



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 19

NEW YORK, N. Y., THURSDAY, JANUARY 27, 1938

FIVE CENTS

## Changes Plans on Radio Measure

### Looking On ... AND LISTENING IN

**FORUM** When it comes to seeing the radio situation from both sides of the fence, there is no group of men in the country better situated and qualified than the radio editors and critics of the nation's newspapers.

These scribes are the middle men who stand between the industry and the public.

They are in a position to detect the mistakes of the broadcasters and to hear the complaints of the big listening audience.

For these and other reasons, the views and observations of the leading radio editors of the nation hold practical values and constructive guidance for the industry at large.

It was with this thought in mind that RADIO DAILY recently conducted its first annual forum of radio editors and critics.

Response exceeded expectations, both in number of replies and in the amount of forthright discussion elicited on important current issues.

Some of the critics showed a tolerant attitude, others made no effort to pull their punches, but all of them showed a sincere desire to contribute their best thinking for the betterment of a great and growing industry which combines economic and civic service with entertainment and education in a manner never before equaled.

Publication of the results in the Critics' Forum will begin next week in RADIO DAILY.

They contain much food for thought, many helpful suggestions, much criticism, some amusing observations, and withal a stimulating experience that will benefit all who read.

Don't miss it.

—D. C. G.

### Solves Phone Jam

Cincinnati—WCKY's Information Bureau, which answers questions phoned during the half-hour broadcast, has been averaging 800 calls a day and the telephone company demanded addition of 10 trunk lines. Bill Dye, in charge of program, then restricted questions to subscribers from one phone exchange a day, making just enough calls for snappy show.

### PHONOGRAPHIC NETWORK FORMED BY JACK GRIFFITH

National Phonographic Network Inc., bringing together the operators of coin-operated phonograph machines in restaurants, taverns, bars, etc., throughout the country, has been formed by Jack Griffith, former president of U. S. Sound & Recording Corp. and lately with Van Cronkhite Associates Inc.

Idea behind the venture is to tie up 100,000 phonograph machines, of which 83,350 already have been signed, according to Griffith, and obtain national advertisers as sponsors for the records. A maximum of 15 advertisers will be signed, with competitive accounts excluded, and commercials will be limited to 25 words.

Griffith is president of the firm,

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### Construction Started On Galesburg Station

Galesburg, Ill.—Galesburg Broadcasting Co. granted permit to operate new 250 watt daytime station on 1500 band, will begin construction at once. Station expected to be in operation in about six weeks with studios in Hill Arcade building. Howard A. Miller is president and manager; other directors are Omer N. Custer, Sidney Nirdlinger and Durrell Barash.

### Makelim and Kaufman Get WHIP Appointments

Chicago — Appointment of Hal Makelim as commercial manager of WHIP and Bob Kaufman as assistant to the president in charge of program traffic is announced by George V. Courier, president of Hammond-Calumet Broadcasting Co. Makelim recently left WHIP, where John Carey succeeded him. Kaufman recently left sales promotion job at WLS. Reinhardt Elster has been named musical director.

### Delegation From Denver Attending FCC Hearing

Denver—With hearing set for Jan. 31 on application for full time for KFEL and KVOD, several interested parties will journey to Washington for the event. From KFEL will be Gene O'Fallon, Frank Bishop, J. P. Veatch and Joe Myers, while KVOD

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### Senator Herring Alters Ideas for Bill Patterned After British System— Would Increase FCC Powers

By GEORGE W. MEHRTENS  
Washington Bureau, RADIO DAILY

Washington—Apparently reversing his original plans for a radio measure to pattern American broadcasting after the British system, which is free of advertising, Senator Clyde L. Herring of Iowa told RADIO DAILY yesterday that his proposed measure would look more toward regulation and placing censorship powers in the hands of the FCC.

He said the FCC is doing a good job, but they don't have enough power to censor broadcast material. "I am not for government ownership," Herring declared, "but I do think the listening public should be protected from having to listen to

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### Mistaken Identity

Chicago—Clair Heyer, national sales manager of WHBF, Rock Island, was held up for 10 minutes when he tried to enter Merchandise Mart the other day with a batch of magazines under his arm. Building has a strict rule against mag salesmen, and Heyer answered the description of a peddler reported on the loose. He finally convinced cop that his mags were all on radio—and he had been invited to enter the place.

### FOODS LED LAST YEAR IN CAMPAIGNS VIA DISK

The drug and toilet goods industry, which ranked first in 1936, was forced to share honors with foods and food beverages in the number of Selective Broadcasting campaigns using vertical-cut Wide Range transcriptions in 1937. The two leaders were tied with 26 campaigns each, according to an analysis announced by Norton Cotterill, vice-president of World Broadcasting System.

A total of 120 separate campaigns

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### BENNY GOODMAN'S SWING BRINGS 'EM OUT IN ZERO

With Benny Goodman and his swing crew on the stage and Mae West in "Every Day's a Holiday" on the screen, the New York Paramount Theater yesterday attracted the biggest opening day crowd in its history. Fans were lined up at the box office as early as 5 a.m. in severe

(Continued on Page 2)

### John M. Dolph in Frisco On CBS Production Boost

San Francisco—John M. Dolph, executive assistant to Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations, is here directing activities in connection with enlarged production for S. F.

### Carlson Says Southern Had No Interest in WJBW

New Orleans—In a statement intended to clarify the litigation between Southern Broadcasting and WJBW over a contract to operate station allegedly held by Southern, Charles C. Carlson, owner and operator of WJBW, says the contract was merely one of employment whereby he engaged Southern as an advertising agent and later discharged

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### Cherniavsky Appointed WLW Musical Director

Buffalo—Josef Cherniavsky, now at Buffalo Theater, has been appointed musical director for WLW, Cincinnati, starting Feb. 14.

### Verbal Action

Salt Lake City—A KDYL actress recently put her whole soul into an aside that might have made Shakespeare happy. Script called for an emotional "shiver" at appropriate moment, but, instead of emoting the business, actress read the line: "Oh, it's SO cold in here (SHIVER)"—and read the stage direction with plenty of feeling.



Vol. 3, No. 19 Thurs., Jan. 27, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (Wednesday, Jan. 26)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

New WHN Drama Series

A new drama series, with all action taking place in a central location, will start over WHN on Sunday at 5:30-6 p.m., with scripts written and produced by Michael Wardell, formerly with Walter Hampden. First offering, "Busy Signal 4142", has its entire scene in a phone booth. Hiram Sherman, legit actor, makes his radio debut in this play. Cast also will have Ann Thomas, Lawrence Paquin, Franklin Davis, Laura Windsor, Charles Powers and others.

Roesler's CKLW Office

Chicago—New local office of CKLW, Detroit-Windsor, under direction of George Roesler, has been opened at 360 North Michigan Ave. New York office, with two men, will be opened shortly. Frank Ryan, boss of station, now making selections.

Jules Rosenberg - INSURANCE - Insurance Specialists to the Radio and Music Industries. John 4-2800, BEekman 3-0375, 80 JOHN ST. NEW YORK

HERRING CHANGES PLANS ON PROPOSED RADIO BILL

(Continued from Page 1)

commercial advertising every five minutes of a broadcast.

