



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 15

NEW YORK, N. Y., FRIDAY, JANUARY 21, 1938

FIVE CENTS

# Zenith in New Campaign

## NEW ORLEANS AFM STRIKE IS BLOCKED BY JOE WEBER

New Orleans—Strike order issued here against two NBC affiliates, WDSU and WSMB, will not go into effect tonight as decreed by the local AFM union due to communication from AFM President Joseph N. Weber, who requested that no action be taken until another effort at a settlement had been made. Weber is at present attending the AFM executive board meeting in Miami. The local outlets refused to sign contracts calling for a closed shop.

(Continued on Page 3)

## Weed Sees Television First a Luxury Market

For a period of time after its commercial introduction, television will be a luxury market for advertisers, according to Joseph J. Weed, head of Weed & Co., station representatives. "Novelty", he says, "rather than coverage will be the attraction to the pioneer video program sponsor who, of course, will look for attendant publicity to warrant their expenditures on a medium with a limited number of look-and-listeners. When the opening gun of the new art is

(Continued on Page 6)

## Drackett Co. Renews "Hello Peggy" Program

Drackett Co. (Drano and Windex), through Ralph H. Jones Co. agency, has renewed "Hello Peggy", script show on NBC-Red network Wednesdays and Fridays at 11:45 a.m., for another 13 weeks. Not yet affected by the renewal are stations in seven additional areas serviced by transcriptions.

## WORC-AGRAP Settle

Worcester—Charges of discrimination filed with National Labor Relations Board against WORC several months ago by two discharged employes and the WORC Chapter of AGRAP have been withdrawn following an agreement between station and employes. Agreement included re-employment of Albert J. Handlin Jr., and Herman Gruzin.

## Weekly Staff Meets

Philadelphia—To promote closer cooperation between department heads, President Benedict Gimbel Jr. of WIP has called weekly luncheon meetings to be held every Monday. Among those who will meet with Gimbel and discuss station problems will be Sales Director Edward A. Davis, Program Director James Allan, Assistant Program Director Marx Loeb, Technical Supervisor Clifford Harris and Publicity Director Murray Arnold.

## TRANSFER SANS HEARING DENIED CAPPER BY FCC

Washington Bureau, RADIO DAILY  
Washington—FCC has denied petition of Capper Publications Inc., asking consent, without hearing, to transfer control of the KCKN broadcasting Co., licensee of KCKN, Kansas City, Kan., from Arthur Capper to petitioner and for waiver of Rule 103.18, which requires the filing of detailed information relative to a

(Continued on Page 3)

## Gen'l Elec. to Shortwave In Japanese and Chinese

Schenectady—When General Electric's new Pacific Coast short wave station is placed in operation late this year, many of the programs aired from that point will be announced in Japanese and Chinese, according to

(Continued on Page 3)

## Network AFRA Committees Surveying Actor Situation

Committees for NBC and CBS appointed to confer with American Federation of Radio Artistes officials are sounding out and making a survey of the actor situation among the respective web controlled stations preparatory to entering active negotiations. To date the conferences between AFRA and various committees have been more or less in the friendly conference stage, but according to AFRA officials, the busi-

## An Additional Advertising Budget of \$500,000 is Contemplated for a New Product

## REVISED BASEBALL TERMS FOR CHICAGO STATIONS

Chicago—Five stations, WBBM, WGN, WCFL, WJJD, WIND, have concluded contract with William Harridge, president of American League, and officials of White Sox outlining provisions under which they may broadcast baseball this summer. Contracts previously submitted to broadcasters had several features which they sought to have eliminated. New contracts, termed "entirely satisfactory," are similar to those recently signed with Chicago Cubs. Since five stations are paying \$90,000 to two Chicago clubs, they objected to free plugs for next day's games which White Sox asked. This feature was eliminated. Courtesy credits to be given at beginning and end of game.

League officials inserted clause  
(Continued on Page 3)

## Bernie Show to Stage Weekly Invited Preview

Ben Bernie will have a preview performance for invited guests every Monday night, 9-9:30, of his U. S. Rubber show. Bernie gave a preview for the first show. Program will be staged from whatever CBS Playhouse is vacant.

Chicago—An additional advertising appropriation of \$500,000 by Zenith Radio Corp. for a campaign on a new product is indicated in an announcement from the offices of Commander E. F. McDonald, president. Radio will receive a part of the budget, with newspapers and national magazines getting their share.

Nature of the new product is not revealed at present, but is described as a "unique device that involves some of the principles of radio, but which is not for entertainment."

(Continued on Page 3)

## GILMAN BREAKS GROUND FOR NBC COAST STUDIOS

West Coast Bureau, RADIO DAILY  
Los Angeles—Don E. Gilman, NBC vice-president in charge of west coast activities, yesterday broke ground for the new Hollywood studios. Construction of the modern classical building will cost \$2,000,000 and will be known as the NBC Radio  
(Continued on Page 2)

## J. Curtis Willson Joins Hearst Chicago Office

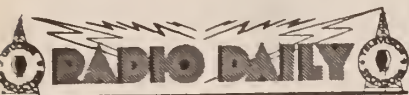
J. Curtis Willson, formerly eastern division sales manager of the old Hearst Radio sales set-up, yesterday joined the Chicago office of the newly organized International Radio Sales. Willson will serve under Taylor Rogers, manager of the office.

## Exception Granted

Columbia, Mo.—Inmates of state reformatory for young men in Jefferson City pined for photo of KFRU's "Sweethearts of the Ozarks", whose picture is sent to listeners forwarding sheets from Sendol boxes. But reformatory officials wouldn't let the boys go to the drug store to buy the Sendol. So an exception was made and photo sent.

(Continued on Page 3)





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Thursday, Jan. 20)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg
Am. Tel. & Tel	146 <sup>3</sup> / <sub>4</sub>	145 <sup>1</sup> / <sub>2</sub>	146 <sup>1</sup> / <sub>4</sub>	+ 3 <sup>3</sup> / <sub>8</sub>
CBS A	21 <sup>5</sup> / <sub>8</sub>	21 <sup>1</sup> / <sub>4</sub>	21 <sup>1</sup> / <sub>2</sub>	- 1 <sup>1</sup> / <sub>8</sub>
CBS B	21	21	21	0
Crosley Radio	10	10	10	+ 1 <sup>1</sup> / <sub>4</sub>
Gen. Electric	43 <sup>3</sup> / <sub>4</sub>	43 <sup>1</sup> / <sub>8</sub>	43 <sup>5</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
RCA Common	6 <sup>7</sup> / <sub>8</sub>	6 <sup>5</sup> / <sub>8</sub>	6 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
RCA First Pfd	49 <sup>1</sup> / <sub>2</sub>	49	49 <sup>1</sup> / <sub>2</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
Stewart Warner	11	10 <sup>1</sup> / <sub>2</sub>	11	+ 3 <sup>4</sup> / <sub>8</sub>
Westinghouse	106 <sup>1</sup> / <sub>2</sub>	104 <sup>1</sup> / <sub>4</sub>	106	+ 2
Zenith Radio	16	15 <sup>5</sup> / <sub>8</sub>	16	+ 1 <sup>1</sup> / <sub>2</sub>

