoted an excerpt upbraiding him for criticising a fellow-commentator. Taylor, in last night's broadcast, argued that it's as ethical for radio speakers to correct each other as for newspaper columnists and editorial writers to do so. He wound up by declaring Fidler can dish it out, but can't take it.

WFBR-Bermuda Tie-up

Baltimore—In a tie-up with Pan-American Airways, Nancy Turner, director of women's programs for WFBR, has left on the Bermuda Clipper for a preview of summer fashions in that British isle. With Miss Turner goes WFBR engineer Carlton Nopper and complete transcription facilities to record a series of fashion commentations. The series will be sponsored by Bonwit-Lennon.

Monthly Promotion Service Is Syndicated by Flanter

A syndicated monthly station promotion service has been started by Adrian James Flanter, specialist in broadcasting sales promotion, to aid stations in convincing local business men that radio does a fine selling job. Idea in back of service is to enable stations to carry on systematic specialized local promotion at very low cost. Service consists of monthly promotion pieces, each different in presentation, directed at a definite retail interest yet having a strong general appeal. Each piece bears station imprint and will be supplied by Flanter in lots of 100, 250 or 500 for mailing direct by the station.

Nick Kenny Dined In Miami

Miami Beach—Nick Kenny, N. Y. Daily Mirror radio editor, was honor guest at a dinner in the Alamac Hotel, given by the Y.M.H.A. in appreciation of Kenny's work among Jewish youth.

Vol. 3, No. 13 Wed., Jan. 19, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Tuesday, Jan. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	147	145 3/4	146 1/4	— 1/4
CBS A	217 7/8	21 1/2	211 1/2	— 5/8
Gen. Electric	44 1/8	43 1/4	43 7/8
RCA Common	7	6 7/8	6 7/8
RCA First Pfd.	50 1/4	50	50	— 1/8
Stewart Warner	11	10 3/4	10 3/4	— 1/8
Westinghouse	106 1/4	104	104 1/2	— 1 3/4
Zenith Radio	16 1/4	15 5/8	15 5/8	— 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 7/8	15 7/8	15 7/8	— 3/8
Nat. Union Radio	3/4	3/4	3/4	— 1-16

OVRE THE COUNTER

	Bid	Asked
Stromberg Carlson	6 1/4	7 1/4

Rudolph Schramm Heads NBC Wash'n Orchestra

Washington Bureau, RADIO DAILY
Washington — Rudolph Schramm, conductor-composer, leaves his NBC post in New York and returns here to direct the new 15-piece orchestra unit established by the network's local studios.

"Arno" Here for Radio Series

"Arno," violinist and orchestra conductor, who began his career after studying with Leopold Auer, is now in New York staying at the St. Moritz Hotel, while he confers with radio officials relative to a newly sponsored air program.

Sylvia Froos, Gary Booked

Sylvia Froos has been booked to play the Palace, Chicago, week of Jan. 21, and Sid Gary opens Jan. 28 at the Capitol, Washington, both set by Henry Frankel of WOR Artist Bureau.

First in local accounts
in Chicago
WGES
(In the heart of Chicago)

TURN TO PAGES 4 and 5
for the
101st BLOW

COMING and GOING

ED CASHMAN, CBS producer, returned yesterday after a week-end trip to Cleveland.

LEO J. FITZPATRICK of WJR, Detroit, left New York yesterday for Florida vacation.

AL SCHILLIN, president of Schillin Advertising Corp., to Philadelphia yesterday to line up new business.

G. W. (JOHNNY) JOHNSTONE, WOR public relations counsel, and DAVE DRISCOLL, WOR-MBS special events, to Trenton and return yesterday for Governor Harry A. Moore's inauguration broadcast.

ADOLPH OFFINGER, MBS program director, returned yesterday after a swing around the Mutual web visiting stations.

MURRAY GRABHORN and EDITH M. STONE, general manager and station relations heads, respectively, of International Radio Sales, flew to New Orleans yesterday morning.

RAY BRIGHT, commercial manager of KTRH, Houston, who has been in town for a few days, plans to leave for home late today.

ALFRED W. McCANN JR. goes to Chicago on Monday for the National Canners Convention and will broadcast his WOR program from there.

JOAN EDWARDS goes to Rochester tomorrow to appear for the Eastman Kodak people.

IVY DALE of Ed Smalle's chorus flies to Canada next month to fill an operatic engagement.

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

STATION






NEW YORK

Serving New York and New Jersey



HOURS A DAY

CRA & Rockwell-O'Keefe Pool Orchestras on Coast

(Continued from Page 1)
 the west coast offices. Understood that Consolidated might represent ROK in Chicago and Dallas, but this was not confirmed. In New York, concerns apparently will operate as competitors as in the past, although they have had working agreements and amicable relations for some time. In San Francisco, CRA has acquired the business of Associated American Artists through a merger. The AAA office was headed by Tom Coakley. Larry Allen is ROK head in S. F.