Since his original statement advocating the British plan, Herring has received many letters from broadcasters throughout the country asking that some government body be designated to regulate the type of material going into the home, he said.

Carlson Says Southern Had No Interest in WJBW

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it. Under the contract, Carlson states, Southern had no control over or any interest in the operation. He adds that the FCC held a hearing on the contract and gave Southern no interest or control.

Case has been before the state supreme court for some time.

Radio School Adds Equipment

George Marshall Durante, director of the School of Radio Technique in Radio City, has installed additional Western Electric microphone equipment. Equipment at the school is identical to that used in major broadcasting studios.

Radiad Service Expands

Chicago—Edward L. Foertsch, president of Radiad Service, announces the removal of offices to new and modern quarters at 612 North Michigan Ave.

Foertsch has also been appointed representative of the Vis-O-Phone Sales Co., handling a new line of Sound Slide Film Machines and portable turntables, with offices at the same address.

"Epic" in Schools via ETs

Beginning Tuesday and continuing every Thursday and Tuesday at 10:30 a.m., WNYC will rebroadcast through transcription to students in 49 New York City high schools the WPA Federal Theater Radio Division's "Epic of America" series now heard on Sunday nights at 8 p.m. over Mutual. Series has an essay contest tieup.

Turkey Talk on KFJM

Grand Forks, N. D.—The victory chant of the grand champion gobbler of the All-American Turkey Show was sent to the northwest when Elmer Hanson, commercial manager of KFJM, interviewed the champ over the air after it had been selected from 400 noisy competitors.

Airline Event On The Air

Akron—WJW has been granted exclusive broadcasting rights for the ceremonies and celebration when United Airlines inaugurates its new route, making Akron a stopping place on the Chicago-New York division of the transcontinental system. Tentative date is March 1.

BENNY GOODMAN'S SWING BRINGS 'EM OUT IN ZERO

(Continued from Page 1)

cold, and after they got inside they began to shag in the aisles, with ushers unable to do anything about it.

As far as could be ascertained, Goodman had an edge on Miss West as the drawing factor. The maestro recently did turnaway at a swing session in Carnegie Hall, and his previous Paramount booking also brought them out in droves.

Delegation From Denver Attending FCC Hearing

(Continued from Page 1)

will be represented by W. D. Pyle, T. C. Ekrem, Jerry Akers and J. E. Finch.

Now sharing time on 920 kilocycles, KFEL and KVOD want full time, KFEL to retain the 920 band, and KVOD asking for the 630. Scripps-Howard, owners of Denver News, have also asked for full time on the 630 band, but advices from Washington say the application has been withdrawn, though parties connected with the Denver News deny this.

Mountain Top Trans Radio Corp. has asked for full time on the 1310 band and is expected to oppose full time to KFEL and KVOD. Efforts to uncover backers of Mountain Top met with rebuffs.

Lester Mitchell to WTOL

Toledo, O.—Lester Mitchell has been named program director for Toledo's newest station, WTOL, which plans to begin broadcasting within the next few weeks. Mitchell was previously with WWJ, Detroit, as drama producer. His wife, Elaine Beeson, who has been active in Detroit radio circles, will present a woman's program over WTOL. New station is headed by Frazier Reams, president, with M. E. Kent, manager, and William Siegman, chief engineer.

Jack Hix to be Honored

Baltimore—"Uncle Jack" Hix, for 10 years conductor of children's programs here, will be honored over WBAL tomorrow at 7:45 p.m. by the Baltimore Safety Council. He will be presented with a large plaque. Speakers on program will include Harold C. Burke, WBAL manager.

Kelly Succeeds Carnegie

Andrew Kelly, "Horsensense Philosopher," tomorrow night takes over the Emigrant Industrial Savings Bank program on WOR formerly handled by Dale Carnegie, who now has an NBC series. N. W. Ayer is the agency.

DON KERR Master of Ceremonies WMCA Fox-Fabian Amateur Hour Six Star Revue Zeke Manners' Gang

COMING and GOING

DORIS KEANE, manager of WHIP and WVAE, Hammond, Ind., leaves Monday for a fortnight in Florida and Cuba before attending the NAB sessions in Washington.

ERNO RAPEE goes to Chicago to conduct the Chicago Woman's Symphony Orchestra on Feb. 1.

CLAIR HEYER, national sales manager of WHBF, Rock Island, Ill., is on a business trip to Kansas City and Omaha. He will then go to Detroit, New York and other eastern points.

ESTHER KRAVITZ, commercial traffic manager for WJSV, Washington, is back on the job after a 10-day cruise in southern waters.

UNCLE DON, pioneer children's entertainer of WOR-Mutual, and his right hand man, BILL TREADWELL, will fly to Chicago this week-end to attend the Convention of the American Medical Ass'n. SIMON LUBARSKY, one of Don's sponsors, will also take the trip.

LOUIS BERNSTEIN, head of Shapiro-Bernstein, music publishers, leaves tomorrow for Miami with MRS. BERNSTEIN.

DEL CASINO leaves tonight for the West.

MAIDA HEATTER, daughter of the commentator, leaves for Florida tomorrow.

RUSH HUGHES flies to the Coast tomorrow to begin his new NBC series Monday.

EDDY DUCHIN arrives in Chicago today to fulfill an engagement and continues on to the Coast.

GOODMAN and JANE ACE have reservations at the Roney-Plaza in Miami.

LINTON WELLS, NBC commentator, arrived back in town yesterday via plane. He was on the Coast for a few days.

T. W. SYMONS JR., president and general manager of KFPY, Spokane, is in town.

ELMORE VINCENT and DON JOHNSON return tomorrow evening from Rochester after presenting their "Fishface and Figgibottle" show on the WHAM, Rochester, dedicatory program.

KEN SISSON returned to Montreal yesterday after visiting his family here.

Kennedy Appointed FCC Assistant General Counsel

Washington Bureau, RADIO DAILY Washington—James A. Kennedy, FCC Acting Assistant General Counsel, yesterday was appointed Assistant General Counsel by Frank R. McNinch, FCC chairman.

Kennedy succeeds to the post recently vacated by Carl F. Arnold. He has been an FCC attorney since 1934.

... Did you know that the instructors in The School of Radio Technique are well-known men constantly engaged in radio productions? GEORGE MARSHALL DURANTE, DIR. R. K. O. Bldg. Radio City, New York

## FOODS LED LAST YEAR IN CAMPAIGNS VIA DISK

(Continued from Page 1)

for advertisers in 14 distinct classifications utilized the company's transcription facilities in 1937, an increase of 16.5 per cent. The breakdown follows:

Industry	No. of Campaigns	
	1936	1937
Automotive	6	7
Clothing	2	4
Drugs and Toilet Goods	24	26
Farm Equipment	2	2
Foods and Food Beverages	21	26
Financial and Insurance	0	2
Household Appliances	6	3
Jewelry and Silverware	2	2
Laundry Soaps and Cleaners	7	9
Oil and Gasoline	5	7
Paints	5	7
Radios	3	2
Tobaccos	2	4
Miscellaneous	18	21
TOTAL	103	120

The amount of time involved in the 1937 campaigns totalled 32,819 station hours, an increase of 33 per cent over 1936.