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6 <sup>1</sup> / <sub>4</sub>	7 <sup>1</sup> / <sub>4</sub>

### KDYL Adds Equipment

Salt Lake City—John M. Baldwin, KDYL chief engineer, has just completed installation of duplicate control room, with auxiliary 78 and 33 1/3 r.p.m. turntables. Other innovations include intricate system of studio control lights and relays, another Western Electric 23A Speech Input System, and high-fidelity audition equipment. Complete call system throughout station's departmental offices, centralized in g.m.'s headquarters, has also been completed under Mr. Baldwin's direction.

### Colored Amateurs on WIL

St. Louis—Claude Collins, one of the outstanding local entertainers, will emcee and produce the first all-colored amateur air show ever broadcast in this area. The "Simon Pure" opus is to be aired from the stage of one of the local colored theaters and will be sponsored by Goldberg Furniture Co.—its first venture in radio.

### MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

9:15 TO 11 A. M. 5:30 TO 7 P. M.

### 4 Foreign Languages In New WABY Series

Albany—WABY is airing a Monday evening series of foreign language programs, with Polish, German, Italian and Jewish features scheduled. Talks in each language are followed by music appealing to the respective groups.

### Broadcasts from Normandie

WOR-Mutual is arranging two broadcasts to originate from the Normandie while on its cruise to South America. The first will be the day after it leaves on Feb. 6, and the second will be another short wave under the direction of WOR engineers from the harbor of Rio de Janeiro on Feb. 16. The occasion will be tied up with a dinner in honor of the President of Brazil. Jack Arthur, WOR-Mutual emcee, will be on hand, as well as two engineers. Night before the Normandie sails, Dave Driscoll will interview the purchasing agent and visit the ship's stores.

### Warnow Orchestra Increased

Mark Warnow's orchestra on the Heinz "Magazine of the Air" program aired Sundays at 5 p.m. over CBS has been increased to 28 musicians, against 15 formerly. Lyn Murray's chorus of 12 men and eight girls also appears with the aggregation. Channing Pollock is the program's commentator. Maxon Inc. is the agency.

### Alfred W. Hanson Dead

London—Alfred Walter Hanson, BBC producer, was found dead in his home Tuesday night.

### Liberty Stories on WHN

Dramatized short stories from Liberty will be presented over WHN starting Monday at 6:15-6:30 p.m. Program also will be heard Wednesdays and Fridays.

### "American Portraits" on NBC

A new series titled "American Portraits", dealing with noted Americans, will be presented over NBC-Red network Saturdays at 9:30-10 p.m. starting Feb. 5. Material will be prepared by Raymond D. Scudder of NBC continuity staff from "Dictionary of American Biography".

### F.D.R. Ball Program on Mutual

Mutual tonight will devote the 8-8:30 p.m. spot to the President's Birthday Ball. Helen Hayes, Joan Bennett, Mischa Auer, Ella Logan and Milton Douglas will be on the show. Program will originate from WGN, Chicago.

### Stump Them and Win

The "Stump Me Boys" program, featuring Elmer Krebs, musical director, and Woods Dreyfus, singing announcer, has started a new series over WISN. Team invites listeners to send in song titles in an attempt to stump them. Those who succeed in doing so, receive merchandise prizes from the sponsor, Kellogg Seed Co.

### Gilman Breaks Ground For NBC Coast Studios

(Continued from Page 1)

Center. Plot is at the corner of Vine St. and Sunset Blvd., at one time occupied by the old Famous Players-Lasky studios. Several radio stars participated in the ceremonies.

### Miro Joins Sisson Staff

Henri Miro, arranger and conductor who has appeared throughout Europe and South America with leading operatic and symphonic organizations, has joined the staff of "Canada 1938" as supervisor of the arranging department. Miro heads a staff of four veteran musical arrangers and is himself directly responsible for the choral specialties featured by choir, octette and trio on this Friday evening program, of which Ken Sisson is musical director.

### Baking Firm on WJAS

Pittsburgh—Baur Bros. Baking Co., a subsidiary of Ward Baking, will start a new spot announcement campaign Jan. 24 on WJAS. Firm will use 22 one-minute transcriptions weekly. Gene Furgason & Co. are the station's rep.

### Technicians Prefer Charges

Chicago—Associated Broadcast Technicians, composed of engineers of CBS owned and operated stations, has preferred charges against WFBM, Indianapolis, and Don Searle, business manager of Central States Broadcasting System operating KOIL, KFAB and KFOR, before the National Labor Relations Board charging intimidation of employees. Announcement was made by J. F. Novy, secretary, who is associated with WBBM-CBS. Fred Lange, WEEI, Boston, is president of ABT.

### Stuart Doyle Laid Up

Stuart F. Doyle, chairman of board of Commonwealth Broadcasting Network, is confined to his suite at the Waldorf-Astoria by pneumonia. Doyle, here on business, was scheduled to leave for the coast Saturday on the first leg of his trip back to Australia.

### 3 New UP Vice-Presidents

Three United Press executives, Clem J. Randau, general business manager, Edwin Moss Williams, sales manager, and Earl J. Johnson, head of the news department, have been elected vice-presidents by the board of directors.

### Ripley's New P. A.

William Dunn, ex-American Airlines, is now handling publicity for Robert Ripley. Dunn is handling radio along with the other Ripley enterprises.

## COMING and GOING

HARRY C. WILDER, president of WSYR, WNBX and WJTN, is in New York.

E. ELLSWORTH BISHOP, general manager of WGH, Newport News, is in town.

KEITH KIGGENS of NBC station relations department leaves New York today on a periodic tour of southwest stations.

NEIL SKINNER, associate of Jean Paul King, left for Hollywood yesterday to line up movie stars for the Provincetown Playhouse this summer.

TAYLOR BUCKLEY, radio and concert baritone, has returned from Miami where he gave a concert at the Miami-Biltmore.

KEN SISSON arrived last night from Canada by plane.

HERBERT V. AKERBERG, CBS vice-president in charge of station relations, is in Miami for a short vacation.

JOHN PATT, vice-president and general manager of WGAR, Cleveland, is a New York visitor.

SAM COOK, WFBL, Syracuse, executive, arrived in town last night for a few days. He is en route to Florida.

LUTHER HILL, manager of KRNT, Des Moines, is another radio executive doing the town.

