



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 17

NEW YORK, N. Y., TUESDAY, JANUARY 25, 1938

FIVE CENTS

## B-S-H Led Agencies on NBC

### Looking On ... AND LISTENING IN

**AT RANDOM** Production of a one-hour, or even a half-hour, variety or dramatic program for radio is fairly equivalent to staging a first-night in the theater. But whereas theater producers work for weeks on a single show, many radio producers put on two or three "first-nights" each week. That's one reason for so many inferior air programs.

One reason radio advertising is preferable to magazines in a great many cases is because readers of a periodical may skip over or miss a lot of advertisements—which are packed far thicker in publications than commercials on a radio program—but anybody listening to an air show can't help hearing the sponsor's message.

Why is it that more than half of the dramatic playlets on the radio are the same old trite cops-and-robbers stuff over and over?

There is a chance for a measure of fame to be achieved by a radio gossip who has the courage and ingenuity to avoid Hollywood chatter entirely—or would that be carrying originality too far?

No plan for education broadcasts can be very successful unless the planning board includes representatives of the classes who are to be "educated" as well as the professors and others who are to do the educating.

The Crowell Publishing Co. campaign to discredit radio reminds us of the time when vaudeville and legitimate theaters were fighting the movies, calling them a fad that wouldn't last, steadfastly declaring "shadows" would never supplant "flesh"—and all the time it was happening!  
—D. C. G.

#### Pay for Ideas

Philadelphia—In an effort to discover new ideas that can be used in broadcasting, WIP has offered to pay employees for acceptable suggestions. Ideas may be either for a single broadcast or for a series, and can be submitted in brief or in detailed form. Station also has increased new talent auditions to two days weekly. Try-outs are aired.

### TELEVISION PRIVILEGES IN A. T. & T. FRANCHISES

Television will probably be transmitted first by telephone lines, and to this end A.T.&T. subsidiaries are having television privileges included in franchises, according to E. F. McDonald, president of Zenith Radio Corp., in a statement on television Sunday night over CBS. Speaking on Zenith's regular program, McDonald scoffed at the talk that commercial television is near. Technical  
(Continued on Page 6)

### Holliday Sees Television Limited to Short Range

West Coast Bureau, RADIO DAILY  
Los Angeles—Television is neither near at hand nor will it be possible to send programs more than a few miles if there are any hills, buildings or other obstacles in the way, according to Harrison Holliday, g.m. of KFI-KECA, who has been a broadcasting authority for 25 years and  
(Continued on Page 6)

### Recommends for KCMO In Midwest Applications

Washington Bureau, RADIO DAILY  
Washington—In a three-part report involving applications of KCMO, Kansas City, for power boost, request of KFOR, Lincoln, for power boost and application of L. L. Coryell & Son, Lincoln, for a new station, all on 1450 kcs., FCC Examiner George H. Hill has recommended granting the KCMO application and denying the other two. This would give KCMO 5,000 watts day and 1,000 watts night, with regional instead of local classification. Station now has 100 watts.

### Fitzgibbons Appointed CSBS Sales Manager

Omaha—L. O. Fitzgibbons, formerly traffic manager for KOIL, is now general sales manager of the Central States Broadcasting System, which operates KOIL here and KFAB and KFOR, Lincoln. Paul Hamman remains as national sales director of the system.

**WGRN Resuming Feb. 1**  
Granada, Miss.—WGRN, local 100-watter, off the air temporarily while new equipment is being put in, hopes to be ready to broadcast again by Feb. 1.

### Billings of \$5,086,667 Placed in 1937 by Blackett-Sample-Hummert on Red and Blue Webs—Other Figures

#### Millenium

West Coast Bureau, RADIO DAILY  
Los Angeles—KMPC reports that Charles Sweet, Hollywood furniture merchant, sponsoring George Wood in "The Children's Party" over that station, has objected to length of the commercials on his Sunday program.

Blackett-Sample-Hummert, which bought a total of \$10,361,446 of radio time in 1937, was year's leading agency on NBC with a gross billing of \$5,086,667. J. Walter Thompson placed second with a total of \$4,209,169. Lord & Thomas, Compton, and Young & Rubicam followed in that order. RADIO DAILY estimate of the leading NBC agencies follows:

Blackett-Sample-Hummert	\$5,086,667
J. Walter Thompson	4,209,169
Lord & Thomas	3,606,722

(Continued on Page 6)

### HOLLINGBERY PURCHASE FAILS TO GO THROUGH

Deal between George P. Hollingbery and Mrs. Jeanne Craig for the purchase of the New York office of Craig & Hollingbery fell through last Thursday. Mrs. Craig, according to Hollingbery, refused to go through with the deal after a contract was signed and delivered.

Hollingbery had agreed to purchase  
(Continued on Page 6)

### Facsimile Too Costly, Says Elliott Roosevelt

Oklahoma City—Facsimile reproduction of newspapers can never give much more than headlines and is too expensive to become a serious competitor of newspapers, said Elliott Roosevelt, president of Hearst Radio,  
(Continued on Page 6)

### Southern Sales Directors Meets Jan. 31 in Atlanta

Atlanta—Broadcast Sales Directors of the fifth district meet next Monday in the Henry Grady Hotel to discuss problems and suggestions which will be presented to the NAB convention in Washington next month. Chairman Maurice C. Coleman, WATL manager, will preside at the local meet.