Idea Clearing House

Chicago—Servicing of advertising agencies, sponsors and broadcasters with programs and merchandising plans written and produced by outstanding authors and program directors is the plan of Associated Radio Productions, according to Stuart Haydon, executive director. Firm at present is aiming several "custom built" shows to fit definite products. Reactions from agencies and sponsors has been good.

Biebl Joins WHK-WCLE

Cleveland—Leslie Biebl, for the past two years at WPTF, Raleigh, N. C., has been added to the WHK-WCLE announcing staff. Biebl comes to Cleveland with six years' announcing background and has spent time at WBRB, Red Bank; WCAP, Asbury Park; WMCA and WNEW, New York, and WIP, Philadelphia.

OKLAHOMA CITY

"Helen King, Lady Courageous," new serial on KOMA off to a good start.

Allan Clark, WKY production manager has begun gathering members for staff orchestra. Doc Davis hired to instruct, Clark probably direct.

KSL, Salt Lake City

Irma Bitner's daughter, Mary, married in Honolulu to a KGU-er.

Glenn Shaw, versatile announcer, returns to his distinctive reading styles with "Moonlight Mirage," supported by KSL Concert Orchestra under direction of Gene Halliday.

Eric Larsen, Walt Disney animator, was a studio guest recently.

WQAM Paper Weight

WQAM, the CBS outlet in Miami, has distributed a 4x2½-inch glass paper weight, with a map of the station's area visible from the top, while the bottom side of the glass is a mirror. It's a useful yet simple article, and the looking glass angle is particularly intriguing.

Spend yours Where the Money is!
WABY
 COVERS THE CAPITAL DISTRICT
 ALBANY, N.Y.

"Hollywood Hotel" Title Suit

Hearing will be held Tuesday in Supreme Court, New York County, on a temporary injunction being issued against Warner Bros. and Vitagraph over use of the "Hollywood Hotel" title and theater priority rights to the appellation. Through attorney I. Robert Broder, Hollywood Hotel Revue Inc. seeks injunction and \$50,000 damages, declaring the vaude and movie theater revue of this title has priority rights and an agreement with Campbell Soup to use title and tie in on its advertising matter.

Plaintiff sets forth that the Warner picture is playing theaters and offering competition with the result that bookings have stopped since release of the film. Unfair competition is claimed over the picture but the radio show is declared non-competitive to theater attractions.

Warners claim a tieup with Campbell Soup and permission to use the title. The radio show has requested the theater attraction to stop using the title under threat of suit.

AFM Miami Conference Does Not Affect Radio

Miami—Routine meeting of the AFM executive committee here developed nothing affecting the radio situation, according to Joseph N. Weber, president. Weber said the conference was purely a "private" one.

WDZ Produces Chain Debate

Tuscola, Ill.—Although as much as 75 miles apart, outstanding High School debate teams of Illinois will compete through the five-studio facilities of WDZ, the one station chain. Teams from the Effingham, Danville, Mattoon and Tuscola High Schools will hold a series of half-hour debates starting Sunday, each speaking in turn from home town studio according to a specially written script. Local school superintendents listening in will act as judges.

Streamlined Publicity

"Streamlined publicity" has made its bow over WREC, Memphis, in the form of a special 15-minute show, running six afternoons a week and carrying information, news items and personalities about CBS and WREC shows and performers. Two announcers handle the show, one making "headline" announcements, the other following with a news item. The treatment of all "news" avoids too obvious commercialism, presenting show plugs as a matter of interest to the listening fan. A "featurette" and "chatterbox" column are included, the former giving a personality sketch of some CBS star while the column presents newsy activities of New York and Hollywood CBS stars. The show is called "Fan Fare Time."

THE SONGBIRD OF THE SOUTH
 ★ ★ ★ ★
KATE SMITH
 THE KATE SMITH HOUR
 THURSDAYS
 CBS NETWORK 8-9 P.M., E.S.T.
 EXCL. MANAGEMENT TED COLLINS

WLS Personnel Changes; Hearst as Partial Rep

(Continued from Page 1)
 handle its own sales throughout middle west. Hearst repping applies only to New York, Detroit and Hollywood. Naylor Rogers arrived over week-end to take over local Hearst office.

Marlo Making Shorts

In addition to radio and play activities, Marlo Enterprises Inc. starts production Monday on "Marlographs", short film novelties in the line of animated cartoons, according to Raoul Marlo, executive v.p., who formerly was a program impresario at WABC and WOR.

6 Northwest Stations Form New Association

(Continued from Page 1)
 ship. Stations represented at the opening meeting were KOVC, Valley City; KRMC, Jamestown; KGCU, Mandan; KLPM, Minot; KDLR, Devil's Lake, and KVOX, Moorhead, Minn.

John B. Cooley of KLPM was elected president of the group, and Bert Wick of KDLR is secretary.