### Westinghouse Dividend

Quarterly dividend of \$1 a share on common and preferred, payable Feb. 28 to stock of record Feb. 8, was declared yesterday by Westinghouse.

Zenith Radio directors also met, but took no action on dividend.

### 45 Minutes for Kyser Show

The Mutual-Lucky Strike show which starts Kay Kyser on Feb. 1 will thereafter be a 45-minute program, 8-8:45 p.m. Current series is a half-hour. Lord & Thomas has the account.

### Hall Johnson Choir on CBS

Hall Johnson Choir, negro voices, has been signed by Columbia Artists Inc., for a new series on CBS. Arrangement was made by CBS with Wm. C. Glassner. Choir was first heard in radio back in 1927-28 for Everready Hour on NBC and has been frequently heard on commercials and in concert ever since.

### WXYZ, Detroit

Al Chance, chief announcer, has his left hand in a sling, result of accident.

"Ann Worth, Housewife," Michigan Radio Network series written by Tom Dougall, who also directs and sometimes plays a part, reaches its 750th performance Jan. 31. Lenore Collins plays Ann.

Nancy Osgood, featured in "Women in the News," completes 11 years of broadcasting this week.

## NEW PROGRAMS—IDEAS

### Postage Stamp Romance

Credit for a successful new idea belongs to Frank D. Nagel, head bookkeeper at KLZ in Denver, who recently inaugurated "Postage Stamp Adventures," a novel series dealing with the history of many rare issues.

Convinced that there is "romance in postage stamps," Nagel persuaded doubtful production chiefs to give the program a chance. The bookkeeper's opinions were upheld by listener requests that the experimental production be aired as a regular feature.

As a result, Nagel, an expert stamp collector in his own right, now presents a 15-minute program each Wednesday evening.

For added incentive to listeners who are not confirmed philatelists, Nagel includes dramatizations of hectic events connected with the histories of many stamps.

### KRLD "Singing Convention"

"Singing Convention of the Air", sustaining program of KRLD, Dallas, Wednesdays at 11 p.m. CST, featuring the Stamps Quartet, has achieved quite a record. Program brought first a crowd of 1,500 to the Hotel Adolphus grand ballroom. Larger quarters had to be secured, and the program was moved to the auditorium of the Full Gospel Church in East Dallas, where the quartet sings to a pack-jammed audience. Letters and telegrams come from all over the U. S. after each broadcast.

Show is under the direction of Virgil O. Stamps, of Stamps-Baxter Music Publishers, Dallas.

### Audience Chooses Drama

Portions of three dramas were auditioned over the airwaves and the audience asked to choose their favorite in a new stunt recently for "Curtain Time," airing over WGN, Chicago. Trick, pulled at close of program, drew wide response. Idea was said to have originated in dialers' complaints about radio's dramatic fare.

### Daily Business Review

A new and definitely informative program is now a feature over WPAY, Portsmouth, O., each week day, 6-6:15 p.m. It is called the "Portsmouth Business Review" and deals primarily with general and in-

### Ruckert Records Plane Search

Baltimore—Experimenting with the ultra-short wave set after sign-off Monday night, WFBR engineer Paul Ruckert dialed in Eastern Airlines' Newark dispatcher and Flight 85, lost somewhere over New England. Ruckert set up the transcription equipment and at 2:45, knowing the plane was low in gas, began recording and cut the last dramatic 15 minutes when the plane was given definite directions and landed safely in Connecticut. Eastern Airline officials listened to WFBR's playback that afternoon.

dividual business conditions here in Portsmouth, a matter of great interest to all local business men. In conjunction with this program, the closing stock market quotations and the Dow-Jones averages are given. The latest news of national business along with articles by prominent business men of this country are discussed. Already, this program has gained widespread interest and popularity.

### Back to School

Rock Island, Ill. listeners were taken back to school recently in a recent broadcast over WHBF. Ivan Streed, production manager, took a microphone to the John Deere public school, Moline, and remoted typical school afternoon. Show started in school yard before opening session, brought in bell starting classes, a geography and a history class at work, and singing by first-grade youngsters. Spontaneous and authentic, show evoked considerable comment.

### "International" Amateurs

WHIP, Hammond's new 5,000-watter has started a new amateur hour "for all nationalities" under the direction of Vincent V. Kalmik (Baron De Vincko). Folklore and songs of many nations will be featured.

## PHONOGRAPHIC NETWORK FORMED BY JACK GRIFFITH

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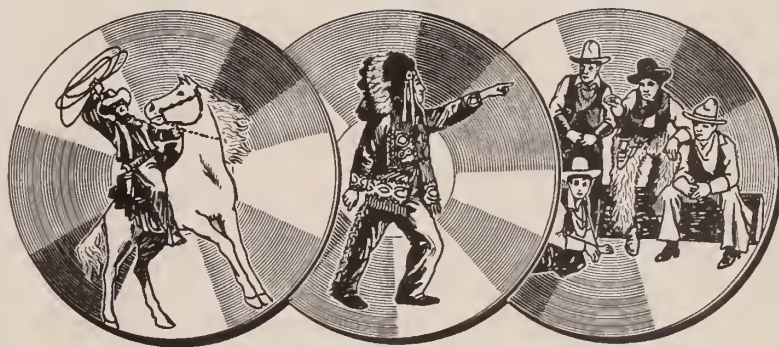
with Andrew Dahlstream as secretary; Charles E. Mallers of Mallers Bldg., v.p.; Charles B. Fletcher, president of Marietta Corp., treasurer, and 10 other Chicago business men on the board. Headquarters are at 10 South La Salle St., Chicago, with New York address at 150 East 39th St.

### New WPA Series on WHN

"This Was News", new series dramatizing front page stories of history to make them sound like this week's news, starts Wednesday at 9-9:30 p.m. over WHN, as a presentation of the WPA Federal Theater Radio Division. Donald Macfarlane, manager of the Division, will direct.

### Dallas School Moves

Dallas—Southwestern School of Radio Broadcasting and Broadcast Recordings Inc., moving to new and enlarged studios on the 8th floor, Santa Fe Building, announces a three-month course in technique of radio broadcasting beginning Feb. 4. Twenty-five high school students were recently auditioned for admission into the junior workshop division of the school.



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

TRANSCRIPTIONS READY

FOR CONTRACTS TO STATIONS AND SPONSORS

FEBRUARY FIFTEENTH  
3 HALF HOURS WEEKLY

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

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

Write or Wire WXYZ, Detroit

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



Call  
for  
**BRINCKERHOFF**  
RECORDINGS  
29 W. 57th St. PL 3-3015

## GUEST-ING

ERROL FLYNN, OLIVIA DE HAVILLAND and C. AUBREY SMITH, in "Green Light," on "Lux Radio Theater," Jan. 31 (CBS, 9 p.m.)

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

JOHNNY MERCER, on Paul White-man program, Jan. 28 (CBS, 8:30 p.m.)

JERRY BLAINE, Park Central Coconut Grove ork leader, on "Happy" Lewis program, today (WINS, 11:30 a.m.)

WILL B. JOHNSTONE, on "Cartoon Club of the Air," Jan. 30 (WNEW, 6:45 p.m.)