### WOPI Re-elects

Bristol, Tenn.-Va.—Officers of WOPI, including W. A. Wilson, president-treasurer, W. G. Keys, v.p., and E. M. Woolsey, secretary, were re-elected at last week's annual meeting of stockholders. A 5 per cent dividend on common stock was declared.

### MIDWEST SALES HEADS MAP RECOMMENDATIONS

Kansas City—Forty executives from 22 stations in Missouri, Iowa and Kansas attended regional meeting of Broadcast Sales Directors here and drew up a schedule of recommendations to be submitted to the national committee of sales directors which is preparing resolutions for presentation before the NAB convention next month. John J. Gillin Jr.,  
(Continued on Page 6)

### Furgason Signs WFLA On National Rep Basis

Gene Furgason & Co. has been appointed national representatives of WFLA, Tampa, effective immediately. Station had already been represented by the Furgason Chicago offices and the inclusion of the New York office gives it national scope. WFLA was formerly represented by Craig & Hollingbery.

### No KABC Sale

San Antonio—Henry Lee Taylor, co-owner of KABC with R. E. Wilson and Mrs. Thurman Barrett, has confirmed that sale of station to Elliott Roosevelt has been abandoned following expiration of Roosevelt's 90-day option. Active ownership will be retained by present group. Station moves into spacious quarters in the Milam Building on Jan. 25.





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Monday, Jan. 24)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg., and various stock symbols like A.M. Tel. & Tel, CBS A, Crosley Radio, etc.

"Home Town Editor" on WBAL Baltimore—More than 50 Maryland small-town newspapers are cooperating with WBAL in presenting a new twice-weekly feature entitled, "Home Town Editor." Programs, to be heard Tuesdays and Thursdays at 2-2:15 p.m., will consist of reading excerpts of latest news from these communities, and editorializing on problems facing the communities. Series will be handled by publicity chief Edward Codel.

Philly Favors AFRA Philadelphia — Competitive efforts between AGRAP-AFRA has resulted in favor of latter group. Meeting held last week by AGRAP, with radio artists invited, is said to have brought out a very small attendance.

WCAU High Frequency Feb. 15 Philadelphia — WCAU's new high frequency transmitter, W3XIR, is expected to be completed about Feb. 15, when it will immediately start daily broadcasts, according to John Leitch, technical supervisor.

KMMJ Clay Center, Neb. The favorite family station

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Jan. 22, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Table with columns: Selection, Publisher, Times Played. Includes songs like "You Took the Words Right Out of My Heart", "You're A Sweetheart", "I Double Dare You", etc.

Join Hearst Chi Office

Chicago—Addition of Chris Heatherington to sales staff and Agnes Donovan as office manager was announced yesterday by Naylor Rogers, head of International Radio Sales here. Heatherington was formerly with Ruthrauff & Ryan and Radio Sales. Miss Donovan came from John Blair & Co. Curt Wilson has arrived from New York and Ed Heaton is an additional staff member.

Erville C. Sutton Dead

Oklahoma City—Erville C. Sutton, 42, chief continuity writer for WKY, died here of tuberculosis of the throat, having been ill for three weeks.

WBAP Scholastic Roundup

Fort Worth—A full-hour of college and high school programs each Saturday morning will be started Feb. 5 by WBAP, local 50,000-watter. Programs will be in four successive quarter-hour periods, two from colleges within a 200-mile radius and two from local high schools. New features sets something of a precedent for the southwest.

Did you know that the equipment at The School of Radio Technique is identical with that used at N.B.C. and C.B.S.? GEORGE MARSHALL DURANTE, DIR. R. K. O. Bldg. Radio City, New York

COMING and GOING

AUL WING will be in Boston on Saturday to broadcast a spelling bee.

FOUR RADIO FRANKS arrive in New York tomorrow on the Aquitania.

A. S. FOSTER, g.m. of WEW, St. Louis, off to Chicago to sign some new business.

JOHN GORDON, Ruthrauff & Ryan exec. and S. E. VAN WIED, advertising manager of R. B. Davis & Co., who have been in Hollywood on Joe Penner's Cocomalt show, are returning to New York.

ED WOLF is on a 17-day Southern cruise.

GEORGE P. HOLLINGBERRY, president of the new firm which bears his name, is in town for a few days.

G. W. GRIGNON, manager of WISN, Milwaukee, is visiting the International Radio Sales office here.

WILLIAM FAY, manager of WHAM, Rochester, is in town. He was on the NBC "Music Is My Hobby" program last night.

DINTY DOYLE, Journal-American radio editor, flew to West Coast yesterday and will spend about two weeks there before returning east.

Paul Kapp to CRA

Chicago — Paul Kapp, who heads his own talent agency, is joining Consolidated Radio Artists as radio director and will move to New York first of the month. Kapp has been giving local CRA office some aid on radio matters. He is a brother of Jack Kapp, president of Decca, and of Dave, associated with same firm.

