



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 20

NEW YORK, N. Y., FRIDAY, JANUARY 28, 1938

FIVE CENTS

# Canadian Policy Attacked

## 25 CHANNELS ALLOCATED BY FCC FOR EDUCATION

By GEORGE W. MEHRTENS

Washington Bureau, RADIO DAILY

Washington—Described as an important step in line with its established policy of encouraging education by radio, the FCC yesterday announced through Chairman Frank R. McNinch that a new class of high frequency stations, including 25 channels between 41,000 and 42,000 kcs., had been established for or-

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## McIntosh Selling ET's On State-Rights Plan

West Coast Bureau, RADIO DAILY

Los Angeles—R. U. McIntosh & Associates are marketing a new transcription series on a "state-rights" plan similar to independent films. Dramatic serial is a prison story called "Paroled", with a cast of 15, and incidental sound effects are supposed to be authentic, since they are dubbed in from some 5,000 feet of sound film actually shot within prison walls.

## Notables Participate In WHAM Celebration

Rochester—Figures from radio and education fields took part last Wednesday night in the climax to WHAM's 10th anniversary celebration of Stromberg-Carlson's ownership of the station.

Milton Cross, Irene Wicker,

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## Bailey Leaves WHAT

Philadelphia—L. H. Bailey, manager of WHAT, has resigned and is succeeded by W. Porter Ogelsby Jr.

## Animal Coverage

Akron—WJW's classified advertisement recently had a client who advertised the loss of a large Poland China brood sow. After ad was on the air a second time, owner called the station to say: "Cancel the ad. The hog evidently heard the announcement over the radio, because the animal has just come home of its own accord."

## House Ad

Chattanooga — WDW, which airs a feature known as "Lost and Found Column of the Air," had occasion to make use of the program in its own interests the other day. Earl Winger, returning from a Florida jaunt with co-owner Norman Thomas, had the following item for the column: "Lost or stolen —one fine suitcase containing new shirts, suits, Christmas ties, terrific pyjamas and other items."

## MPPA TO HELP DEFEND SUIT BY SONGWRITERS

Music Publishers Protective Ass'n, at a meeting of the board of directors and other members, has voted to aid in the defense of the test case brought against Mills Music Inc. by songwriters representing the Song Writers Protective Ass'n. The SPA seeks a clarification by the court on the ownership of the copyright of a composition after it has been placed

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## Oklahoma Broadcasters Talking New Association

Oklahoma City—Organization of an Oklahoma Association of Broadcasters is contemplated by a number of station managers. State formerly had an association which broke up through lack of interest. Present

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## Construction Begins Soon On Athens, Ga., Station

Athens, Ga.—Construction is expected to begin shortly on the new radio station for which J. K. Patrick & Co. has been granted permit. Call letters probably will be WACC. Owners will be J. K. Patrick, Tate Wright, C. A. Rowland, E. B. Braswell and Lynne Brannon.

## KASA Off Okla. Web

Oklahoma City—KASA, Elk City, is no longer a member of the Oklahoma Network. This leaves the web with seven stations. KASA, which has been with the network since it started in April, 1937, will continue operation as an independent outlet.

## Ex-Vice Chairman of Radio Commission Raps Gov't Competition With Private Firms---Sees 50% U. S. Programs

## THOROUGH PROBE ORDERED IN CANADIAN RADIO FIELD

Montreal—A full investigation of the radio industry in this country by the Canadian Tariff Board has been ordered by Finance Minister Charles Dunning. The probe, which is expected to take months, will embrace production, distribution and sale of receiving sets, tubes and parts. Pooling of patent rights, importation of sets and parts and other angles also will be looked into.

## McNinch, Sen. Wheeler Will Address NAB Meet

Washington Bureau, RADIO DAILY

Washington—Chairman Frank R. McNinch of the FCC and Senator Burton K. Wheeler are scheduled among the speakers on the opening day of the NAB convention, which starts Feb. 14.

## WFIL Sales Activities In for More Expansion

Philadelphia—Further expansion of the WFIL sales department, marking the third step in the station's five-point commercial program, is announced by General Manager Donald Withycomb. New plan calls for enlargement of the local sales staff, with several staff additions already made. Post of sales promotion and merchandising head goes to George H. Jaspert, formerly of KYW.