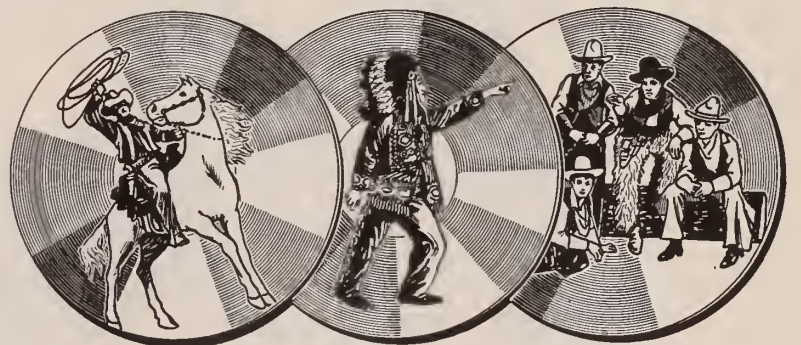
WREC Program on CBS

Memphis — The Jewel Cowboys, featured over WREC for the past two years, go on CBS Feb. 5 with a 30-minute morning show originating in WREC studios. The network show will be sustaining, with James Sanders, formerly with repertoire shows and in vaudeville, doubling as emcee and "Alexander," a Negro cook at the mythical Circle S Ranch. Harry Sturgis will handle sound effects.

WREC also originates a Monday night dance spot from Hotel Peabody, now featuring Eddie Fitzpatrick's orchestra.

Radio In Boise Classroom

Boise, Ida.—The new Junior High School here, with RCA-Victor receiving and sound equipment, tunes in regularly on educational and music appreciation broadcasts over KIDO. Appropriate broadcasts are made part of classroom routine.



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

TESTED AND PROVEN COAST TO COAST

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

**TRANSCRIPTIONS
 WILL BE READY
 FEBRUARY 15TH**

Make Reservations for Territory Now
 Write or Wire WXYZ, Detroit

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

The 101st BLOW!*

REVEALS A 'NATURAL' SALES AND P
FOR A PRODUCT OR



///
A series of super
living people. S
est Dramatic Va
Misses not one

Dreams date ba
The Bible gives
through the ages
Abraham Lincol

*"The stonecutter hammers away at his rock perhaps 100 times without as much as a crack showing in it. Yet at the 101st blow it will split in two . . ." (vide *Printer's Ink*—Oct. 1937).

THE ROCK S-P-L-I-T-S AND PROMOTIONAL RADIO CAMPAIGN IN SERVICE OF MASS APPEAL . . .

"THE DREAM WORLD"

...matizations of actual dreams of past and
...r than fiction!—Gripping in *Human Inter-*
...love, Romance, Suspense, Action, Comedy.
...emotion. Listener-building—Sustaining!

...the days of ancient and primitive people.
...utiful and highly dramatic dreams. Down
...nd recorded the last vivid dream of beloved
...before he was assassinated. Robert Louis

Stevenson, Coleridge, and many other famous authors have been
inspired to some of their greatest works by dreams. And we
come to the present!—Regularly in our daily newspapers we
read of some person having an extraordinary dream which had
a distinct dramatic or comedy influence on the life of the person.

Everybody Dreams! *Politicians, Sport Identities, Hollywood
Stars, Sweepstake Winners, Cafe Society, Etc., Etc.,* All Box
Office Attractions and for guest appearance if desired.

This campaign has been prepared with a sales thought behind it. With
tied-in Broadcast-Merchandising plan it carries through to Point of Sale.

All communications to:

B. CHARLES-DEAN
COMPANY

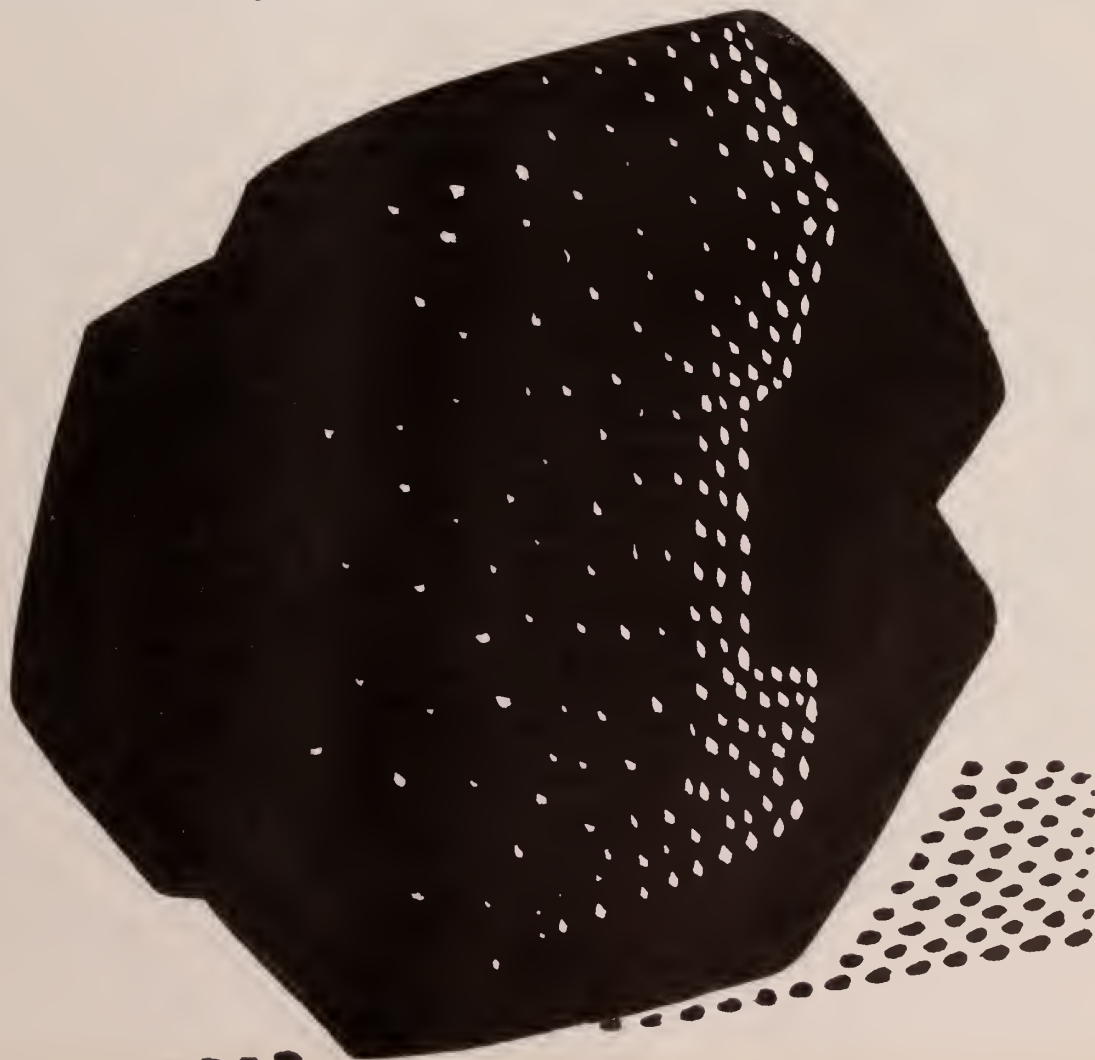
Radio Advertising

Suite 715

1270 Sixth Ave. (RKO Bldg.)

New York City

Phone COlumbus 5-1925-6



GUEST-ING

LOTTE LEHMANN, soloist with Indianapolis Symphony Orchestra, Jan. 22 (MBS, 9:30 p.m.).

AL K. HILL, veteran actor, on "Hobby Lobby" with collection of comic songs, Jan. 19 (CBS, 7:15 p.m.).

HELEN HAYES and WERNER BATEMAN, on "Double Everything," Jan. 23 (CBS, 6:30 p.m.).

ROBERT WEEDE and LOUISE FLOREN, on "Hammerstein Music Hall" Jan. 28 (CBS, 8 p.m.).

CHESTER MORRIS and JOAN FONTAINE, with Rose Bampton on "Kraft Music Hall," Jan. 20 (NBC-Red, 10 p.m.).

BOB BURNS, in "Clarence" on "Lux Radio Theater," Jan. 24 (CBS, 9 p.m.).

ANITA LOUISE, with Tyrone Power in "Geek Gets Girl," Jan. 23 (NBC-Blue, 9 p.m.).

ELISABETH RETHBERG, on Ford Sunday Hour, Jan. 30 (CBS, 9 p.m.).

MARIE BUDE, JOHN ROCK-WOOD and GEORGIA STANDING, on "Metropolitan Opera Auditions," Jan. 23 (NBC-Blue, 5 p.m.).

CLIFTON FADIMAN, on "Book-of-Month Club Concert," today (WQXR, 10 p.m.). GILBERT SELDES, tomorrow; WILLIAM ROSE BENET, Friday; ARTHUR TRAIN, Saturday, 9 p.m.

WKRC, Cincinnati

Kingsley Horton of the New York offices of Radio Sales was a visitor here last week.

On Wednesday, the Strietmann Biscuit Co. begins a series of "Man on the Street" broadcasts conducted by Eddie Humphrey, WKRC special events announcer, Monday through Friday at 10:45 a.m. from the Rathskeller entrance of the Hotel Gibson.

"Meet the Missus", the popular program of interviews conducted six times weekly by Maynard Craig, celebrates a year on the air this week.

Al Bland, pilot of "Dow's Dawn Patrol", was guest speaker at a meeting of the Norwood Business Men's Club last week. Because of his extreme popularity with listeners, Bland fills many speaking engagements.