WOMEN In the NEWS 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



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NEW YORK, 5000 WATTS.

**WPEN**  
PHILADELPHIA, 1000 WATTS.

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## ORCHESTRAS MUSIC

**H**AL KEMP and his band return to the city of their first major triumphs when they open at Chicago's Drake Hotel on Feb. 4 with a Mutual wire. It will be the boys' first mid-western engagement in four years. Incidentally, Kemp was presented with a silver loving cup by the editor of the University of Pennsylvania student newspaper when his band appeared at the Earle Theater in Philadelphia recently. The Kemp Tempo bandmen were voted tops in a band popularity contest sponsored by the undergraduate daily.

*Horace Heidt and his ork will play the annual Yale Prom, with WICC feeding the music to NBC.*

Eugene Jelesnik and his Continentals, who have been appearing with great success in the Empire Room of the Hotel Utah, Salt Lake City, since Jan. 14, have been extended indefinitely. They broadcast via KSL.

*Blue Barron and orchestra, currently featured over NBC from the Edison Hotel, signed contracts to record for Victor. Ed Kirkeby of CRA, who negotiated deal, reports that Barron will make 26 sides.*

Bobby Hackett, sensational young cornetist who came to New York this season with his own orchestra, has been signed by Irving Mills of Mills Artists Inc.

*Bunny Berigan is at the Arcadia International, Philadelphia, for two weeks, with a CBS wire. Deal was set by Music Corp. of America.*

Norman Moon, Don Elton, and Cliff Lowery are handling the vocal solos with Ernie Holst's orchestra which is currently heard via CBS from the Book-Cadillac Hotel in Detroit.

*Bandsman Oscar Bradley has hired a new arranger, Neil Alderman, increasing his arranging staff to four. Bradley's son John, a student at Yale, also assists with these musical chores.*

Because he will conduct one of his choruses on the CBS "Magazine of the Air" series, Lyn Murray has turned the directorial assignment of the "Modern Male Chorus" (CBS Sunday afternoons) over to Eugene Lowenthal.

# MAIN STREET

WITH **OL' SCOOPS DAILY**

● ● ● An hour show weekly in which 62 nations will participate, coming from the countries' own stations, is injected as one of the promotional plans for World's Fair radio activities. During the fair, the shows will come from Long Island, saluting the various nations... Henny Youngman will return from Hollywood in time to find himself a feature on the Mennen variety show... Phil Baker's first Gulf show from N. Y. with the entire troupe will be March 20... Mary Margaret McBride has been airing all last week under bronchitis difficulties... Rush Hughes' first show on Jan. 31, slated to come from N. Y., will come from Frisco... Bob Ripley adds seven stations to his NBC net Saturday, making 64... Constance Bennett appears on the Jolson show next month—and may imitate a columnist... Jack Powell, the blackface drummer, is preparing a show aimed at kiddies... Coca Cola will revamp "Song Shop" within six weeks—doing away with guesstar policy... Frank Parker is carrying a Universal Picture contract around in his pocket... Chesterfield's Whiteman show will go in for novelty acts—Connie Boswell will toot a sax... The Brewer's Ass'n show will start on CBS either Jan. 31 or Feb. 7 at 8-8:30 with Connie Boswell, R. Himber, Lou Holtz—and maybe Ted Husing (who claims he knows nothing about the show!)... Cahn & Chaplin, the "B. M. B. D. S." writers, have an MGM offer providing WB releases them... Bob Williams leaves Young & Rubicam to go with General Foods and will be replaced by Ross Worthington.

● ● ● A week ago NBC from the coast aired a show for promotion of the President's Infantile Paralysis Fund, so last Saturday CBS from New York decided to do its bit and presented Milton Berle, Frank Parker, Lucy Monroe, Bob Ripley, Freddie Rich's band from his theater dressing room, George M. Cohan, Fred Waring's band from Paramount Theater and Gabriel Heatter in a story about the boy in the wheelchair—a classic... Glen Law, newscaster for Iowa network stations KSO and KRNT, was appointed a special deputy sheriff of Polk County to attend the hanging of Allen Weaton and Stanley Mercer at Fort Madison—and was on the air with his impressions of the execution shortly afterward... WTMJ, Milwaukee, scored a news scoop over midwest stations when G-Men found the bodies of Charles Ross and James Atwood Grey, alleged kidnaper also slain... Rotarians of Kansas City heard themselves talk the other day when Ellis Atteberry, manager of KCKN, made a recording of Evan Fry's questioning the members at their luncheon—and then played it for their amusement.

● ● ● Bob Hope was signed to continue on "Your Hollywood Parade" for the next 10 weeks... Wrigley's renewed "Double or Nothing" for 13 weeks and the Andrew Sisters for eight... Rudy Vallee is trying to get Jack Osterman to script his WB picture... Earle Ferris is handling Ripley now... Beatrice Pins has been hired for the "Dick Tracy" show—the only femme on it... Tommy Riggs WILL have his falsetto, "Betty Lou," in his picture debut

● ● ● WEEI, Boston, is planning a special broadcast of a "Dogs of All Nations Revue" on Feb. 2 from the ballroom of the Hotel Statler. It is believed that this is the first revue of its kind ever staged... The dogs and their owners will be in costumes of the countries where the breed originated... Jay Wesley and Jack Knell will cover the event for the station... In connection with the airing of the Annual Poultry and Pigeon show which had Ron Gamble and Hal Bennett at the mike, WHIO, Dayton, took advantage of the occasion to record its own sound effects of the roosters crowing. The lusty cock-a-doodle-does of the prize fowl were piped from the exhibition rooms through to the station's control room.