Jack Stewart continues as sales director, concentrating on national spot business. He plans to rotate

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## George Besse Dead

Chicago—George W. Besse, 35, manager of the Joseph H. McGillvra office here until he became ill six months ago, died yesterday afternoon. Funeral services will be held this afternoon from the Postlewait Funeral Home, with burial in Erie, Ill., on Sunday. Besse is survived by his wife and mother.

Montreal—A vigorous attack on Canadian Broadcasting Corp., due to the boosted license fees on radio sets while at the same time CBC is accepting an increased amount of commercial programs in competition with private concerns, has been made by Jacques N. Cartier, former vice-chairman of the Canadian Radio Commission and noted Canadian radio pioneer and expert.

Cartier declares the CBC is forcing on Canadians a policy that is "intolerable" and demands that it either quit the advertising field and go back to the original idea of state radio wholly for entertainment and education, paid for by licenses, or abolish all radio taxation and live on its advertising revenues. He predicted that, unless there is a change, CBC will not stop at jumping licenses to \$2.50 but next year will boost taxes still further to pay for a CBC news magazine to be distributed to all radio receiver owners, thus competing in a new field with private enterprise.

"Already 15 per cent of the CBC transmitting time is made up of programs piped across from the U. S., and I understand the hope is that soon this will be 50 per cent," said Cartier. "Private radio stations, which for years have implored the Canadian government to give them permits for increased power and larger transmitters, as well as for organization into regional chains, etc., have been steadily refused by the radio branch at Ottawa. Today these private concerns find themselves stripped of advertising reve-

(Continued on Page 3)

## Champ Pa-in-Law

Richmond—The championship in the "father-in-law sweepstakes," for the past year at least, is claimed by Harry S. "Duke" Lucy, technical supervisor of WRVA. Three of Lucy's four sons and daughters were married within the year. WRVA is the Larus & Bro. station for which an FCC examiner has recommended power increase to 50,000 watts.





Vol. 3, No. 20 Fri., Jan. 28, 1938 Price 5 Cts.

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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

(Thursday, Jan. 27)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	145	143 3/4	143 3/4	— 3/4
CBS A	19 1/2	19	19	— 1/2
Crosley Radio	9 1/2	9 1/4	9 1/4	— 3/8
Gen. Electric	40 7/8	38 1/2	39 1/4	— 3/4
RCA Common	6 1/4	6	6	— 1/8
RCA First Pfd.	46 1/4	45 1/4	45 1/4	— 3/4
Stewart Warner	95 3/8	93 3/8	93 3/8	— 1/8
Westinghouse	96 3/4	91 3/4	93 1/2	— 1
Zenith Radio	13 1/2	13	13 3/8	— 3/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/4	15	15	— 3/8
Majestic	1 1/8	1 1/8	1 1/8	.....

### OVER THE COUNTER

Stromberg Carlson	Bid 6 1/4	Asked 7 1/4
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### Sylvester Gross to KGKO

West Coast Bureau, RADIO DAILY  
Los Angeles—Sylvester Gross, KEHE announcer, has resigned and left for Fort Worth, where he takes over as program director and production head at KGKO, the NBC-Blue outlet moving to that city from Wichita Falls.

### Jean Clement on CKAC

Montreal—Jean Clement, Parisian singing star, arrived here this week to appear over CKAC. Clement was met by an immense crowd of fans at the station. His arrival was aired, with Manager Phil Lalonde and Roger Baulu of CKAC participating.

### New KFAB-KFOR Announcers

Lincoln—New announcers recently pulled into the fold at KFAB-KFOR here include Jack Hitchcock and Earl Williams, formerly of KFEQ, St. Joseph, Mo. Cliff Connaway, staff announcer sometime ago who resigned, is again back at the mikes.

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

A WNEW FEATURE  
1250 Kc.

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

### Headliners to Appear At President's Ball Here

Celebrities from radio, stage and screen will gather at the Waldorf-Astoria Hotel tomorrow night to make the President's Birthday Ball a gala evening. Proceeds of the affair will be turned over to the National Foundation for Infantile Paralysis.

Headliners from the entertainment world including Ed Wynn, Robert L. Ripley, Stoopnagle and Budd, Milton Berle, Ben Bernie, Bill Robinson, Sonja Henie, Ethel Merman and George M. Cohan will be present.