COMMERCIALS

80 each week, covering 24 different lines of business—\$1.00. Samples.

UNIVERSAL RADIO PROGRAMS, INC.
545 Fifth Ave. New York City



● ● ● PERSONAL Postcards To:—Leonard Lyons: In reply to your letter to us in which you state: "A number of your readers (thanks for the build-up) have brought to my attention the fact that you have introduced a new Wednesday feature (this pillar) which is exactly like my 'Calling All Stars' column. I'm for the 'Live and Let Live' theory, but I don't approve of larceny, so be a nice guy and lay off."... Funny, but none of your readers reported the similarity! For this type of column—which is nothing more than a condensed version of "open letters," is older than the columning racket itself!... Dave Elman: One of the 51 members of Frank Simon's Armco Band has an unusual hobby. He is Ernest N. Glover, ass't conductor, and he collects jokes about musical instruments... William Paley: At the Benny Goodman Swing Concert your CBS got a terrific plug via a mike with the call letters prominently displayed on stage-center of Carnegie Hall—but it didn't work. Martha Tilton, vocalist, who enjoyed the thrill of making her debut there, faced a dead mike for her vocals, but tore the house down with "Loch Lomond" and "B. M. B. D. S."

● ● ● Alfred McCosker: Benny Davis who recently completed a sustaining series on your outlet, opened his vaudeville unit at the Loew's Capitol, Washington, the past week-end and received rave notices from the reviewers—with Margie Ann Knapp among those coming in for special mentions... Clay Morgan, NBC promotional director: Sorry to hear Grace V. Ballou, your secretary, on the sick list... Ralph Nelson, who conducts "Swap Shop" on KCKN: Of all the strange propositions you've aired on your programs, we believe the strangest was the man who wanted to trade a mantel radio, slightly in need of repair, for a breeding cage for love birds... Edison Light & Power Co.: Suggest you get after those 12 temperamental canaries heard with Frank Voelker, blind organist on WMT, Cedar Rapids. They won't sing unless the lights are turned off in the studio.

● ● ● Irving Berlin: Because you've been accused of having a "little black boy" in the background responsible for your success, Jack Robbins went out and got himself one also—to make deliveries in a page boy's outfit!... Richard Himer: Even though you didn't get "Mr." on your sign, Eddy Duchin publicity reads "Eddy the Great"... Del Casino: Due to your first shot on the Elizabeth Arden MBSHOW, you've become the adored of the sponsor and it's likely that the show will be yours permanently... Herbie Kay: Judy Starr returns to the Drake in Chi this week-end... Ed Cashman: Mildred Bailey and her husband, Red Norvo, will appear with Duke Ellington on CBSwing Session this week, while Ella Logan holds off... Harold Wald: Your brother, Jerry, is rumored mad about Leah Ray—until her next picture only... Walter Winchell: The fellow you mentioned responsible for Maxine Sullivan's success is Claude Thornhill—and he used to make Kosty's arrangements... Ted Hammerstein: Teddy Powell, who makes out your programs, had a severe shock this week. His aged mother left the hospital in Oakland, Cal., the other day after a stroke. Her first day on the street she stepped to the grocery store, was struck by a truck and fractured her arms and legs.

● ● ● Phil Baker: Your new wordslinger, Tom Hanlon, has been signed for a football picture... John Kuneau: Kelvin Keech was signed for a series of shorts... Fred Weber: Gabriel Heatter's brother, Max, is now his business manager... Gus Edwards: Your niece, Joan, has been renewed by NBC... Bernice Judis: Sid Schwartz, formerly your publicity director at WNEW, has been lifted by Dave Davidson at Atlas Radio Corp., after only a week. He's public relations counselor there now... Bobby Feldman: Because you're vacationing, WMCA had to get somebody to fill your seat there—so they got Spencer Hare—who is exactly your size!

ORCHESTRAS
MUSIC

JERRY LIVINGSTON, maestro-composer, currently featured at the Laurel-in-the-Pines, Lakewood, N. J., has been given a fourth weekly broadcast over WOR-Mutual. New period is Thursdays at 11:15 p.m.

Robert Sonderskov, cellist, graduate of the Royal Conservatory of Music, Copenhagen, is the newest addition to the large musical staff at KOIN, Portland, Ore.

Frank Novak, whose last local appearance was at the Raleigh Room, where he ran for six months, has returned to New York after a series of road engagements and will open at a night club coincident with the start of his new NBC commercial for Mennen's Shaving Cream.

Tommy Dorsey returns to the New York Paramount Theater for the third time within a year about March 1, following a brief theater and college tour. Dorsey and his band leave the Commodore Hotel next week.

Leighton Noble and band who came to the Arcadia International Restaurant in Philly on a two week basis will remain until April.

Jack Delmar's Orchestra now at the La Casa Ballroom in Philly will be heard twice weekly over KYW on a remote.