## AGENCIES

L. R. NORTHRUP, Arthur B. Sullivan and Ashley Belbin yesterday became partners in Charles Daniel Frey agency, Chicago, joining Frey and R. L. Hurst in ownership. Hurst joined agency a month ago from Lord & Thomas. Northrup has been g.m. of agency. Sullivan, director of production, came from N. W. Ayer. Belbin formerly was copy writer at Blackett-Sample-Hummert.

HENRY KLEIN, radio director for BBD&O, Chicago, has a new dramatic show, "Theater of Life", a sort of one episode "March of Time", which he plans to get on the air soon.

## SAN ANTONIO

Hilda Steinweiss of KMAC back from California.

Tee Casper's "Sports Parade" will be a regular feature on KMAC. He started last Saturday.

Vivian Vorden and all-gal ork, formerly on KONO, now playing dates in and around Laredo.

The Singing Gauchos are back on KMAC after a Louisiana trip.

Louise Shanklin recently joined KABC office staff.

On most remote jobs, Station Manager Charley Belfi and Production Director Guy Savage of KABC work together.

Ken McClure of WOAI will have his newest publication, "After 30," off the press in a few days.

Charles L. Jeffers is a recent addition to WOAI technical staff.

Lew Valentine's new "Dial a Smile" on WOAI is going big. Among features is Pat Flaherty singing hymns, accompanied by Bert Ponard on the organ.

William McCabe, former sales manager at a coast station, recently appointed KABC studio manager.

Bill Boyd and his Ramblers are a new hillbilly outfit on KABC, also heard on KONO.

## OMAHA

Mr. and Mrs. Ed Henderson, parents of Lyle Talbot, movie actor, are now on the WOW staff in "The Jangles," daily dramatic series. Jettabee Ann Hopkins writes, directs and participates in the show.

Harry Johnson, KFAB announcer, is now handling the evening sports program over KOIL, taking the place of Bob Cunningham. Johnson also is conducting a baseball school for women listeners.

James Faris, KOIL and KFAB continuity writer, is recovering after an appendectomy.

Creighton University has started a weekly musical concert series over WOW with a student announcer.

## TO AN ADVERTISING AGENCY

Desirous of Creating a Radio Dep't— or to one desirous of stimulating its present set-up... A forceful sales executive with a background of ten years in radio advertising is available.

BOX A-125 — RADIO DAILY  
1501 Broadway New York City

## BIRTHDAYS

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30

Greetings from Radio Daily

January 25

Portland Hoffa  
Teddy Bly





NEW PROGRAMS—IDEAS



**V**YOLA VONN, Miss Fif of Texaco show, has had her option picked up by Eddie Cantor two weeks in advance of expiration of her current 13 weeks contract.

Hal Chambers, special events announcer on KFVB, succeeds Tommy Harris as emcee on "Hollywood Matinee." Harris continues to vocalize on the program, however.

George Jessel is fast becoming a regular radio impresario. In addition to his "30 Minutes in Hollywood" and his advisory berth on production of "Good News of 1938," he is readying "Variety Show," with Harpo Marx and a name band, and still another with Sid Silvers called "All the World's a Stogie." He also recently purchased a 26-episode serial, "Science Versus Crime," by Dr. Thomas F. MacLaughlin, long connected with Scotland Yard and two other Hollywood - flavored continuities, "The Dogs of Hollywood Stars" and "Hollywood Success Stories," with authentic material based on actual experiences of the stars in their climb to fame and fortune.

The new KHJ-Don Lee series, announced as "Previews and Encores" and scheduled for inaugural last Sunday, 2:30-3 p.m., gets both a new title and a new time, with the billing changed to "Tales from an Antique Shop" and the time moved up to 2-2:30. Rabbi Magnin's inspirational Sunday talks take a new spot in the groove immediately following, 2:30-2:45.

"Sons of the Pioneers" replaces "Western Review" in the 12 noon to 1 p.m. slot on KFVB Sundays, marking the return of Bob Nolan to the Warner station.

Ben Sweetland, long "Your Friendly Counsellor" on KHJ-Don Lee, moves over to KFI with his friendly philosophy on a similar Monday through Friday schedule.

Ray Noble and his band, with Tony Martin as vocalist, will be shortwaved to Germany by NBC on a special program to be broadcast January 29.

The "Golden West Cowbells" are a new KMTR Sunday feature at 2:30 p.m. Group consists of a string ensemble and features special vocal arrangements by Irene Dawson heading the troupe.

Jack Benny and Mary Livingstone celebrated their eleventh wedding anniversary last week. Jack and his side-kick, Don Wilson, are scheduled for a guest appearance at a Beverly Hills Chamber of Commerce banquet Jan. 31.