HARRY BUTCHER, CBS Washington vice-president and Paul Porter are in New York for a few days.

### Preview for Latin Officials

Atlas Radio Corp. is arranging a special preview of its "Ports of Call" to be played before representatives of Latin - American republics. The meeting, in line with the observance of Pan-American Day on April 14, will be held in Washington under the sponsorship of the producers and distributors of this feature.

Basic idea of the program series is to build goodwill for the foreign countries which are the subjects of each broadcast.

### Plug Selective Broadcasting

World Broadcasting System has issued a handy booklet on "Selective Broadcasting", by Norton Cotterill, vice-president of WBS, condensed from a recent advertising trade magazine article. The discussion deals with the new possibilities open to stations' advertisers, agencies and as a result of high-quality electrical transcriptions.

... Did you know  
that a rigid audi-  
tion is necessary to  
qualify for admit-  
tance to The School of  
Radio Technique?



GEORGE MARSHALL DURANTE, DIR.  
R. K. O. Bldg. Radio City, New York

The PERFECT MARKET'S  
LOUDSPEAKER  
ALBANY, N.Y.  
Newly Equipped for Super Power



## NEW ZENITH CAMPAIGN WITH \$500,000 OUTLAY

(Continued from Page 1)

Distribution will be handled by Zenith's regular merchandising setup of some 80 wholesale distributors and 20,000 retail Zenith dealers, but the nature of the product may make it advisable to consider extending retail sale to other classes of outlets, according to Zenith officials.

Manufacture of the product will result in considerable extra employment at the Zenith plant.

## Revised Baseball Terms For Chicago Stations

(Continued from Page 1)

providing microphones may be used only in booths and dugouts. Setting up anywhere on premises is forbidden. Last year's rule providing for only eight commercial credits, one between each inning, with total copy restricted to 1,000 words per game has been abolished. Under amended rule no commercial copy may interfere with prompt report of play-by-play and League shall have right to blue pencil excessive copy.

WGN again has signed with P. Lorillard for Old Gold and WCFL again is lined up with Texaco for fourth year, Bob Elson and Hal Totten being respective announcers. WBBM set with General Mills and Socony-Vacuum alternating, WJJD has Kellogg and WIND still is negotiating.

## CBS Signs Edith Dick

Edith Dick has been signed by the Columbia Artists Inc.

## ★ F. C. C. ★ ACTIVITIES

### SET FOR HEARING

General Electric Co. CP for four new television stations and frequencies.

Cuyahoga Valley Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, daytime.

Fredericksburg Broadcasting Corp., Fredericksburg, Va. CP for new station. 1200 kc., 250 watts, daytime.

McComb Broadcasting Corp., McComb, Miss. CP for new station. 1200 kc., 100 watts, daytime.

Chester Howard and Clarence Berger, Wallace, Idaho. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

### APPLICATIONS RECEIVED

George Blumenstock, Biloxi, Miss. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

R. C. Atwood, Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Panama City Broadcasting Co., Panama City, Fla. CP for new station. 1500 kc., 250 watts, daytime.

### HEARINGS SCHEDULED

Mar. 8: KMAC, San Antonio. Vol. assignment of license to Walmac Company. 1370 kc., 100 watts, 250 watts LS., share time.

WGAN, Portland, Me. Authority to transfer control of Corp. to Wm. N. Campbell and Lloyd C. Greene. 640 kc., 500 watts, limited.

Mar. 9: Pawtucket Broadcasting Co., Pawtucket. CP for new station. 1390 kc., 1 KW., unlimited.

## NEW PROGRAMS—IDEAS

### For a Quart of Ice Cream

"Answer Me This" was having trouble testing its audience response. So Bernie Barth, man-on-the-street, for the KOBH program, tried a new one. He selected two names in the telephone directory and asked those chosen to call the sponsor within five minutes and get a quart of ice cream. They showed up. Moreover, they reported that they had been deluged with calls from other listeners, calling their attention to the offer.

### Concerning the Lobster

Of course, this might concern the lobster. On the other hand, it might not. The idea, anyway, is a lecture, delivered by "Professor" Hugh Tell-em, in a new feature over WPAY,

### New Orleans AFM Strike Is Blocked by Joe Weber

(Continued from Page 1)

Understood that NBC was sending a man to aid in the negotiations.

William S. Hedges, vice-president in charge of station relations for NBC, said yesterday that NBC affiliates were masters of their own destinies in regard to making deals with locals of the AFM, but web was willing to assist wherever possible. Keith Kiggins of NBC station relations will make a stop in New Orleans and lend his good offices toward arriving at an amicable adjustment of the situation there. Kiggins is not making a special trip for the occasion but happens to be leaving today on a periodic tour of the NBC stations in the southwest.

### Major Bowes Maintains Rule Against Tie-ups

Though numerous radio stations, newspapers, Chambers of Commerce and other organizations have sought to make arrangements whereby they could send amateur talent to New York for try-out on the Major Bowes program, the Major declared yesterday that his rule against such tie-ups continues in effect. Statement was intended to clarify a story regarding a station holding a talent contest with winners getting trips to New York for a Major Bowes try-out. In all-around fairness, the Major pointed out, selections for his broadcasts are made solely from the applications of the amateurs themselves.

### WOKO-WABY, Albany

Harold E. Smith, g.m., has left for Coral Gables, Fla., to complete his recuperation. Expected back in March.

Eleanor Chatham, newspaper woman, is being heard thrice weekly on WOKO.

Sherb Herrick, WOKO announcer, was held up by a bandit the other night.

Portsmouth, O. One suspects that the lecture is not too serious, and studded with more laughs than learning. But it's going along at a nice clip, anyway, with a "class" of students enlivening the procedure. The professor and his pupils are all members of the station staff.

### "Room Recipes"

ZCMI, Salt Lake City department store, sponsors this one over Station KDYL. It brings Marie Fontaine, home-decorating advisor, to the microphone in three five-minute spots weekly with pertinent hints on rehabilitating various rooms of the home. Store reports excellent returns in goodwill and sales volume.

### Transfer Without Hearing Is Denied Capper by FCC

(Continued from Page 1)

transfer of control of a licensed corporation. Also denied petition asking consent, without hearing, to transfer control of Topeka Broadcasting Association Inc., licensee of WIBW, Topeka, from Arthur Capper to petitioner and for waiver of Rule 103.18.

## NETWORK COMMITTEES SURVEY ACTOR STATUS

(Continued from Page 1)

in order to get first-hand information of the artist situation throughout the country.

Queried on the widespread rumor that the IATSE planned to seek jurisdiction over the Screen Actor's Guild from the AFL and the reported plan of the Guild plus its affiliated units such as AFRA and Equity to jump to CIO should it take place, the AFRA spokesman stated no credence should be placed in the rumor from any angle.