IRWIN EDMAN, author, on "Book-of-Month Club Concert," today (WQXR, 10 p.m.) DEEMS TAYLOR, same program, tomorrow; HEYWOOD BROWN, Jan. 29, 9 p.m.; LIN YUTAN, Jan. 30, 10 p.m.

## NEW BUSINESS

WNEW, New York: United Drug Co., "Coast to Coast Frolic," ETs, through Street & Finney, Inc.

WHO, Des Moines: Gardner Nursery, through Northwest Radio Advertising; Association of Pacific Fisheries, through J. Walter Thompson Co.; Tim Lake Laboratories, farm news, through United Advertising Companies; Foster Milburn Co. (Doans), through Spot Broadcasting; National Livestock & Meat Board, through Campbell-Ewald; Hubbard Milling Co.; North American Accident Insurance Co., news, through Franklin Bruck Advertising Corp.; American Book Mart, "Sunset Corners Frolic," through E. H. Brown Advertising Agency; Connie Furs, announcements, through Coolidge Advertising Co.; United Drug, through Spot Broadcasting.

WMAQ, Chicago: Gude's Pepto Mangan; Shell Coke; Calavo Growers of Cal.; all spots.

WJW, Akron: Clark Gardner, Compagnie Parisienne, both through Northwest Radio Advertising.

WHBF, Rock Island, Ill.: Pillsbury Flour Mills, spots, through Hutchinson Advertising Agency; Compagnie Parisienne, ETs, through Northwest Radio Advertising; Standard Chemical Mfg. Co., announcements, through Buchanan-Thomas; Truax-Traer Coal Co., "Mississippi Valley News," through Harry V. Miles & Associates; Chicago Engineering Works, "Modern Miracles," ETs, through Lunke & Associates.

KMOX, St. Louis: American Academy of Accountancy, "Curious Questions"; Procter & Gamble, (Lava Soap), announcements; Scott Paper Co. (towels), "Magic Kitchen," participation.

## DAILY SCOOPS

*Suggested Listening Tonight!*

• • • JOAN EDWARDS  
WEAF, 6:35 P.M., E.S.T.  
doing

"I DOUBLE DARE YOU"

• • • BARRY McKINLEY  
WJZ, 8:15 P.M., E.S.T.  
doing

"SMOKE IN THE CHIMNEY"

SHAPIRO BERNSTEIN, INC.  
Music Publishers . . . RKO Bldg., N. Y. C.  
Jonie Taps, General Manager



• • • "Little Shots About Big Shots": From the feuding front of Richard Humber and Jack Robbins' 11-year-old son, Brother, comes this latest escapade... Brother asked Humber to do something for him but Dick said that his friends were only those who were "1, 2 and 3" on the list of hit songs and Robbins was only No. 1 with "You're a Sweetheart." This prompted Brother to remark, "Well, Humber, I guess you haven't any friends at all—because NOBODY is 1, 2 and 3!"... Al Pearce was on the Ford show a week ago but things became rather vague to him. He could hardly see the script. Some months ago Al was down with the flu, which developed into a touch of pneumonia. Early last week his eyes became infected and the M.D. reported that the old pneumonia bug had settled in his orbs... Major Edward Bowes has gotten a three-week blanket clearance for "B.M.B.D.S.," preventing others from doing the song on CBS within two hours either side of his period because his amateurs feel they can win doing that number.

• • • Now they're calling Sam Serota the "Walking Electrical Transcription" because a sponsor who has spot announcements on WIP, Philly, and WCAM, Camden, thinks Serota's voice is about the best in the city—and so he hired Sam to hop from WIP over to Camden twice daily to put the spot announcements on the air... Adding a 15 minute vocal program to his already double-header title, Bill Shannon, ace announcer at WATL, Atlanta, is afraid some day he'll forget himself and ask riddles on his "Good Morning Man" show and sing on his "Riddle Man" program.

• • • A clue aired on the CBS "Gang Buster" series last Wednesday by H. Norman Schwartzkopf resulted in the apprehension of the criminal the following day in San Antonio... K TSA, San Antonio, is a part of the CBS web carrying "Gang Busters" and it was over this station that the clue was heard by the informant. George Perry, escaped convict from a Texas chain gang, was the one apprehended by the clue that Perry had web fingers. Show is sponsored by Colgate-Palmolive-Peet!... Incidentally, there's a liquor sign on Broadway which uses the same principle of the famous N. Y. Times sign, flashing news (but about personalities). The other nite we spotted this: "Phillips H. Lord, Radio's No. 1 Gangbuster, is the only American who can do an authenticated hulu"—for which he probably deserves recognition in the Hall of Fame we suppose!

• • • Jay Jostyn originated the role of Max Tilley, the male lead in the "Life of Mary Sothern." In the four years the program has been aired, no other actor played the part even though Jostyn was off the show one year. Which isn't as strange as it seems—because though Jostyn left WLW to come east a year ago the script made constant mention of the character though it wasn't portrayed... However, late last year the show moved to N. Y. and the part of Max Tilley was revived with Jostyn re-entering the cast... PERSONAL Postcard to Kay Kyser: We, again, enjoyed your "Kollege of Musical Knowledge" the other a.m. via MBS, but kinda wondered why a song like "Disappointed and Disgusted" should come into the makeup... Jack Waldron at Leon & Eddie's last Sunday nite asked the assemblage to please bow their heads in a moment of silence to pray for Henny Youngman, who that very moment was making his Hollywood debut at the Troc. Waldron added that he, himself, traveled over 3,000 miles to deposit an "egg" right on that floor! Leonard and Marjorie Traube have a new feminine mouth to feed.

## ☆ F. C. C. ☆ ACTIVITIES

### HEARINGS SCHEDULED

March 18: WBAA, Lafayette, Ind. CP to move to Indianapolis, Ind. 890 kc., 1 KW., 5 KW. LS., unlimited.

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

March 21: Peter J. Caldaroni, Providence. CP for new station. 1270 kc., 250 watts, daytime.

March 28: Hal Broadcasting Co., Inc., Camden. CP for new station. 1500 kc., 100 watts, 250 watts LS, unlimited.

Vancouver Radio Corp., Vancouver, Wash. CP for new station. 880 kc., 250 watts, daytime.

### WQAM, Miami

Fred Fowler, announcer, has been appointed official announcer for city of Miami and will serve as narrator for this season's Bayfront Park concerts.

Patty Labota, tenor, being heard over station while filling engagement at Royal Palm Club.

"Adventures of Charlie Chan" signed for 13 weeks, with Bonacker & Leigh, food brokers, sponsoring.

Arrival of 24 Hollywood starlets to appear at local club was aired from the train. Harry Richman, Sammy Lee, Johnny Austrian and his ork and George Hussy, official Miami greeter, participated.

Special events director Leslie Harris was on the job with a short-wave broadcast from the scene of the grounding of the S.S. Iroquois last week.

## ATTENTION FOOD MANUFACTURERS AND AGENCIES

NEW YORK'S OUTSTANDING  
PARTICIPATING PROGRAMS FOR WOMEN

"FOR LADIES ONLY"—WNEW  
8:45-9:15 A.M., with Dorothy Lane

"KITCHEN KAPERS"—WNEW  
11:00-11:30 A.M., with Glenna Strickland

"CHARM SCHOOL"—WMCA  
12:30-1:00 P.M., with Edythe Fern Melrose

"THE SHOPPER PROGRAM"—WAAT  
2:30-2:45 P.M., with Ella Hastings  
and George Magee

"Our programs are pulling in excess  
of 4000 Letters weekly!"