**Audience Ad Libs**

Logged as "Ad Lib," WIP, Philadelphia, has added a new program under the direction of "Dr. Socrates," giving members of the audience a chance to speak extemporaneously on topics assigned by the "doctor." Twelve persons are chosen at each broadcast, and the subjects on which they are asked to speak range from the light and humorous to the political and serious. In the former classification are such assignments as "What is your opinion of the man who has his nails manicured in a

barber shop?" and "Do you think it's true that a woman cannot keep a secret?". Talks are limited to one minute—which seems plenty for the average person.

**WBAL "Trading Post"**

Jerry Lee Pacht conducts this one over WBAL, Baltimore, every morning except Sunday. Program offers a complete swapping service to listeners, and in addition is bolstered by news, stock and weather reports, occasional poetry, readings from letters, and transcribed music.

**WMTJ, Milwaukee**

Jerome Crittenden, Milwaukee tenor who has appeared on many WMTJ shows, commutes to Chicago each Sunday to appear on NBC's "Romance Melodies."

At the risk of losing his dignity, William J. Benning, musical director, has bought a pair of skis.

Bill Evans, emcee of "Top o' the Morning," has been offered a duck as mascot and contemplates using him to quack-quack the time and temperature reports.

**WWL, New Orleans**

After an absence of several years, Pinkey Vidacovich swung back on the air as new musical director of the station with the augmented orchestra which went to work under the network-AFM plan of settlement.

Jimmie Willson is trying out a new program twice weekly at 10:45 a.m. entitled "New Voices." It tests out singers on Wednesdays and actors and dramatists on Fridays.

**WOW, Omaha**

Using a letter-writing contest as a basis of study, station made a survey covering the station's six daily news periods and received 16,800 replies from 17 states.

Nebraska Power Co. has purchased 15 minutes twice weekly and has a "Homemakers' Club" directed by Martha Bohlsen, former women's department writer for the Omaha Bee-News. Bozell & Jacobs placed the program.

Foster May's daily "Man on the Street," formerly sponsored by Chevrolet, is now sponsored by General Electric, 15 minutes daily.

**WNBC, New Britain, Conn.**

Station now signs off with national anthem.

Tiny Quinn and his Commanders, with "Tiny" himself doing the vocals, now spotted at 1:30 p.m. Saturdays.

Mildred Meize of continuity staff spoke on "Radio in the Home and Its Effect on Children" to the Berlin, Conn., Motherhood Club.

It's welcome back for Larry Luke, the Duke of Song, with Johnny Nesco's Troubadours, Saturdays at 2:15 p.m.

Shirley Hayes moves into radio row with a program of songs Thursdays at 3:15 p.m.

Eva Johnson and Franklin Pratt offer "Pine Hollow Echoes" Saturdays at 2 p.m.

It's farewell for awhile to Jerry Beaupre's organ music from Embassy Theater.

Hal McIntyre's Orchestra, now directed by Russ Shearer, returns every Sunday at 4:30 p.m. commencing Feb. 6.

Jack Lacy's "Popular Pleasantries" extends another half hour on Feb. 6 giving the tuners-in an hour and one-half of "music as they like it."

**WMAS, Springfield, Mass.**

George Crowell of Framingham, Mass., has joined as junior announcer. He replaces Al Felix, resigned.

Kay Fayre, vocalist, whose "Round the Town" program has been a feature for years, has left the station and will now air from Hartford.

Paul Pelletier has been appointed musical director.

He was called back from the Pan American Exposition in Texas for the job.

**WSPR, Springfield, Mass.**

Under the direction of Hillis W. Holt, chief engineer, a new lighting system is being installed in Studio A. This does away with squinting by announcers reading scripts.

Quincy A. Brackett, president, aired the other night with Mayor Roger L. Putnam and Albert W. Marlin, manager of WMAS, in the first of a series of city broadcasts.

**Heller Back to Chicago**

Chicago — Little Jackie Heller returns to local NBC schedules and will also do some personal appearances in the midwest.

**F**RANCES DIXON, who handles auditions for NBC program department, made a guest appearance on NBC Jamboree other evening and explained how aspiring youngsters may get into radio. She cited case of Florence George, who was piped in from Hollywood and tossed a few bouquets to NBC.

Mildred Stanley, 21 year old exteno, is replacing Gale Page as songstress on several programs.

Gale Blocki, John Blair salesman, on a central states swing with Cincinnati a scheduled stop.

Cheri McKay and the Three Notes to Louisville to appear on special CBS program in which city expressed gratitude for relief in flood last year.

Announcer Tom Builta of "Poetic Melodies" back at work after a case of bronchial infection.

Patricia Long, winner of a Harold Stokes audition on Mutual's "On A Sunday Afternoon," has been picked by King's Jesters as their new queen, succeeding Marjorie Whitney, who leaves to head an orchestra called King's Lads.

Bradley Eidmann, WAAF salesman, back from a business trip to St. Louis and Kansas City, resulting in some new accounts.

January 10, 1938

Information for Advertisers

The following documents may be secured without charge from companies sponsoring them, or through ADVERTISING AGE, by any national advertiser or advertising agency executive writing on his business letter-head.