### Gen'l Elec. to Shortwave In Japanese and Chinese

(Continued from Page 1)

to Boyd W. Bullock, assistant manager of broadcasting for G. E.

Commenting on propaganda, as shortwaved on a big scale by foreign nations, Bullock said that shortwave programs in this country not only are void of propaganda, but U. S. citizens are too honest, hardworking and relatively plain-minded to be propagandists even if they tried. "Effective propaganda from a real democracy is as impossible as it is undesirable," he declared.



## Ready For Sponsorship With Established Audience

### WXYZ - MICHIGAN RADIO NETWORK

Unusually popular. Several months sustaining. Pleases women of all classes.

Conducted by Nancy Osgood whose radio and stage experience provides ample knowledge of what women like.

Quarter Hour Periods feature style trends, bits of Hollywood News, and highlights of prominent women in society, sports and educational activity.

"WOMEN IN THE NEWS" WITH ITS BUILT-UP AUDIENCE IS A "PLUS" BUY FOR THE RIGHT SPONSOR

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

THE PAUL H. RAYMER CO., Representative



GUEST-ING

MIRIAM HOPKINS, on Kate Smith show, Jan. 27 (CBS, 8 p.m.).

HANNAH KLEIN and PAULA GILBERT, pianists, on Sealtest program, Jan. 30 (NBC-Red, 10 p.m.).

EZIO PINZA and JOSE ITURBI, on "Magic Key of RCA," Jan. 30 (NBC-Blue, 7:30 p.m.).

JAN PEERCE, on "Radio City Music Hall on the Air," Mischa Violin conducting, Jan. 30 (NBC-Blue, 12:45 p.m.).

PAT O'BRIEN and HUGH DANIELS, RKO fashion advisor, on "Seein' Stars" program, Jan. 23 (NBC-Blue, 7:30 p.m.).

MRS. ALOIS HAVRILLA, on Glenna Strickland's "Kitchen Kap-ers," Jan. 26 (WNEW, 11 a.m.).

BERNIE FLIEGEL, City College basketball captain, on Jocko Maxwell's sports program, tomorrow (WLTH, 6 p.m.).

PAUL LUKAS, interviewed by Adam Miller on "Theater Guide," tomorrow (WINS, 11:15 a.m.).

JACK BREGMAN, song publisher, on Gene Ford's "New York Town," tonight (WHN, 9 p.m.).

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

F.T.C. CASES

Following are among stipulations to cease and desist from certain unfair representations in sale of products approved by Federal Trade Commission in the past month:

Kellogg Co., All Bran; Consolidated Drug Trade Products, McCoy's Cod Liver Oil Extract Tablets, Calcoide; Earl E. May Seed Co., directed to discontinue representing that it owns or operates lands or properties on which the nursery stock sold is grown, unless and until such is a fact.

WOPI, Bristol, Tenn.

Station has inaugurated a new program consisting of 15 minutes of songs by the Hickory Tree Quartet of the artist staff.

Larry and His Souvenirs is fast becoming a favorite of the people of Bristol. Show features "old time" tunes and special requests are welcomed.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
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

Greetings from Radio Daily

January 21

Georgie Burns Dinty Doyle  
Vic Erwin Al Rice

Ed Fitzgerald

January 22

James Melton Vivien Ruth  
Felix B. Dyckhoff

January 23

Edward Harris Rosa Ponselle  
Earl Waldo



● ● ● Kay Kyser's "College of Musical Knowledge" (which was the remote sustainer we raved about) has been sold to Lucky Strike and replaces "Melody Puzzles" over MBS on Feb. 1... Grace Moore replaces Lawrence Tibbett on the Chesterfield-Kostelanetz series March 30 for 13 weeks... "People's Choice" returns to the usual 8-8:30 Sunday spot next Sunday with Harry Conn's "Earaches" moving back to the follow-up spot... Mrs. Elaine Steine Carrington, who scripts "Pepper Young's Family," broke her shoulder the other day and is now dictating scripts to a steno... Edward G. Robinson, who changed from gangster roles in the movies to City Editor on the radio, will portray Racketbuster Tom Dewey in a Columbia picture. The inside on his eastern trek is—to confer with Dewey!... George Jessel has been renewed by all his sponsors on the MBS show as of Feb. 7... Haven MacQuarrie was the first to be invited for the Waldorf affair... Roman Bohnen, vet actor with the Group Theater, joins the "Big Sister" cast... William Farmer and his band go into a Park Ave. hotel within two weeks with a network wire... NBC is trying to get sponsor-interest in "Philo Vance" for \$2,500... Zeula James, sec'y to Douglas Coulter at CBS, will marry Eugene J. Guenard, a teeth-yanker at the Little Church Around the Corner. She was once with N. W. Ayer & Son... At the Casa Manana opening some one inquired where Abe Lyman's band was—learning that it was up in the second balcony—the inquisitive one replied: "That isn't Lyman—that's Muzak."

● ● ● To break us of a treacherous idiosyncrasy, our boss kept us late after school last nite to write "Hilltop House is sponsored by Colgate-Palmolive-Peet" 500 times!... In using the expression "Two Markets to Market" as the slogan for his WOPI in Bristol, General Manager W. A. Wilson gives in the four words the sales story of the station which is located on the border-line of two markets—Tennessee—and Virginia... Milton Brandl, who plays records on WISN, (Milwaukee) "Early Risers Club" broadcast, plays a record entitled "Echoes of the Past" and recently he requested some old records via the show. The other day he received a package of 400 old recordings—some made more than 20 years ago!

● ● ● Howard Hughes, the record-breaking flyer, is talking to NBC for the use of a technician on a contemplated "round-the-world" hop so as to make daily airings from the air... NBC will use the "Passion Play" in five installments as a sustainer during Holy Week... Georges Enesco's last shot of the season as conductor of the N. Y. Philharmonic via CBS is Jan. 30, when baton again falls to John Barbirolli... Milton Berle's dad is very ill—and Milt won't leave the bedside unless he's forced to make a "Hollywood Hotel" appearance next week... Jack Rosenberg, prez of AFM's 802, had ten teeth yanked from his mouth... A new band was hired 'or this week's "Manhattan Merry-Go-Round"... Gogo DeLys finishes her stay with CBS... Walter Cassel has been signed by CBS... (Leon &) Eddie Davis returns to the place tonite after a week's confinement to the bed due to a sprained ankle sustained last Sunday nite doing "Romeo and Juliet"... Irving (Lazy Dan) Kaufman goes into the Atlantis Hotel in Florida next month... Ted Husing and Betty ("The Women") Lawford plan going south Feb. 5.