Elisio Grenet, whose Cuban orchestra is currently appearing at the Club Yumuri, has returned to the bandstand after a month's illness. Armando's Latin-American band will continue at the Club Yumuri for the remainder of the season. Grenet and Armando alternate.

THE KID'S NO DUMMY
WHAT'S OUR LEADING FOREIGN LANGUAGE STATION
WBNX
WBNX NEW YORK
1000 WATTS DAY AND NIGHT
The Station that Speaks Your Language



WITH upping of power for the Don Lee short wave W6XAO from 150 to 1000 watts, Harry R. Lubcke, long in charge of experimental television for the net, will shortly embark on an ambitious program of regular visual broadcasts, with pick-ups from the street in the manner of inquiring reporters, special events, and similar fare provided for the owners of the estimated 100 receivers located within 20 miles of Los Angeles.

Sam Hayes, CBS commentator, has signed an exclusive contract with Music Corp. of America.

Weaver Jackson beauty specialists have taken the KHJ-Don Lee novelty, "What Does Your Hand Say," for 52 weeks.

Clinton Jones has taken over both scripting and production on the KHJ-Don Lee "The Marines Tell It to You."

"Your Hollywood Parade" moves from the Warner lot to KFWB with tonight's broadcast, utilizing the theater specially constructed some months ago for lease to NBC. Al Goodman picks up the baton from Leo Forbstein at the same time, and Edward Arnold is the guestar of the week in an Arch Obeler tabloid drama, "Swami."

Robert Swan, long program director at KFAC, becomes a member of the faculty of U.S.C. this month, adding pedagogic duties to his participation on many programs at KFAC.

Tom Langan, scripiter for the Paul Whiteman-Chesterfield show, is trying to arrange a six-week leave of absence to permit him to do a picture script at Universal.

COLUMBUS, O.

Fred Joyner, WHKC announcer on the "Hobnobbers" sidewalk program, goes commercial Monday with his new sponsor billing him as "Red" Joyner.

On WCOL sick list: David Penn, newscaster, and Gene Kent of the continuity dept., home with the flu.

Jack Kelly, national sales representative here, in New York on business. George Mackey, until recently only a bit announcer, now a full-fledged.

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

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

March 4: Mollin Investment Co., Huntington Park, Cal. CP for new station, 1160 kc., 100 watts day.

Continental Radio Co. (Scripps-Howard Radio Inc.), Washington. CP for new station, 1310 kc., 100 watts, 250 watts LS, unlimited.

United States Broadcasting Co., Washington. CP for new station, 1310 kc., 100 watts, unlimited.

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

Dan B. Shields, Provo, Utah. CP for new station, 1200 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED

WRAX and WPEN, Philadelphia. Involuntary transfer of control to Mariannina C. Iraci.

Martin Andersen, Orlando, Fla. CP for new station, 1500 kc., 100 watts night, 250 watts day, unlimited.

WDGY, Minneapolis. Modification of license to change hours of operation to unlimited time and power boost to 5 kw. day and night.

EXAMINER'S REPORT

WEED, Rocky Mount, N. C. CP to change frequency to 1240 kcs., increase power to 500 watts, unlimited DA at night; be granted.

SAN ANTONIO

Johnny Alderman of the KABC announcing staff is the recent father of a boy.

KTSA is remoting the "1938 Show of Shows" from the Olmos Club. Three broadcasts are given daily.

Ben Amado and his nite spot orchestra are airing regularly over KONO.

New programs over KABC include Ruth Gordon; State Health Department, and Malhon Merrick.

WISN, Milwaukee

Therese Meyer, organist, is back on the job after a siege of flu.

Woods Dreyfus, singing-announcer, also back to the office after fighting flu.

Popular "Stump Me Boys" program, with Elmer Krebs, musical director, and Woods Dreyfus, singing announcer, returns in a new series. Kellogg Seed Co. is sponsor.

D. A. Weller, chief engineer, recently spoke before the Milwaukee Amateurs' Club on "Education for a Radio Engineer."

WFBM, Indianapolis

Bromley House, former WFBM spieler, and now representing the Brace Beemer Agency, Detroit, spent several days here on business.

Walter Reuleaux, musical director, adds four haymakers of "Chuckwagon crew" and additional violinist to his staff.

R. E. Blossom, station head, R. C. Block, head of Wm. H. Block Co., and personal greetings from Mayor of city and Major Bowes, appeared on the Block 200th Children's Hour broadcast from store's auditorium.

WIOD, Miami

Bob Nolan is putting on a new twice-weekly program featuring his own orchestra. Don Gilbert is vocalist.

Earl Barr Hanson presents an original program of piano music three times weekly.

SAN FRANCISCO

Clicking is a new show featuring informal discussions of the theater, books, art and music, tabbed "Busman's Holiday," on KGO Wednesdays, 9:30. The 30-minute show, featuring Alfred Frankenstein, S. F. Chronicle music critic; Claude LaBelle, S. F. News radio and music editor; Luther Meyer, book critic, and Sam Dickson, NBC drama writer, is uncensored and entirely ad-libbed—without even notes.