No. 1280. Let WLTH Help You Sell a Market.

In this folder, WLTH offers some interesting facts about Jewish broadcasting, maps of the station's primary and secondary listening areas, and market data broken down by districts, with comparable population figures for other markets.

No. 1281. Sell

WLTH  
New York City

**Another Way to Tell the KVOO Story!**

KVOO-Tulsa is the most powerful station between St. Louis, Dallas and Denver. covering the heart of the Triangle. More population, more radio sets and more spendable income than any other Oklahoma station! 25,000 watts. N. B. C. Edward Petry and Co., Rep.

**IN A CLASS BY ITSELF**

WQXR  
INTERSTATE BROADCASTING CO.  
730 Fifth Ave., New York



B-S-H Led Agencies On NBC During 1937

(Continued from Page 1)

Table listing advertising agencies and their 1937 revenue on NBC. Includes agencies like Compton Advertising, Young & Rubicam, and W. D. O. with revenue figures ranging from \$2,944,680 to \$1,951,261.

Holliday Sees Television Limited to Short Range

(Continued from Page 1)

has carefully watched all television developments. Holliday's talk, delivered on his "Listener-Inner" program over KFI last week, was intended primarily for persons who are holding off buying new radio sets because they have been led to believe television is around the corner.

Midwest Sales Directors Draw Up Recommendations

(Continued from Page 1)

WOW, addressed the meeting on spot business sales. Policy problems was discussed by K. W. Church, KMBC. M. F. Allison, KMBC promotion and publicity director, spoke on problems of local and national sales promotion, and Paul Hamman, sales director of Central States Broadcasting System, discussed general sales problems.

Grace Moore on NAPA Board

Grace Moore has been elected a member of the board of National Ass'n of Performing Artists.

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Jan. 24: Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited. Santo Sottile, Charleston, S. C. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited. Joe L. Smith, Jr., Beckley, W. Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

new station. 1310 kc., 100 watts, 250 watts LS., unlimited, be denied. WDWS, Champaign, Ill. CP to increase power to 100 watts, 250 watts LS. be granted. 1370 kc., unlimited. KTUL, Tulsa, Okla. CP to increase power to 1 KW., 5 KW. LS. be granted. 1400 kc., unlimited. L. L. Coryell & Son, Lincoln, Neb. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited, be denied. KFOR, Lincoln. CP to change frequency and increase power to 1450 kc., 1 KW., 5 KW. LS. be denied. KCMO, Kansas City. CP to change frequency and increase power to 1450 kc., 1 KW. be granted. Unlimited.

APPLICATIONS RECEIVED

WWSW, Pittsburgh. Auth. to transfer control of corp. from Pennsylvania Newspaper Co. to P. G. Publishing Co. 100 shares common stock. Edward Breen and Allen R. Loomis, Fort Dodge, Ia. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited. George B. Storer, Pontiac, Mich. CP for new station. 800 kc., 1 KW., daytime.

Hollingbery Purchase Fails To Go Through

(Continued from Page 1)

Mrs. Craig's interest in the firm outright and also pay her a weekly stipend. Contract was signed last December and all portions of the agreement were to be carried out before Jan. 1.

Sales personnel of New York office moved out over the week-end and will establish new offices in Graybar Bldg. today. Edward Spencer will be in charge, with Robert Davies and Alex Hodges, who joins the firm on Feb. 1, as salesman.

The new firm will represent all stations formerly on Craig & Hollingbery list except WEBC, Superior, and WJAX, Jacksonville.

Mrs. Craig, when reached by RADIO DAILY, said that all comments would have to come from Hollingbery.

Facsimile Too Costly, Says Elliott Roosevelt

(Continued from Page 1)

in a talk here. He pointed out that a facsimile receiver costs \$250 and \$2.50 a month to service.

Hearst Radio plans to spend \$150,000 on KOMA here when and if power boost to 50,000 watts is granted by FCC, Roosevelt said. Remodeling of station is nearing completion in Biltmore Hotel.

WDNC, Durham, N. C.

Hal Harden from WCAU, Philadelphia, has joined announcing staff, filling spot vacated by Tommy Loeb, who joined Lord & Thomas.

The Y.M.C.A. Better Speech program is back on the air after a holiday layoff.

"Melody Kitchen" returns March 7 under sponsorship of Durham Public Service Co., according to station manager J. F. Jarman Jr. Lee Vickers directs and announces the show, with talent including Mary Dixon, Jack Payton, Art Dowling and others.

WGBM to Feed State Net On Ind. Basketball Finals

Indianapolis — WFBM, local CBS outlet, will feed the final games in the Indiana State High School Athletic Ass'n basketball competition to a state-wide chain consisting of WGL, Fort Wayne; WSBT, South Bend; WBOW, Terre Haute, and WIND, Gary, on March 26 when the four surviving teams out of an original field of 781 come to Indianapolis to fight it out for the state basketball championship. Broadcasts will be sponsored by Buick through Arthur Kudner Inc., New York.

Two afternoon games will be played with the winning teams meeting in the final night game to determine the winner of the 1938 basketball crown. Len Riley, WFBM staff sports announcer, will do the play-by-play description.