● ● ● KFRO, Longview, Tex., recently demonstrated the ability of radio to bring news to its audience while it happens. The station received a flash of a well explosion about 12 miles away in the town of Kilgore. Pronto Manager Harold Johnson rushed to the scene of the fire with equipment and within twenty minutes KFRO was on the air direct from the scene of the disastrous fire with an eye-witness description. Because it was difficult to put the fire out on the oil well, KOCA, Kilgore, installed a remote line 300 feet from the burning well and fed the description to KGKB, Tyler, and KFRO, Longview.

ORCHESTRAS MUSIC

DOL BRISETTE is directing the new staff orchestra which made its debut this week over WTAG, Worcester. Crew will be heard daily at 12:30 noon.

Harold Stern and his orchestra, set by CRA, opened Wednesday at the Hotel St. George, Brooklyn.

Eddy Rogers and his orchestra, who recently closed at the Rainbow Grill atop Radio City, have been booked by Consolidated to play the Beverly Hills Country Club, Newport, Ky., starting Feb. 4. Will have an NBC wire.

Lee Grant has signed Martin Brook to vocalize with his orchestra on WMCA's daily "Grandstand and Bandstand" commercial. Brook is featuring Grant's special arrangements of "Nursery Rhyme Jam."

Jack Sherr and his orchestra, who recently closed at the White Mansions, Pittsburgh, opens for CRA at the Rice Hotel in Houston for four weeks starting Jan. 28. Sherr was featured for ten months at the Hotel St. Moritz, New York, and was a recent subject of Ripley's "Believe It or Not" cartoon because of his versatility.

The new, enlarged WBAL (Baltimore) Orchestra, directed by Bob Iula, will be heard every evening except Sunday in a program of light concert and popular music, called "Around the Dinner Table."

Lou Weiss features his own piano composition "candle lights" on the program of the Rose Room Orchestra over WICC, Bridgeport, tomorrow at 8 p.m.

Bunny Berigan is now on an extended road tour of the South, completing recently his tour of New England and the Middle West. He is scheduled to make a series of appearances in leading theaters, dance palaces and colleges through Feb. 12.

Sammy Kaye resumes his practice of popularizing fraternity songs Saturday when he dedicates Pi Kappa Alpha's number, "The Dream Girl of Pi K A," over Mutual during his "Swing and Sway" program at 5-6 p.m.

FOR RENT SUITE OF OFFICES IN RKO BLDG.

Completely Equipped—Sound Proof Studio—Microphones—Turntables and complete unit. Furniture for sale as a whole or in part. Can be seen TODAY and Saturday between 12 and 2 p.m. or call Circle 6-3720 for appointment, Apt. 11-D SUITE 908



## PROGRAM REVIEWS

**"ANGELS IN BLUE"**

Sustaining  
WHB, Kansas City,  
Sunday 4-4:30 p.m.

EXPERTLY WRITTEN AND PRODUCED  
DRAMATIC TRANSCRIPTION SERIAL  
REVOLVING AROUND AN AIR LINE  
HOSTESS.

Apart from the fact that the aviation setting of this serial is a novelty in itself the continuity and action of the first show alone should sell it to most any sponsor and most certainly hold the continued interest of the audience that heard it.

Opening with a bit of narration and musical background, the action moves swiftly as it unfolds the story of Joyce Adams, a hospital nurse attending an airline executive. He fires her imagination when he tells her about the adventure and color of aviators and hostesses, with the result that she is in the service in short order. Hospital atmosphere is worked in nicely and in business-like style.

Close of the first 15-minute episode reveals the new hostess at work, gives an intimation of the type of aviator that is to figure in the romance and considerable local color on flying through the continuity including the sending and receiving of messages to ground radio stations. Finale of the first disk has the central aviator testing new instruments for blind flying, and he comes in with ceiling zero, bringing in his plane for a minor crack-up, and of course the excitement and suspense of the friends and ground crew went into a terrific climax.

Second quarter-hour disk finds Joyce promoting a special light plane for her aviator who is perfecting and experimenting with an "equalizer flap." This gets her into a mess of trouble. The playboy owner of the plane which is being donated for experimental purposes is murdered by a jealous woman and suspicion falls on the innocent Joyce.

Production of the disks was under the direction of Capt. Wilfred G. Moore, former army flyer and author of the "Jimmie Allen" and "Howie Wing" serials. Audrey McGrath plays the part of Joyce Adams, and like the supporting cast does an excellent job.

**"CHEER UP, AMERICA"**

Mennen Co. (Shaving Cream)  
WEAF—NBC-Red Network  
Wednesdays, 7:45-8 p.m.

H. M. Kiesewetter, Adv. Agency  
EX-VAUDE COMEDIANS USE WRONG  
TECHNIQUE AND GIVE RAGGED  
BROADCAST.

The new Mennen show featuring Henry Burbig, dialect comedian, Ray Murray, the Funnyboners trio and Frank Novak's orchestra, had something amiss on its initial airing. The program lacked form and finesse. "Funnyboners" and the orchestra each played a number just to give the comedians a chance to catch their breath. Toward the close, Burbig

## WOW's Unusual Program Entry

Omaha—WOW's special events department has put over a novel broadcast which it submits as its first candidate for 1938 unusual idea awards.

Fifty years ago this month, in 1888, the worst blizzard the middle west has ever known descended, killing hundreds, and trapping a class of sixteen children in the Fairview School, sixteen miles from Clay Center, Nebr., which is almost nowhere.

Foster May, WOW news editor, conceived the idea of broadcasting a reunion of the "blizzard class of 1888." The "pupils" came from Pennsylvania, Oregon and many midwest points. The original teacher rang the same school bell. Blizzard-survivor pupils sat in the same seats and sang "Good Morning Dear Teacher." The teacher then required each pupil to give an "excuse" for his absence during the past fifty years. The twenty-minute broadcast ended with a fervent and dramatic prayer in which the teacher called for the next reunion in Heaven 50 years hence.

The entire countryside gathered and the farm women prepared a scrumptuous meal. The broadcast pulled about 300 letters, 100 per cent commendatory.

started to laugh while reading his script. Background noise for some few minutes before Burbig's laughing indicated something was amiss in the studio.

"Grand Street Hotel" billed for the program will be heard next week, according to the announcer.

**HARRIET PARSONS**

Bromo-Seltzer  
WJZ—NBC-Blue, Wednesdays,  
8:30-8:45 p.m.

J. Walter Thompson Co.

HOLLYWOOD GOSSIPER OFFERING  
"CLEAN" CHATTER MAKES OKAY  
START.