➔ Servicing only Quality  
Food Accounts

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**PROGRAM REVIEWS**

**Pat Rossi**

May's 34th Street store, in its daily program titled "Maytime" over WOV at 11 a.m., has a vocalist of many appealing qualities in Pat Rossi. He's on the romantic order, and he delivers in good English style the kind of amiable and ingratiating troubadouring over which American talent scouts usually go into raves when they hear it in broken English abroad. Which means that Pat Rossi has two counts instead of one in his favor when it comes to attracting attention from the bigger time.

On yesterday's program he put over "One Song", "Sweet Someone", "Neglected" and some other bits in highly pleasing style. The Maytime orchestra supported him nicely.

**"Headlines"**

Since making its debut some six weeks ago, this WOR-Mutual program aired Tuesday and Thursday nights at 7:30-7:45 has shaken out the wrinkles that marred its initial performance, principally the overdose of sound effects, and is now a more clear-cut dramatization of the day's highlight news events. Though program doesn't enjoy facilities of the "March of Time" scope, it does a good job within its limitations.

Last Tuesday night's principal item was a re-enactment of the incident of the missing airplane which landed safely after floundering seven hours in the Monday night storm. Program had the story on the air while it was still hot in the newspaper headlines.

Material for the show is edited by Ernest Chappell, with Tom Slater as announcer. P. Lorillard Co. (Muriel cigar) is sponsor.

**"The Jury Decides"**

This WFIL, Philadelphia, sustainer on Thursdays at 10:15-10:30 p.m. is a combination of the best features of agony column and a good will court, using the studio audience as the jury to decide the questions submitted on human everyday problems. Limited as to time, show jumps right into the program without fanfare. Problems are of the heart throb variety concerning self or family and should please the female audience and good part of the men. Questions are either read to audience by announcer or are presented personally.

Three persons comment on problem from studio audience picked at random and audience finally votes on proper solution. Program runs smoothly except for bit of mike

**ORCHESTRAS - MUSIC**

**E**DDY DUCHIN, whose "Hour of Charm" program sponsored by Elizabeth Arden over Mutual is on its way west, will broadcast next Tuesday from Chicago, where he and his orchestra are booked for some personal appearances. Del Casino also will be on the program as vocalist.

*Al and Lee Reiser, who have been heard on numerous NBC programs as a two-piano team, have organized a ten-piece orchestra which will be known as Al and Lee Reiser and their Sauve, Swing Strings.*

Emery Deutsch orchestra is about the busiest band on the networks. Besides playing nightly at the Netherlands Plaza in Cincinnati, Deutsch broadcasts 18 times weekly via the WLW-NBC network. The band totals 10 weekly hours of air time. Deutsch is currently featuring the voices of Katherine Hoyt and Neil York.

*Abe Lyman, who maestros the "Waltz Time" program, will broadcast twice weekly from Billy Rose's Casa Manana. Lyman's Californians, who play at the theater-restaurant for dancing in addition to supplying the music for the book show, will be heard over a WOR-Mutual hook-up at 11:30 p.m. on Tuesday and at 11 p.m. Sunday. He will feature*

fright of commentators and should find wide appeal for its services.

**Briefly**

The Billy Mills orchestra, which is taking the place of the touring Ted Weems on "Fibber McGee" show over NBC-Red on Monday nights, is doing a very snappy job. A tuneful and lively bunch.

Morton Gould's Monday night musical program over WOR-Mutual continues to be one of the slickest on the air. He gives rhythm a polish that lifts it into a special class.

Horace Heidt did a double good deed Tuesday night when he provided an opportunity for Mme. Maria Grever to have her new composition, "Tipitin," premiered on the air. It turned out to be a very tuneful and intriguing Mexican number, and Heidt's arrangement of it was especially good.

regularly several of the original songs from "Let's Play Fair," the musical comedy at Casa Manana.

Gene Beecher and his ork have replaced Johnny Long's band at the DeWitt Clinton Hotel, Albany. They are being heard over WGY, Schenectady, thrice weekly in the late evening period.

*Joe Fransetto and band are now remoting from the Adelphia Hotel over three Philadelphia stations.*

Chick Webb and his Savoy Swing Orchestra with songstress Ella Fitzgerald will play a four-week engagement at Levaggi's Restaurant, Boston, opening Feb. 5. Chick Webb will be the first colored attraction to play this spot. Webb will broadcast four NBC periods weekly. Booking was set by Consolidated Radio Artists.

*CBS Musical Director Ray Block's newest song composition, "In My Little Red Book," has been published by Marks Music House. The song was written in collaboration with Nat Simon and Al Stillman, who wrote the score for "Virginia." The song will be introduced by Ray Block's choral group, "Swing Fourteen," on their next Saturday night broadcast.*

**Coming Events**

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Feb. 7: Canadian Association of Broadcasters convention, Ottawa.

Feb. 13: Broadcast Sales Directors meeting, preceding NAB convention, Washington.

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

March 3-5: Hearst International Radio Sales meeting, Chicago.

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

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- Evelyn Law
- Al Jolson
- Marilyn Miller
- Fred and Adele Astaire
- Eddie Cantor
- Mae West
- Will Rogers
- Grace Moore
- Ed Wynn
- Fannie Brice
- Jeanette MacDonald
- W. C. Fields
- Charles Butterworth
- Charlotte Greenwood
- Clifton Webb
- Marion Davies
- Oscar Shaw
- Ann Pennington
- Harry Richman
- Ina Claire
- Willie and Eugene Howard
- Norma Terris
- Hal LeRoy
- Gilda Gray
- Jack Whiting
- Gertrude Niessen
- Nick Long, Jr.
- Lina Basquette
- George Murphy
- June O'Dea
- Carl Randall
- Patricia Ellis
- George Tapps
- Grace Bradley
- Medrano and Donna
- Melissa Mason
- Pierce and Roland
- Virginia Bacon
- Walter Tetley
- Virginia MacNaughton
- Buddy Raymond
- Florence Rice
- Don Costello
- Gloria Young
- The Five Relllys
- Paulette Goddard

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Management NBC Artists Service

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that sell**

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1501 BROADWAY NEW YORK CITY



**PETE PRINGLE**, the "Yankee Reporter" for Trans-Pacific newscasts from KNX at midnight, has been upped to managing editor of all CBS Pacific Coast news broadcasts. Starting in January, 1935, Pringle has built up a tremendous audience in the islands of the Pacific, Alaska and other remote and isolated spots for his summary of the day's news at midnight.

Edward G. Robinson stays over in New York for a third airing of "Big Town" from the East on Feb. 1 Returns to Hollywood immediately thereafter.

Happy Jack Kay's "Breakfast Club" on KFI has a new participating sponsor in Globe Investment Co., recently signed for 312 broadcasts.

Charlie Wellman, veteran radio entertainer who has been missing from the airlines all too long, returns via KFAC with a Tuesday evening program at 7:15 called "What Do You Think?"