WGCN Modernizing

Gulfport, Miss.—With a complete modernization plan in effect, WGCN here is taking over more space for studios, reception room and offices together with neon signs. Station will also take sign space along Highway 90, the historic old Spanish Trail which serves as a main street for most of the Gulf Coast towns.

John Gillin Honored

Omaha—John J. Gillin Jr., WOW general manager, has been awarded a gold key emblematic of the Omaha Junior Chamber of Commerce distinguished service award, made annually to Omaha's outstanding man, thirty-five years old or under, whose civic activities mark him as eligible for the award.

WLBC, Muncie, Ind.

Annual Letter Week is being conducted this week.

C. X. Castle, engineer, has completed ham rig.

Al Lee, announcer, assigned to Morning Bulletin Board.

Ottis Roush, chief announcer, has compiled a basketball average chart which gives totals quickly.

Television Privileges In A.T.&T. Franchises

(Continued from Page 1)

and economic difficulties stand in the way, he said. Images at present cannot be transmitted more than 27 miles even with best equipment, and changes in apparatus have been so rapid that receivers sold a year ago are now obsolete.

He pointed out that 2,000 transmitters would be needed to give adequate coverage of the U. S., and cost of wiring them together as radio stations are now joined would cost about \$475,000,000.

Philadelphia—Television will be a "headache" and not a profitable industry for many years to come, according to Sayre M. Ramsdell, v.p. of Philco Radio & Television. The time is still far off when television can be shown on a national basis, he said.

Seek Excise Exemption

Washington Bureau, RADIO DAILY

Washington — Herbert Moore, head of Transradio Press, appeared before the House Ways and Means Committee last week asking that radio news services be exempted from the excise tax on teletype, telegraph and telephone facilities. He pointed out that newspapers and press associations are exempt from such taxes.

BOSTON

WEEI staff members just back from Southern cruises include Mr. and Mrs. Neil Wallace, newlyweds; Mr. and Mrs. Jay Wesley and Francis McLaughlin.

Grace Edmunds, WBZ head hostess, seriously ill and not expected back for five weeks.

Yankee web's Gretchen McMullen, celebrates her 11th radio birthday Jan. 28.

WNAC and Yankee web will get weekly "New England Food Commentator" direct from Chicago during National Grocery Industries Convention.

Recent WEEI visitors included Mefford Runyon, CBS v.p. and treasurer; Vic Whitman, formerly of WEEI and now scripting for Wilson, Powell & Hayward, and Ed Lord of WLNH, Laconia, N. H.

KGVOO, Missoula, Mont.

Helen Heidl has joined the "Around the Fireside" cast.

Loretta Matthieson is latest addition to "Dude Ranch," dramatic-musical show.

Senator Burton K. Wheeler was among those sending congratulatory messages on station seventh anniversary.

Complete schedule of U. of Mont. Grizzly Basketball Games will be aired, with Verne Sawyer at mike.

WICC, Bridgeport

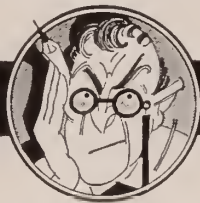
Jimmie Morton, director of the Bellman, convalescing from a motor accident, expects to be on hand for New Haven studio dedication Saturday.

An augmented Connecticut Colonials orchestra of 17 pieces under Harry Berman will feature the new studio dedication program.



**Radio Daily Presents Its First Annual**

**CRITICS' FORUM**



**With No Punches Pulled And No Holds Barred**

- Is radio entertainment progressing, going backward or standing still?
- How can news periods be improved?
- Are the number of educational and cultural programs sufficient?
- Are you prejudiced against a program because it is transcribed, regardless of entertainment value?
- Can small unaffiliated local stations successfully buck network shows, and how?
- Should radio be:
  - (a) Government controlled?
  - (b) Government regulated?
  - (c) Government censored?
- What type of programs do you like best; such as variety shows, sports broadcasts, symphony concerts, forums, commentators, drama, novelty programs, bands, etc.

**SQUAWK DEPARTMENT**

What's wrong with Radio? We all have our pet peeves, squawks and ideas. Exchange of viewpoints never hurt anyone, so talk freely.

**150 Critics Answered These Questions--And How--For**



**RADIO DAILY**



**Starting Next Monday In Radio's Own Newspaper**



## OKLAHOMA CITY

M. H. Bonebrake, WKY commercial manager, back from Hot Springs honeymoon.

Herman C. Chaney named director KOMA staff orch. KOMA also taking on Rhythm Rangers, outfit under direction of Dave Schmiedeker.

KOMA remodeling studios, taking entire 24th floor in Biltmore Hotel with business offices moved to floor below while work going on.

Cecil James "Snaps" Elliot concluded WKY piano playing assignment with over 140 consecutive programs.

Neal Barrett, g.m. of Hearst Radio in the southwest, Gayle Grubb, WKY manager, and Joseph W. Lee, Oklahoma Network g.m., on the "selling business" committee of the Oklahoma City Chamber of Commerce.

Hal Gus Scher announcing WKY ork programs.

Maxine Mead now singing with WKY staff orchestra on spot periods.