Harriet Parsons, who has had radio experience pinch-hitting for her mother, Louella, took over the Bromo stint as successor to "Manhattan After Dark," which folded after one airing. Miss Parsons wisely deviates as much as possible from the usual Hollywood chatter formula by admittedly avoiding scandal and sensationalism, and giving instead "the news behind the news" in a calm and dispassionate style. She spied off a number of social items on parties and told of other events and doings of personalities, all interesting in a more or less disarming way. Occasional remarks by announcer punctuated the comments.

Though Miss Parsons needs to practice up on her mike delivery, she shows promise.

**"Your Hollywood Parade"**

A slight change of musical color took place in "Your Hollywood Parade" last Wednesday night over NBC-Red with the entrance of Al Goodman as conductor. Not that there was anything particularly wrong with the music as dispensed by Leo Forbstein of the Warner film studios on the first several weeks of this program, but Goodman is fortified with longer experience and more cultivated proficiency from a radio standpoint. His periods of service for Lucky Strike's "Hit Parade," as well as on "Show Boat," etc., have fitted him nicely for a one-hour program of this type. Forbstein had to give up the post because of pressure of film work.

Rest of the last Wednesday night's program was in the usual vein, with Dick Powell doing his usual good job as singing emcee, aided by Rosemary Lane, Dudley Chambers chorus in a

## PHILADELPHIA

Walton Newton, formerly of KNOW, Austin, Tex., replaced Sanford Guyer, resigned, as announcer at WIP.

Samuel R. Rosenbaum, WFIL president, has been named Chairman of the Radio Committee for the annual Community Chest Drive, while Margaret Schaefer has been appointed dramatic supervisor in the same unit.

Tommy Phelan, WIP singer, is a reporter on the Philly Record.

Jonny Fortis of KYW's Three Naturals is now doing the arrangements for Gene Kardos and his recording outfit.

Dave Mann of the WFIL piano duo of Mann and Irwin is in Miami playing with a southern band.

Benedict Gimbel Jr., WIP president, gives a dinner party for entire staff at Ritz-Carlton Hotel on Feb. 5. It is the second year Gimbel has done this.

Frank Pfaff, WIP engineer, is the father of a boy.

Mary Latell is a new member of the WIP singing corps. She is heard with Clarence Fuhrman's ork on Thursdays at noon.

The Imperial Hawaiians will inaugurate a new musical series over WFIL.

Bob Elmer, assistant sports director of WCAU, is trying out his vocal chords on a daytime program over another local station.

Dave Tyson, WFIL night supervisor, will take over the "Let's Pop the Question" program.

Dixie Lee, heard over KYW with her counselling advice for parents and children, will now be heard twice weekly.

Jean MacLatchie is the newest addition to the staff of WIP.

fine rendition of "Night and Day"; another return engagement by Bob Hope, who was in his best form yet, and others.

**Eddie Cantor**

Eddie Cantor's new talent tryouts on his Texaco program over CBS brought forth some very clever kids last Wednesday night. Drama, comedy and harmony singing were represented among the talent, and if future newcomers hold to the caliber of the youngsters heard on this program, the new Cantor policy will be a generous success.

## PROMOTION

## Rate Card In Leather Folder

A neat way of assuring attention to Iowa Broadcasting System's rate card was devised by Craig Lawrence, commercial manager. In sending the card around to the trade, he enclosed it in a leatherette pocket folder with recipient's name in gold letters on the front. Along with the rate card went a little sales talk, also mention that the general idea of the folder was to make it easier to reach for an Iowa Network rate card. Network's increase in business last year also was among points brought out.

## Snapshot Contest

A snapshot contest for amateurs will be sponsored by Lehn & Fink Products Corp., on behalf of Lysol, beginning Jan. 31st on the thrice weekly broadcasts of Dr. Allan Roy Dafeo over CBS. Contest will run six weeks, it was announced by Lennen & Mitchell, agency handling the account.

Photos submitted must be of children under 10 years old. They will be judged on basis of health and personality of the child pictured, beauty or originality of the pose or setting, and photographic excellence and human interest. Prizes will be a \$100 U. S. Saving Bond, awarded weekly, a valuable Eastman-Kodak camera, also awarded weekly, and a grand prize at the end of the 6-week period of a \$500 U. S. Saving Bond, to be awarded for best of the six weekly winners.

Angle is that famed Dr. Dafeo, knowing that his famous charges are most photographed kids in the world, would like to know what some others look like. Judges of the contest will be Dr. Dafeo, Wilson Hicks, picture editor of Life, and Norris W. Harkness, director of instruction for the Camera Club.

## WOAI Free Offers

WOAI, San Antonio, has launched a campaign of free offers to its listeners consisting of various premiums, such as personality pictures, flower seeds, a book on Texas facts, livestock guide, and for 10 cents a book of 80 old time hymns. Another gratis gift of Chinese coins is contemplated.

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



STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Discussion of Television On Farm and Home Hour

Television will be the subject of a discussion on the National Farm and Home Hour next Monday at 12:30 p.m. over the NBC-Blue Network. Participating in the discussion will be Ralph Beale, director of research for RCA and chairman of the Television Committee, and Frank E. Mullen, manager of the RCA Department of Information and former Director of Agriculture for the National Broadcasting Company.

The discussion is the second in a series of four in which different phases of the radio industry, ranging from the precise and scientific to the more human aspects, will be explained by outstanding radio officials. In subsequent broadcasts on Mondays, Feb. 7 and 21, Mullen will interview two other high ranking officials of either NBC or RCA on the working of their particular departments or divisions.

### Special Antenna Used

Cleveland — In order to facilitate pickup of Ohio High School Speech League program rebroadcast by WCLE here from WOSU in Columbus, engineering department of WHK-WCLE is using an antenna almost 1500 feet long with special directional pickup qualities to receive from Columbus.

### Magnavox Keeps Factory

Fort Wayne, Ind.—Magnavox Co., makers of recording equipment, will retain possession of their factory and equipment during the period of re-organization here, under a ruling of Judge Thomas W. Slick in U. S. District Court. William B. Duff, referee in bankruptcy, has been named to handle creditors' claims.

### McDonald on Television

Chicago—President E. F. McDonald Jr. of Zenith Radio Corp. will talk about television on Zenith's telepathy program over CBS this Sunday night.

### Pierson-DeLane Catalogue

Los Angeles—Pierson DeLane Co., recently organized to manufacture communications receivers, has issued its first catalogue.

### CHARLES ROSS, Inc.

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

## NEW PATENTS

Radio and Television

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

2,104,784—Electron Discharge Device. Erich Wiegand, Berlin-Wildmannslust, Wilfried Meyer, Birkenwerder, near and Hans Pulfrich, Berlin-Wilmersdorf, Germany, assignors to Allgemeine Electricitats Gesellschaft.

2,104,788—Automatic Fidelity Control Circuit. Rene A. Braden, Collingswood, N. J., assignor to RCA.