KARM, new CBS affiliate in Fresno, now releases the nightly "Scattergood Baines" series and the Sunday afternoon "Double Everything."

## PHILADELPHIA

Joe Louis, fight champ, and Tommy Loughran, ex-lightweight champ, will be brought to the WIP mike Friday at 8 p.m. from the Nixon Grand Theater.

Karl Bonawitz will be heard over KYW in organ and piano recitals.

James Allan, WIP program director, has put on a luncheon music series in response to requests from cafes, restaurants, etc. Clarence Fuhrman and staff orchestra are used.

Walton Newton, newest addition to WIP announcing staff, wants to write and produce network shows.

Aeolian Choral Singers of Tennent College start a new Thursday series over WIP. Group includes 40 mixed voices.

## WCCO, Minneapolis

Roy Brant, formerly with North Dakota stations, has joined as news editor. He's a member of the board of directors of Ass'n of Radio News Editors and Writers.

E. H. Gammons, manager, also has signed Thomas H. Dawson, formerly with Pillsbury ad department, for the sales force.

## CARL BIXBY

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## RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

### RUSS WINNIE

**R**USS WINNIE, WTMJ's assistant manager, commentator and special events expert, claims to have broadcast more football games than any sportscaster in radio. In nine years at the mike, Winnie has specialized on football, baseball and basketball, but has covered everything from a marble tournament to deep sea diving. He was chosen by NBC to cover the All Stars-Bears football game in 1935. The same web put him on the AAU track and field meet and Olympic semi-finals.



Claims championship in football miking.....

It's almost ten years since Winnie, a graduate of the University of Wisconsin, set out in search of a career that would provide him an outlet for a basic knowledge of advertising and a pronounced flair for showmanship. He found it the morning he walked into the offices of WTMJ, then scarcely a year old, and said, "I'd like to talk into one of those funny-looking round gadgets." Mikes have changed and Winnie has grown to be an executive as well as other personality, but into "those gadgets" he calculates that he has poured five million words, and used every term—even invented not a few—known in the bright lexicon of sports.

Meanwhile, Winnie acquired a wife, two husky boys and a smartly appointed home in Whitefish Bay, lakeshore suburb of Milwaukee.

## NEW PATENTS

Radio and Television

Compiled by JOHN B. BRADY, Attorney

Washington, D. C.

- Re. 20,632—Tuning Scale. Harold M. Lewis, Great Neck, N. Y., assignor to Hazeltine Corp.
- 2,105,472—High Power Discharge Device. James E. Clark, Long Island City; Sture O. Ekstrand, Bergenfield, and Victor L. Ronci, Brooklyn, assignors to Bell Telephone Laboratories.
- 2,105,483—Electron Discharge Device. Joseph P. Laico, Brooklyn, assignor to Bell Telephone Laboratories.
- 2,105,506—Electron Discharge Device. Victor L. Ronci, Brooklyn, assignor to Bell Telephone Laboratories.
- 2,105,507—Electron Discharge Device. Victor L. Ronci, Brooklyn, assignor to Bell Telephone Laboratories.
- 2,105,518—Selectivity Control System. George L. Beers, Collingswood, N. J., assignor to RCA.
- 2,105,534—Radio Receiving Arrangement. Helmut Johannson, Berlin-Charlottenburg, Germany, assignor to C. Lorenz Aktiengesellschaft, Berlin-Tempelhof.
- 2,105,537—Signaling Method and Arrangement Thereof. Ernst Kramer, Berlin-Tempelhof, Germany, assignor to C. Lorenz Aktiengesellschaft, Berlin-Tempelhof.
- 2,105,538—Reduction of Noise. Vernon D. Landon, Collingswood, N. J., assignor to RCA.
- 2,105,558—Noise Control System. Rogers M. Smith, Merchantsville, N. J., assignor to RCA.
- 2,105,568—Apparatus for Diathermic Treatment. Fullerton D. Webster, Mountain Lakes, N. J., assignor to Federal Telegraph Co.
- 2,105,569—Directional Wireless Aerial System. Eric Lawrence Casling White, Hillingdon, and William Spencer Percival, Hanwell, England, assignors to Electric & Musical Industries Limited.
- 2,105,641—Automatic Volume Control Circuit. Frederick H. Drake, Boonton, N. J., assignor to RCA.
- 2,105,678—Modulation. George L. Usselman, Port Jefferson, L. I., assignor to RCA.
- 2,105,789—Radio Receiver. Alfred Aubyn Linsell, London, assignor to RCA.
- 2,105,818—Voltage Indicating Electron Discharge Tube. Henry W. Parker, Toronto, Ontario, Canada, assignor to Rogers Radio Tubes Ltd., Toronto.
- 2,105,849—Phase Modulation. George Lindley Usselman, Port Jefferson, N. Y., assignor to RCA.
- 2,105,878—Variable Condenser. Samuel Cohen, Brooklyn, N. Y., assignor to General Instrument Corporation, New York.
- 2,105,902—Periodic Voltage Generator. Madison Cawein, Manhasset, N. Y., assignor to Hazeltine Corp.
- 2,105,924—Electron Discharge Device. Halam E. Mendenhall, Summit, N. J., assignor to Bell Telephone Laboratories.
- 2,105,925—Antenna System. Francis L. Merriam, Montclair, N. J., assignor to Bell Telephone Laboratories.
- 2,105,959—Automatic Volume Control System. Harold P. Spearin, Chicago, Ill., assignor to Alfred Crossley.
- 2,106,120—High Frequency Apparatus. Le Roy John Lindberg, Glasgow, Mont.
- 2,106,149—Radio Apparatus. Ernest G. Linder, Philadelphia, assignor to RCA.

### WELI, New Haven

Station adds 45 minutes starting Feb. 1. "Newspaper of the Air," with Golly the roving reporter and sportscaster Phil Buxbaum Jr. at the mike, joins the schedule.

Bill Larner, former announcer who had to resign because of illness, is composer of "Trailer for Two," being featured by local orks.

### WATL, Atlanta

Julian Flint has been added to the announcing staff.

A newly initiated program is the "Musical Echoes" broadcast daily at 11:45. Show contains all old tunes on a "memory-lane" theme.

Selma Castle has succeeded Kay Roberts as vocalist on the Dance Music program, now heard at 9:30 p.m. from Henry Grady Hotel.



**T**HIRD annual term of NBC announcers school under direction of Everett Mitchell, senior announcer, has been opened for NBC employees. Lynn Brandt is assisting Mitchell. Joe Silver, WAAF continuity editor, is scripting and announcing a new show for Rhein Jewelers.

The Hoosier Philosopher (G. Carleton Guy) recently celebrated his 1,690th broadcast over WAAF.

Burridge Butler, owner of WLS, is back from KOY, Phoenix, for a few days.

Burlington Liars club has admitted to membership Announcer Durward Kirby and Gene Rouse of NBC.

Patricia Dunlap and Marjorie Hannon, who play Dexter Twins in "Bachelor's Children," to New York to spend four days.

Virginia Clark of "Romance of Helen Trent" and James Bengston, her husband, plan a motor trip to Miami in February.

Margaret Fry, writer and wife of Ken Fry, director of special events for NBC, has departed on a West Indies cruise which will include a month's stay in the Virgin Islands.