Roger Hall, warbler on Cain Coffee program over WKY, leaving for ticket on Pacific Coast. Brother Marty will continue as solo on the coffee show.

John Molloy, chief engineer KGFF (Shawnee) has acquired a 7¼ pound income tax exemption. Son is named Pat.

## KSL, Salt Lake City

Barton Howell, news editor, had to go to the hospital for treatment of hand injured in photographic experiment.

Miriam Erickson is back on her Independent Coal "Fireside Melodies" vocal spot. Barbara Ross subbed for her.

Ed Broman has placed a 52-week contract for Paramount Baking Co. (Holsum bread).

Shirl Thayne, drummer of KSL ork which made a big hit at Sun Valley New Year's Eve party, has been requested by W. A. Harriman, Union Pacific chairman, to fill a winter engagement.

Salt Lake Tribune-Telegram will promote its "Intermountain Empire Progress" with a 13-week series, with Irma Bitner in charge of production.

Earl J. Glade, managing director, arranged the recent KSL salute to Newark News Radio Club (N. J.) on its 10th anniversary.

## ONE MINUTE INTERVIEW

ALFRED J. McCOSKER

"The creation of radio programs, still a young art, receives criticism from every quarter. Some of it is constructive, some destructive. There are many programs, some designed for adults as well as those created particularly for children, which could be improved upon. We at WOR are constantly striving for the improvement of our programs and welcome criticism of all sorts."

## ★ Coast-to-Coast ★

**B**OB LONGWELL, Ed MacKenzie and Charlie Sterritt, newscasters at WJBK, Detroit, have been retained by Fairway Cleaners, now sponsoring the station's hourly broadcasts, 7 a.m. to 12 midnight. Account runs indefinitely.

*Grace King is back on WBRC, Birmingham, warbling under sponsorship of Southern Radio News, weekly radio fan magazine.*

"Dawn Over the Sudan," by Ronald Dawson, program director of WOL, Washington, has been bought by 2YD in New Zealand, making the fourth British colony to air his works, according to Dawson.

*Elinor Sherry, diminutive blonde songstress, is being set for a series*

*of personal appearances in theaters throughout the East, in addition to her regular WOR broadcasts. She is being handled by the WOR Artists Bureau.*

Milton W. Stoughton, commercial manager, WSPR, Springfield, Mass., has been appointed chairman to arrange for 1938 souvenir dinner, Springfield Advertising Club, next May.

*Clair Shadwell pinch-hit on Briar Hopper show on WBT, Charlotte, while Program Director Charles Crutchfield fought bad cold.*

Charles Schmidt has replaced George Blumenstock as advertising manager of WGCN, Gulfport, Miss.

## KANSAS CITY

Dan Paul, WDAF announcer, back on job after licking flu.

Jimmie Patt, CBS special events man for western division visited his family here and former colleagues at KMBC.

Ruth Royal, KCKN musical director, turned over her vocal spots to Gertrude Wilkerson last week, due to laryngitis.

Bernard Maltby of KCKN engineering staff recovering after appendix removal.

George Couper Jr. of KXBY sales staff back from two-week business trip to Chicago.

Joseph H. Story Jr. of KMBC sales staff attending canners' convention in Chicago.

Tom Evans, KCMO president, is advised from Washington that FCC examiner has recommended boost to 1,000 watts.

Lee Roberts, KCMO program director, will produce new children's opportunity show for Jones Store Co.

Don Davis, WHB president, and Al Stine, scripter, in Chicago on business.

WDAF has formed a 10-piece staff orchestra under direction of Program Director Harry Kaufmann.

John Schilling, WHB g.m., is laid up by a bad cold.

Jerry Burns, KXBY program director, has started a "Campus News" program of gossip about college and school activities, with correspondents established at various schools to send items.

WHB has sold a third daily ET program to Gorman Furniture Co.

## KSO-KRNT, Des Moines

Luther Hill, manager, and Craig Lawrence, commercial manager, to Washington and Kansas City, respectively, on business.

Ken Brown, special events director, spending a week in Florida.

New safety program on KSO, Saturday afternoons, was publicized in an illustrated article in Des Moines Register.

## ST. LOUIS

Sammy Walsh, comedian and emcee, has joined KWK.

More than 50,000 kids in this area have enrolled in Secret Six Clubs, promotional feature on "Speed Gibson" series over WIL.

Bob Convey, head of KWK, returns from Florida this week.

Mother of Ray Schmidt, KWK sports announcer, died last week.

## AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

## INTERNATIONAL PRODUCTION STUDIOS

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



Columbus 5-7366-7

Mr. Sam Moore, Jr.  
William Esty Company  
100 E. 42nd Street, N. Y. C.

My dear Mr. Moore:

No doubt you have read several of our open letter advertisements addressed to agency executives in the past few weeks, calling their attention to our excellent recording facilities.

The results to date have been extremely gratifying—not only to us, but to the new accounts we've acquired.

We should be very happy to have you make a personal visit to our studios, but if this should be inconvenient, a telephone call will bring you a sample recording.

Very truly yours,

Kenneth W. Howard  
Sales Manager.

KWH/amh