Les Malloy of KGGC airing a unique show called "Mental Whoopee." Program, aired every night from 10 to 11, except Sunday, asks listeners to phone in, and they are then interrogated by Malloy on three varied topics. Winners get passes to a local theater.

Donald Novis, who did four days at the Roosevelt Theater here, was interviewed by "Speed" Riley on KLS.

Sam ("Schlepperman") Hearn played the Roosevelt Theater, Oakland, through the week-end.

J. Clarence Myers, veteran newscaster, is commentator on a new sponsored program over KYA.

FORT WORTH

D. A. Kahn, manager of KGKO, Wichita Falls, Tex., is here getting ready for moving KGKO to this city.

Both KTAT and KFJZ are airing the local Golden Gloves tournament. The Red Hawks musical program on WBAP each morning at 6:30 has added a facts feature called "It Is Said to be a Fact."

Len Finger of KTAT interviewed Charlotte Henry, actress, and Hal Silver, circus clown, who are with Jack Maggard's Pan-American Casino Revue.



GEORGE DIEFENDERFER, formerly with Radio Sales Inc., has joined Paul H. Raymer.

Campbell Arnoux, boss of WTAR, Norfolk, visitor at Edward Petry & Co.

Wilbur Eichelberger, manager of KFRC, San Francisco, and Ray Bright, KTRH, Houston, stopped off to confer with John Blair and Co. Latter then went on to Detroit and New York.

Katherine B. Parsons has taken over Leslie Edgeley's duties in NBC continuity department. Edgeley is on leave of absence writing "There Was A Woman" for Glass Container.

Bob Venn, formerly with NBC office force, has joined sales staff of WRJN, Racine, Wis.

Bob Atcher, hillbilly entertainer, long with WHAS, Louisville, has joined WJJD.

Jack Hayes, WJJD engineer, back at work after three weeks in bed recovering from broken ankle.

Merle Housh (Henry Hornsbuckle) is being featured in a new program at WLS title "Corn Belt Peepers" for Corn Belt Hatcheries. He reads unusual poultry and egg anecdotes sent in by listeners.

Harold Peary, character actor, is the chap playing the part of the Chinese boy who has created so much comment in the Fibber McGee shows last few weeks.

CANADA

Premier William Aberhart, head of Alberta's Social Credit Government, and owner of his own station in Calgary, is going on the air with his own mid-week program, "Education in the West."

An arrangement between CKY and Canadian Broadcasting Corp. will ensure broadcast of Winnipeg church services on Sundays.



"We Called to Ask About the Sale You Advertised Over WHB"
WHB • • • Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audience, but no national representatives.
—For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to—
DON DAVIS, President, KANSAS CITY, MISSOURI

WOR—MUTUAL
Is Proud to Present
JOSEF CHERNIAVSKY
"The Musical Cameraman"
8 P. M. EST.
Thursdays
COAST-TO-COAST

UNIVERSAL
Crystal Microphones
Ideal for special events, call systems, p.a. systems, amateur phones, etc.
Rugged. Chrome finish. Furnished in hand-mike or stand model [as shown]. Includes 10 ft. cable. Desk stands extra, \$2.50 for hand-model and \$3.50 for stand model. Licensed under patents of Brush Development Co.
LIST \$22.50
Microphone Division
UNIVERSAL MICROPHONE CO., Ltd.
Box 299, Inglewood, Calif., U. S. A.

KANSAS CITY

Jack Neal, recently placed in charge of sales and sales promotion at KCMO, has appointed Charles G. Rowland, G. W. Endacott, G. L. Kirk, James P. Ellison and Louis Rawlings to the sales staff.

Ray Perkins will headline and emcee the President's Birthday Ball to be held Jan. 29 in the Kansas City Municipal Auditorium.

Nick Lucas is headlining the bill at the Tower Theater, this week, while Phil Spitalny and his "Hour of Charm" play the same house Jan. 28.

Jack Grogan, WHB announcer, and Betty Ann Painter, KCMO dramatic artist, will play leads in the Resident Theater production of "High Tor." Arthur Ellison will also be in the play.

Tom Kelly, KCMO newscaster, has been selected to introduce Cecil B. DeMille when he makes a personal appearance Friday at Newman Theater in connection with "The Buccaneer."

Larry Simms, KCMO announcer, has announced his engagement to Mary Catherine May.

Larry Sherwood, KCMO station manager, returned from Chicago and will leave the last of the week for New York.

Lowell Lawrance, motion picture and dramatic critic of the K. C. Journal-Post, has resumed twice weekly broadcasts via WHB.

Lloyd Sigmon, KCMO chief engineer, has completed construction of an amplifier and speech input equipment.

Larry Sherwood, KCMO manager, is in Chicago on business.