Vivian Della Chiesa is back from New York and will open at Chicago theater on Feb. 18.

Billy White, the platinum voiced tenor, has left "Kaltenmeyer's Kindergarten" and gone to New York to look into several prospects.

Betty Olson of the Escorts and Betty now appearing on "Kaltenmeyer's" show.

Rosalind Marquis, former Chicago girl, will be songstress with Hal Kemp when he opens at Drake on Feb. 4. Gene Walsh, new guitarist with band, also is former Chicagoan.

Film Scouts are interviewing Bob Barron of the Skelly Court of Missing Heirs.

Judith Waller, NBC educational director, back from New York.

J. W. Knodel, formerly with the San Francisco Examiner, has joined Free & Peters Inc., Chicago, station reps, as account executive.

R. S. Peterson, NBC assistant auditor, is back from a trip to New York.

Marge Kerr, vice president of Tom Fizzdale, Inc., seriously ill following an operation at Henrotin hospital, her second in several months. Roger Doulens sent out from New York offices to pinch hit for her, along with Lorraine Shaeffer and Sam Geison.

Lawson

Zerbe

PL 3-2600

**PROMOTION**

**50,000 "Secret Sixers"**

More than 50,000 St. Louis boys and girls are now enrolled in the "Secret Six Clubs," promotional angle on the electrically transcribed serial "Speed Gibson," now about 45 episodes old over WIL. Show is sponsored by Mildland Baking Co. (Toastmaster Bread), through Schaeffer-Brennan agency. Contact between bakery and juvenile "club members" is made by bakery's salesmen-drivers. Latter already have complained of long delays on their delivery routes, while groups of "Secret-Sixers" quiz them on "Speed Gibson".

**"Observers Club"**

New juvenile club idea has been evolved by W. E. Long Co., to plug transcribed "Adventures of Ace Williams", over WCHS, Charleston, W. Va. Show is sponsored by Ashley Bread Co. for Holsum Bread, so "Holsum Observers' Club" has been formed. Kids desiring to join go to retail outlet for application blanks. More than 5,000 members have been obtained within fifteen broadcasts. Mayor of Charleston has become honorary member, and chief of police is being lined up.

**LINCOLN**

A 12-piece studio orchestra started working for WOW this week. Ole and Marge, Swedish dialect program, is a new locally produced program on KOIL, Omaha, and KFAB, Lincoln. Parts are taken by Paul Brawner and Dorothy Bennett.

**KDYL, Salt Lake City**

Frank Austin, announcer, appearing on Friday Night Variety Show in blackface.  
 Al Priddy, announcer, doing a Schlepperman takeoff on same show.  
 Jack Gregson, announcer, originating his own program called "Sophisticated Swing," with By Woodbury's KDYL orchestra.  
 Myron Fox, of program department receiving accolades from Intermountain Theaters for his original "Spelling Bee" now being broadcast from the Victory Theater. Fox is also responsible for the other theater idea "Ask Me Another" currently at the Capitol Theater.  
 Utah Mfrs. Ass'n, as part of its convention banquet here, witnessed the KDYL Variety Show.

**WTMJ, Milwaukee**

William F. Dittmann, sales manager, is attending a pow-wow of sales managers division of NAB at Nicollet Hotel, Minneapolis.  
 Bernie Cummins' New Yorkers band has arrived at Milwaukee's Schroeder Hotel, with twice daily broadcasts over WTMJ.  
 Johnny Olson has a new leader for his "Rhythm Rascals," just renewed by Penn Tobacco, in Maurice Kipen, long-time favorite on the station.

**SAN FRANCISCO**

KFRC airing a new show, "Pulse of the City," open discussions of civic problems, with Ted Gifford.

Tom Breneman, newly appointed production rep for CBS here, has taken up permanent residence, swinging into production work on "Toast to the Town" and "My Secret Ambition."

"Tales From an Antique Shop," debuted here Sunday on KFRC for the Mutual-Don Lee net at 2 p.m. First drama in the series was written by Rupert Pray of the production staff, with a large cast, assisted by Chester Smith's orchestra. Dramatized history will be produced under Bill Pabst.

Paul Martin, NBC maestro, airing for the east on a Sunday 7 p.m. spot and using The Three Cheers, male vocal trio.

Newscafts at KYA have been augmented by a new series of weekly quarter-hours at 6:15 with station's press chief, J. Clarence Myers, doing the commenting. Kaye Jewelers are sponsoring the 7-a-week.

Louis Graf, national rep of XELO, 50,000 watter in Tijuana, dividing his time between here, Tijuana and L. A.

"Jean Abbey," sponsored by "Woman's Home Companion," has been renewed for another year on KSFO after completing its first 12 months. Program is quarter hour live talent, locally produced, placed by Geyer, Cornell & Newell, N. Y.

Gene Emmet Clark, who has done production work on a number of local outlets for the past 8 years, now doing free-lance scripting in San Jose.

**WIOD, Miami**

Bill Pennell, popular announcer, broadcast a thrilling description of the antics of sharks and whip rays on the ocean floor, while with short wave relay he hovered over the ocean's surface in a blimp. Whenever the blimp dived, says Pennell, he went first, and his stomach followed.

Sam Parker, Friend of the Kiddies, follows up his Junior Announcers contest with the most pretentious Kiddie Revue aired locally in a long time. Tie-ins with all major dancing schools provide an array of surprisingly professional talent.

Jack Bell, widely known sports commentator, interviews Jimmy the legless swimmer, before departure for a non-stop swim from Miami to Havana. Jimmy eats and sleeps in the water.

Musical Director Earle Barr Hanson and his Orchestra claim distinction of being the first orchestra to broadcast three programs over three different stations every night within the same three quarters of an hour.

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Exclusive Management

JACK LAVIN

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**RADIO DAILY**

WITH A COMPLETE STAFF

WILL COVER THE COMING

**National Assn. of Broadcasters**

CONVENTION FEB. 14-15-16

**WASHINGTON, D. C.**

FOR

**RADIO DAILY**

READERS EVERYWHERE

## PITTSBURGH

Hal Kemp took his band and his Stanley Theater floor show to Bill Green's to welcome Johnny Long's Orchestra over WCAE and Mutual network. Kemp gave Long his first professional engagement.

The report that KQV has a misunderstanding with the AFM has been contradicted. Station had no intention of using the WJAS staff, and there will be no penalty.

Al Trench, formerly with WWSW and WCAE, but now a radio salesman for Gulf Gasoline in Toledo, visited here recently.

WWSW has added another account to its sport schedule—all the Pittsburgh Pirates' basketball games at home.

Nan Grayson (privately Mrs. Walter Framer) has a prominent part in "Spring Song" at the "Y" Playhouse.

Maurice Spitalny, new bandleader at KDKA, has taken over the musical direction on "Pittsburgh Varieties," Pittsburgh's longest-run commercial program.

## WTAR, Norfolk

Campbell Arnoux, general manager, attended the Norfolk Junior Chamber of Commerce Annual Banquet and was presented with Plaque of Meritorious Service awarded to the station.

John Pepper, assistant technical supervisor, is rated in ninth place in advance listings of the 8th Annual Short-wave contest being conducted by the American Radio Relay League. Pepper's hobby is short-wave.