2,104,801—Frequency Control. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.

2,104,816—Electron Discharge Device. Horst Rothe, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,104,817—Photoelectric Relay. Samuel Ruben, New Rochelle, N. Y.

2,104,825—Photoelectric Relay. Terry M. Shrader, West Summit, N. J., assignor to RCA.

2,104,834—Cathode Ray Oscillator. Bernard C. Gardner, Philadelphia, assignor to Farnsworth Television Inc.

2,104,844—Vacuum Tube Circuit. Herman A. Affel, Ridgewood, N. J., assignor to American Telephone & Telegraph.

2,104,861—Vacuum Tube Circuits. Danforth

K. Gannett, Jackson Heights, N. Y., assignor to American Telephone & Telegraph.

2,104,915—Tuned Oscillator Circuit. Browder J. Thompson, assignor to RCA (of Summit, N. J.).

2,104,916—Constant Radio Frequency Generator. John Evans, Collingswood, N. J., assignor to RCA.

2,105,026—Electron Tube. Walter Dallenberg, Berlin-Charlottenburg, Germany, assignor to N. V. Machinerieen-en Apparaten Fabrieken "Meaf." Utrecht Netherlands.

2,105,081—Amplifying Tube and Circuit. Gunther Jobst and Ernst Klotz, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.

2,105,096—Frequency Compensation for an Oscillation Generator. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,105,177—Device for Controlling Cathode Beams. Rene Barthelmy, Fontanay aux Roses, France, assignor to Compagnie pour la Fabrication des Compteurs et Materiel d'Usines a Gaz.

2,105,296—Hearing Aid. Harry A. Pearson, Brooklyn, and Emmanuel C. Nicholides, Bronx, N. Y., assignors to Sonotone Corp.

## Weed Sees Television First a Luxury Market

(Continued from Page 1)

fired, there is every reason to believe that the demand for sets will bring down the present estimated costs of receivers mentioned by radio engineers.

"In England sets are already selling far below the prices predicted for similar American products. Insofar as sound receivers are concerned—a market that is competitive—we undersell England by a very wide margin. There's every reason to believe that we'll beat Britain on video receiver values, too. Television will be an immediate attraction to those sponsors who will pay the price to pioneer in sight-and-sound merchandising even before sets reach the mass production stage. But there won't be a very wide gap between the commercial start of television and volume video receiver sales. Early bookers of television time at initial rates may benefit by a considerable 'bonus circulation'."

### Calendar Offer on KIDO

Electrical Equipment Sales Ass'n decided to find out where their money was going as sponsor of KIDO's (Boise) evening "Listener's Digest." They made a simple offer of a 1938 calendar to all "Digest" listeners. Commentator Dooley Riddle announced the offer five times. Response was immediate. Calendars were scarce in five states and one Canadian province. A total of 709 requests came from 69 different cities and towns.

## WICC Studio Dedication On Yankee-Colonial Webs

Bridgeport, Conn.—Dedication program celebrating the opening of WICC's new studios in New Haven will be aired over Yankee and Colonial networks at 6:30-9 p.m. Jan. 29, under arrangements made between John Shepard III, head of the networks, and WICC Supervisor Joseph Lopez.

### STATION IMPROVEMENTS

Seattle—Frequency shift from 1370 kilocycles to 1420 is sought by KEEN here. Other changes contemplated by the station include equipment improvements, power boost from 100 watts to 100 watts night, 250 watts day, and change in hours of operation from Share-KRKO to unlimited time.

Providence, R. I.—WEAN has applied to the FCC for construction permit to make changes in directional antenna for day and night use and boost power to 5 kilowatts day and night.

Columbus, O. — WCOL is seeking authority to make changes in automatic frequency control equipment.

Mandan, N. D.—Modification of license to change hours of operation to unlimited and install new vertical antenna is being sought by KGCU. Application to FCC is contingent on granting of KLPMP's application for new frequency.

## England Jumps Power For Arab Broadcasts

London — England means business in its airwave campaign against Italian propaganda. British Broadcasting Co., it is learned, has ordered two new \$50,000 short-wave transmitters to handle the Arabic news program. It has also announced plans for similar broadcasts in Spanish and Portuguese.

New transmitters will have a capacity exceeding fifty kilowatts each, and are expected to make the Daventry short-wave transmitting facilities the most powerful in the world.

## WOR Antenna Put Up Today

The 1,000-pound antenna mast which is to be used by WOR for its new experimental ultra high frequency experiments, will be raised into position today, the weather permitting. For 25 out of the 44 stories to which the pole is being hoisted, it will suspend over the street. Special police aid in roping pedestrians off from possible danger has been arranged, also suitable insurance in case of accidents. WOR has hired its own rigging crew for the job. Site is atop a skyscraper one block from Times Square.

## Auditioning Facilities

Earnshaw Radio Productions has set up complete facilities for auditioning its new transcription programs in the New York office at 545 Fifth Avenue, recently opened by Charles Michelson, eastern representative of the firm.

IN  
*Any*  
EMERGENCY—

...we pick up work  
quickly

...we make haste  
carefully

...we deliver promptly.

**CITY**  
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250 WEST 54th STREET, NEW YORK  
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COMING SOON

The First

RADIO DAILY

CRITICS'  FORUM



... in which the  
Radio Critics and  
Editors of America,  
through the columns  
of Radio Daily, tell

**What's Right**

AND

**What's Wrong**

WITH RADIO





PROGRAMS produced by the Los Angeles Junior College Radio Guild have been given a permanent spot on the KHJ-Don Lee schedule each Friday.

Dave Owen, producer of the CBS serial, "Scattergood Baines," addresses the Long Beach Ebell Club on "The Drama in Radio."

Jimmy Vandiveer's "Meet Some People," Wednesday night feature on KFI, has been switched to Thursday nights at the same time.

KHJ offers two new ones Sunday. From KFRC, San Francisco, comes "Previews and Encores," announced as a drama-musical series, at 2:30 p.m., and the Federal Radio Theater's "Choral Contrasts," employing three different choral groups, from New York at 6-6:30 p.m.

KNX will broadcast the Saturday afternoon session of the California Newspaper Association, in convention at the Riverside Mission Inn, from 1:15 to 1:45. Gary Breckner will officiate for CBS, and the following day 80 delegates and their wives will be guests of CBS at the Joe Penner and Phil Baker broadcasts.

KMTR's "Bureau of Missing Persons" has been moved up half an hour and will be heard in future at 2:30 p.m. on Wednesdays.

Ozzie Nelson's music from the Victor Hugo in Beverly Hills will be piped East by KHJ for the Mutual network on Thursday and Sunday nights. Station releases locally every night at 10:15.

Bill Morrow and Ed Beloin, Jack Benny's writers on his airshow, move onto the Paramount lot to write dialogue on Jack's next picture, "Never Say Die".