WHB's early morning hillbilly program which went on the air last week for Colonial Chicks, has been increased to a half-hour. Jim Cliff is featured in the show, produced by Les Jarvis.

A. F. Schliecker, KCMO sales manager for the past two years, has resigned and will go to the coast. Jack Neal, recent addition to the KCMO sales staff, is being groomed to take over his work.

Doris Lane who conducts the "Today and Tomorrow in Kansas City", aired via KCMO for Canada Dry, has announced her engagement to Orville Washburn.

CFRN, Edmonton

After long preparation, "Edmonton On Its Way" made its debut last week. Early Edmonton history is being dramatized in the series.

"Dance of the Hours" is another recently started program, on participating basis.

BIRTHDAYS

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

Greetings from Radio Daily

January 19

Charles Berry Charles Henderson
Lanny Ross Paul Small
Alvin Weisfeld
Alexander Woollcott

★ Coast-to-Coast ★

TO appease gifted young artists in several Colorado cities who clamored for a chance to air their talents, KLZ in Denver broadcast the weekly Saturday morning "Kiddies' Revue" from Colorado Springs through the facilities of KVOR, affiliated station. Since the show, a half-hour variety program featuring juvenile talent, usually is fed to KVOR by KLZ, the special broadcast meant merely reversing the normal procedure. Program is sponsored jointly by Denver and Colorado Springs wholesale bakeries, and plans are now under way to air the show from KVOR once each month.

H. A. Bruno & Associates, public relations counsel, will move to the RCA Bldg. early next month.

Don Ameche's new 20th Century-Fox musical film, "Happy Landing," with cast also including Sonja Henie, Ethel Merman, Raymond Scott Quintet, Leah Ray, Jean Hersholt, Eddie Conrad and others, opens Friday at the Roxy Theater. Sam Pokrass and Jack Yellen wrote most of the songs.

Alistair Cooke, NBC's "Critic On Broadway," will be heard at a new

scheduled time in his series of talks reviewing the stage and movies beginning Saturday at 7:30 p.m. over NBC-Red.

With the city of Memphis standing an excellent chance of winning the National Safety Award for cities in its class, Commissioner of Public Safety, Clifford Davis was especially anxious to present his regular Friday evening safety talk over WMC. But the Commissioner was confined to local hospital convalescing from an attack of laryngitis, so WMC's portable recording equipment was brought into service. The Commissioner's talk was recorded in his room at the hospital and the transcription was presented over WMC at its regular evening time.

Ken Sisson, currently conducting "Canada 1938" in Canada, sponsored by Imperial Tobacco Co. Ltd., will relinquish his air time Friday in order that the nationwide network of Canadian Broadcasting Corp. may bring its listeners a running commentary on the Braddock-Farr fight in Manhattan. Sisson will bring the program back to the air again Jan. 28.

LOUISVILLE

Louis Rigo, violinist, who directed the WHAS ork for about four years, has forsaken touring bands, to play in the newly reorganized staff orchestra.

Bob Drake, WHAS multiple-voiced entertainer, has branched out into the coffee business. He has named his product "Jackson Family," after his air feature.

Connie Cook, 17-year old blues singer, is new discovery at WAVE.

Radio acts from WFAA, Dallas; WLS, Chicago; WSM, Nashville, and talent staffs of WHAS and WAVE will appear in the Flood Appreciation Show at Jefferson County Armory on Jan. 24. Joe Eaton, program director of WHAS, will be emcee.

Earl P. Carter, head of Pan-American Recordings, planed to New York on a business trip.

Radio Saves Day for Paper

New Bedford, Mass. — Radio stepped into the breach last week and saved the day—and a story—for The Standard Times, local newspaper. Story concerned the sinking of a local fishing schooner, which went under off Nantucket. Correspondent there was unable to wire, land wire connections being down. News was finally relayed by radio from amateur station WIEVJ to the Provincetown unit of the U. S. Naval Communications Reserve. From there it went by phone to the paper. Times acknowledged radio's service in front page box of the paper.

PHILADELPHIA

Four KYW sustaining artists now have spots on NBC network. They are Rodger Williams, tenor, Frances Carroll, and Carlile and London, piano team.

Norris West, who gave up his announcing job at WCAU to become assistant program director, returns to the mike next month to handle a choral series.

Joseph Franzosa and his symphonic orchestra celebrate fourth anniversary at WPEN tomorrow.

WOKO-WABY, Albany

Grenfell Rand has been appointed production supervisor of both WOKO and WABY.

Billy Rose, WOKO announcer, pinch hit for Wilbur Morrison on the Sunday Socony program.

WOKO gives last minute information on ski trails in the Adirondacks on Thursdays. Conservation Dept. furnishes reports.

WPTF, Raleigh

Kingham Scott, organist, has returned with a new Sunday series, sponsored.

Wes Wallace, program director, is in Rex Hospital fighting flu.

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