Travis Barnes, singing salesman, has started a new series, "Morning Serenade," for Virginia Meat Products Co. Show is aired to introduce scrapple, practically unknown in the South. Lee Chadwick is scripting and announcing.

Vocal-Art Trio has been signed for a new weekly feature. Singers are from the Scherzo Club, local musical organization.

Charles Pattee, Engineer is starting his fifth year with the Norfolk station. He recently was appointed control room supervisor.

## ONE MINUTE INTERVIEW

## MORTON BOWE

"Radio, television or the talkies can never replace the stage. All this talk about the theater dying is nothing but poppycock. Radio, television and the talkies are fine artistic mediums but they will always lack the intimacy of the stage. The public will always want to see the stars they have glorified—IN PERSON. It's a natural, human urge to want to meet a person whose photograph you have seen often or about whom you've heard much. That's why the public will always flock to theaters when one of their idols is making a personal appearance."



## Coast-to-Coast



**F**RANK BLAIR, new member of the staff of WOL, Mutual station in Washington, though only 22 years old, has had quite a career in radio. He formerly was program director at WFBC, Greenville, S. C., but actually began in radio at WCSC, Charleston, S. C., in 1935. Blair also is married and has a son 15 months old.

*Lawson Zerbe has had his contract renewed for an additional 13 weeks on the "Hello Peggy" dramatic series over NBC-Red network. He portrays the role of Speedy.*

For the seventh consecutive year in Akron, the annual Hillbilly Jamboree and contests held by the National Fiddlers Association, under the able hand of Larry Sunbrock, drew capacity crowds to the Akron Armory on Sunday afternoon and night. Much of the credit for this splendid showing is given to station WJW, which had been carrying three programs a day of sample music to be heard at the Jamboree.

*Jean Dickenson, soprano, has been renewed for an additional 13 weeks on the "American Album of Familiar Music" program sponsored by Bayer Aspirin.*

Teddy Bergman, Arline Blackburn, Frank Provo, John Brown and Howard Smith will be in the cast of next Sunday's "On Broadway" playlet over NBC-Blue at 3 p.m. They will do a farce titled "Cowboy on Broadway." Jean Paul King announces the program.

*KGFF, Shawnee, Okla., has changed its sign-off time Saturdays to 1 a.m. and Mondays to 12:30 a.m., so it can carry additional Mutual dance bands.*

Cowboy Tex Fletcher did a remote over WNLC, New London, Conn.

## WCKY, Cincinnati

Frank Zwygart, known as Rex Davis on the air, and a WCKY announcer for the past year, is recovering at Good Samaritan Hospital after two major operations.

WCKY's new trio, Johanna Grosse, organist; Ray Melder, singer-violinist, and Gershwin Cohan, pianist and accordionist, being heard on two programs, "Household Hour," a morning show, and "Dinner Date," evening broadcast.

Lloyd G. Venard, director of sales and merchandising, is in Chicago this week.

L. B. Wilson, president, is back in Cincinnati for a short stay. He will return to his winter home on San Marco Island, Miami, Feb. 2.

from the bedside of little Ellison Saunders, at Niantic, whom he visited the other day.

*Tom Thomas, NBC's baritone, is scheduled to make 26 recordings for the NBC Thesaurus. Booked by Charles Facer of NBC Artists Service.*

The Kidoodlers, musical quartet heard on NBC, have been signed by Max Fleischer studio to provide the rhythmic background and sound effects for animated cartoons, including Betty Boop.

*Bunny Berigan, the "Miracle Man of Swing," is recording swing versions of two old favorites, "Black Bottom" and "Trees," for release soon by Victor.*

Lyn Murray's seven-voice chorus again returns to next week's Al Pearce CBS show in a guest capacity. Murray's chorus has already made eight guest appearances on Pearce's program.

*Through arrangements completed by Fred D. Fleming, news editor at KLZ, journalism students enrolled in various educational institutions located in and near Denver will assist in production of KLZ newscasts one day each week for the next two months.*

Rose Paidar, young mezzo-soprano now on an extended concert tour of the Southwest, will be presented as guest artist by the Pepper Uppers over the Dr. Pepper-Dixie Network on Sunday at 5:30 CST.

*Buddy Clark will have speaking lines on all of the Ben Bernie broadcasts. In addition to this CBS series, Clark also is appearing in ET's for the same sponsor, U. S. Rubber.*

## WJR, Detroit

Betty Hurston, hostess, has joined the station's appendectomy class. She underwent an operation Monday at Providence hospital. Lorene Brockway, Charles Thornton and Eric Howlett, all of WJR, are still in as many hospitals, recovering from operations.

"Party Line," five a week for Dr. Caldwell's Syrup of Pepsin, has been renewed for another year through the Crame-Krasselt Co., Milwaukee.

Woman's Home Companion has renewed two 15-minute programs. Jean Abbey does department store shopping news on Monday morning and Carolyn Pryce a food talk on Friday morning. Present contract runs to Feb. 22. Geyer, Cornell & Newell, New York, agency.

## SAN ANTONIO

Bill McCabe, new head man at KABC, was at one time connected with Universal Pictures on the West Coast.

The 3 Simpson Sisters, San Antonio's home vocalists, are back on the air, this time via KONO.

Charles Belfi and Johnny Sullivan of KABC are now handling the remote wrestling matches Wednesday nights from the Walkathon Arena.

Layton Bailey's ork journeys here from Dallas to play the President's Birthday Ball at the Municipal Auditorium.

Buddy Hancock's ork is leaving to open an engagement near West Lake, La., next week. Dick Ketner is guitarist with the combo.

## WGAR, Cleveland

Manager John F. Patt in New York. "Rhythm Rangers," popular WGAR hillbilly band, goes commercial for Montana Flour Mills of Cleveland with three daytime quarter hours a week.

New musicians on WGAR musical staff are: George Wisnewski, bass; Kenneth Romick, clarinet, flute and baritone sax; and Harold Coplin, guitar.

Musical Director Walberg Brown has decided to reduce excess poundage and works out daily with local squash champ.

Engineer Lloyd Wingard explains his limping gait to an accident which occurred on recent ice fishing trip. Having dug a hole through the ice for his line, he inadvertently stepped through it.

Announcer Jack Paar renews acquaintance with Eddie Duchin, whom he announced through WCAE, when Duchin and his orchestra play Cleveland's Trianon Ballroom. Paar handles the feed to CBS.

Ethel Hawes and Ben Levine are featuring interviews with food brokers on their popular afternoon program "Ethel and Ben," a promotion tie-up with Cleveland Food Show.

Sidney Andorn, who covers the town gossip on WGAR, interviewed Sonja Henie last Friday on his evening "Cleveland Column" program.

Elmer Krause, auditor, is making plans for the yearly trek to Florida.

## WOPI, Bristol, Tenn.-Va.

A newly inaugurated program is the Tennessee Ramblers, new addition to the artist staff, broadcasting popular songs every Monday evening.

Other new additions to the artist staff are Harvey and Evada, singers, broadcast every Saturday at 7 a.m.

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

Greetings from Radio Daily

January 27

Benay Venuta                      Bernice Claire  
B. G. De Sylva                    C. T. Hughes  
Jerome Kern                      Milton Rettenberg  
Harry Ruby