Hal Fimberg, comedy constructionist for the Jack Haley Log Cabin show, has had his contract renewed for another 13 weeks.

## ONE MINUTE INTERVIEW

RICHARD BONELLI

"It has been my personal experience that most successful musical careers come the hard way. By the hard way I mean unlimited attention to detail while practicing, years of instruction under competent teachers and an ability to take it if you're not a smashing success your first three or four years before the public. Underneath all these attributes, of course, must be a genuine love of music. If you haven't got that you might just as well call it quits."

## ☆ Coast-to-Coast ☆

VERNON REED and Russell Lowe of KFH, Wichita, visiting in Oklahoma. Same for Hugh B. Terry, KVOR, Colorado Springs.

*Lawson Zerbe, young radio actor who appears in many of the leading dramatic air shows, is now playing featured roles in the "Goldbergs" series and the "Hello Peggy" program.*

Maine music lovers are hearing a new series of weekly sustainers originating in the local studios of WLBZ. Broadcasts consist of vocal recitals by Garner Weed, young operatic baritone. Mrs. George Pullen, concert pianist, his accompanist, furnishes occasional piano selections to vary the program.

*A novelty among sports broadcasts is the trap-shooting meet to be aired tomorrow afternoon by KFOX, Long Beach, Cal.*

CKLW, Windsor-Detroit, has a new women's program titled "Women's Page," conducted five mornings a week by Myrtle Labbitt. CKLW household commentator, and Billie Blum. Six guest speakers, all prominent Detroit women, were on the initial broadcast this week.

*Jeanne Poli has a busy schedule of announcing at WICC, Bridgeport, including the PTA broadcasts, Federation of Women's Clubs, American Legion Auxiliary, "First Offender," New Haven studio dedication programs, "Let Freedom Ring" and her daily "Commuters Club."*

Jean Ellington, NBC songstress, will have a different program time starting today at 2:30 on NBC-Blue network. She is also heard with Norman Cloutier and his orchestra on Sundays at 4:30 p.m.

*Carol Bruce, vocalist, auditioned with George Olsen's band for the soloist spot on the Nehi program which is scheduled to begin in March. Balance of program, auditioned last week, included Teddy Bergman, Tim and Irene and Olsen's band.*

The Cornish School, Seattle, announces a series of eight quarter-hour musical programs featuring the

### WBT, Charlotte

Grady Cole's "Aspertone" program, sponsored by Blackstone Products, was ushered in with ceremonies. Mayor Douglas came to the studios and welcomed Cole and his new program to the air. Cole also has a couple of other commercials.

Series of broadcasts by Jimmy Livingston and his ork being fed to three CBS Dixie network stations. On Feb. 1, station also will feed a half-hour from Hotel Charlotte.

Caldwell Cline, announcer, says "I do" tonight.

Reginald Allen, announcer, had his

artists of the music school faculty. Cyril Towbin, violinist; Hariett van Emden, lyric soprano; Stephen Balogh, pianist, and the Cornish String Quartet will be heard. Program will be aired over KJR, Sunday evenings, 7:15-7:30. George Jennings, director of radio at Cornish, will handle continuity and production.

*A radio picture of Jackson (Mich.) Prison will be given by WJR's Duncan Moore at 8 o'clock Saturday night, the first in a series titled "The People's Business". Succeeding shows will cover every department of state government.*

The swing vocal trio, Winkin, Blinkin and Nod from Newport News, Va., will feature, "Put on Your Old Grey Bonnet" in their own original new arrangement tomorrow on a swing program over WNEW at 7:15 p.m. In this song, their own Hot Chorus, they will name all the great scopia swing and blues stars. The song was done on their last program and letters came pouring in asking for a repeat.

*Bernice Allen (Creole), singing pianist, formerly at WCAU, Philadelphia, will be featured tomorrow at 4-4:30 p.m. over WMCA and associated stations. Miss Allen is now under the management of Cliff Martinez.*

Brabazon Lindsey, Virginia Willison and Patricia Morris, advanced piano pupils of Stephen Balogh, head of the piano department at Cornish School in Seattle, are making names for themselves, due to their frequent appearances over KVI, Seattle-Tacoma CBS outlet. The theater and radio students of George Jennings, director of radio at Cornish School, in Seattle are now in their tenth week of production of a dramatic series over KVI, Seattle-Tacoma CBS outlet. Students write adaptations of well known plays, do their own casting, production, and music, producer stepping in at final rehearsals only, to smooth out the rough spots.

House Jameson and Mary Jane Higby will appear in next Sunday's "On Broadway" drama over NBC-Blue at 3 p.m.

tonsils removed and is recovering.

Martha Dulin, conductor of "Women Make News," is spending a week in Miami.

Grady Cole has been invited to go to Louisville on Monday and be guest of WHAS on anniversary of the flood disaster.

### Tramont Turns M.D.

Dr. Charles Tramont, NBC announcer, has resigned after five years of service. He is a doctor now and will hang out his shingle in Mt. Vernon, O.



JAMES JORDAN (Fibber McGee) has gone to Kansas City to explore business project there. Brother is interested in a bottling works there. Jordan with another brother is engaged in the sandblasting business in Peoria.

Clark Dennis, NBC tenor, to New York to audition for Coca Cola's "Song Shop."

Phil Stewart, Lady Esther announcer, missed a plane in Detroit the other night and Lynn Brandt, NBC announcer, was pressed into service on Wayne King's Serenade.

Wayne King is still packing them in on one nighters. They had to call out the police last week at one spot, with the tariff at \$6.60 a couple.

Mrs. Don Quinn, wife of author of Fibber McGee scripts, has gone to Del Monte, Cal., to supervise building of new home there, which they plan to occupy when Fibber show moves west.

Ella Logan will give a torchy version of "Bei Mir Bist Du Schoen" in a one time appearance with Henry Busse's orchestra from the Chez Paree over NBC-Red at 10:30 p.m. Sunday.

Additions to radio committee to celebrate President's Birthday ball here Jan. 29 are Buddy Rogers and Truman Bradley.

Muriel Monsell (Mrs. John Bremmer, Jr.), formerly with Pasadena Community Playhouse, is playing leading roles in Skelly Court of Missing Heirs.

### WKRC, Cincinnati

"Secret Diary," new morning script show that is highly touted, starts Jan. 25 as a four-weekly sponsored by French Bauer Inc., through Fred-eric W. Ziv agency.

Al Bland, pilot of Dow's "Dawn Patrol," is handing out daily advice and hints concerning traffic regulations and safety.

Dick Bray, sports commentator, has received more than 25 replies from some 35 letters to National and American League baseball players, from whom he requested personal data for use in his programs.