Also Ruth Gordon, Cab Calloway, Jane Pickens, Jack La Rue, June Clyde, Arthur Tracy, Al Shean, Kitty Carlisle, Cesar Romero, June Lang, Phil Regan, Avis Andrews, Tony Wons, Jack Whiting, Gabriel Heatter and the Nicholas Bros.

Leo Reisman, Ferde Grofe, Carl Hoff, George Hall, Ruby Newman, Russ Morgan, Xavier Cugat, Eddie Rogers, Reggie Childs, Francis X. Dvorak, Nat Harris, Blue Barron, Emil Coleman and Rudolph Friml, Jr., will be on the platforms with their respective bands and will furnish the evening's music.

James E. Sauter is chairman of the entertainment committee.

### New Transcription Firm

Washington—Radiodescriptions Inc., new firm to handle recordings and sound reinforcing equipment, also sales, service and engineering, has been formed here with studios at 726 Eleventh St. N.W. E. G. Sharpless is president; Bevan P. Sharpless, secretary-treasurer; Marie Fairbairn, vice-president, and R. J. Coar, chief engineer. A director and complete facilities from writing of scripts to delivery of completed disk to station are available.

Company has just finished a series of 50-second dramatized spots for the Lafayette Hotel, which has placed them on 37 stations through Romer Adv. Agency. Scripts are now being written for dramatized fairy tales supplemented by phonograph records for sale through department stores.

### Visiting Bands on WJW

Akron—WJW is having a good season with name bands by cooperating with Keith's Palace to air teaser programs on current stage shows and making pickups from the theater during performances. Vincent Lopez, Ted Lewis, Clyde McCoy and many other units have been carried.

### Call Letters Assigned

Poplar Bluffs, Mo.—Call letters of KWOC (changed from KPBM) have been assigned the local station for which license was obtained from FCC by Don M. Lindenton and A. L. McCarthy, doing business as Fields McCarthy Co.

### Edward Davies to Speak

Philadelphia—Edward A. Davies, WIP sales director, addresses the Philadelphia Newspaper Guild on Tuesday at Temple University on "Radio Advertising."

### 11 More Stations Sign "Freshest Thing" Series

Cincinnati—Addition of 11 stations to the list already broadcasting the recorded "Freshest Thing in Town" serial is announced by Frederic W. Ziv Inc., advertising agency, originators of the campaign for bakers. Following stations started the series in the past few weeks: WJIM, Lansing, Mich.; KSLM, Salem, Ore.; KUJ, Walla Walla, Wash.; WTAD, Quincy, Ill.; KFIZ, Fond Du Lac, Wis.; WSPD, Toledo; WJAX, Jacksonville, Fla.; WIOD, Miami; WDBO, Orlando, Fla.; WFLA, Tampa, and WTOG, Savannah.

Arrangements have been completed to record an additional 130 episodes of the radio serial which will bring the series up to a total of 260 recordings.

### Grose Moves to Coast

Clarksburg, W. Va.—John Paul Grose, program director of WBLK, is leaving the station for new fields, heading for Hollywood, where he plans to establish a radio script writing association. Grose, who originally came from the coast, has been with the West Virginia Network for two years, rising from junior announcer to his present status.

### Carl Noble WLBC Music Head

Muncie, Ind.—Carl Noble, formerly of Noble and Donnelly's Gold-Coasters band and recently on tour with Gloria Grafton as accompanist and arranger, has been appointed musical director of WLBC here by Donald Burton, owner. A number of new programs are being planned under Noble's guidance.

### New WINS Kiddie Show

A new program titled "Kiddies' Radio Revue" gets under way tomorrow at 11-12 noon over WINS. Series is under direction of Mrs. Sophia Civoru, long active in children's work, and a feature of the program will be personal appearances of the kiddies at welfare centers. New juvenile talent also will be given a chance on the show.

### Taylor Handling Baker Show

West Coast Bureau, RADIO DAILY

Los Angeles—Glenhall Taylor takes over the Charles Flesher production assignment for Young & Rubicam on the Phil Baker-Gulf Oil show, with Flesher switching to the new Rush Hughes series for Borden, initialing next week. Flesher also has a hand in the Packard show, and Taylor's previous assignment was the "Silver Theater."

Spent yours  
Where the Money is!

**WABY**

COVERS THE  
CAPITAL DISTRICT

ALBANY, N.Y.

## COMING and GOING

MARTIN SPECTOR leaves for Miami today to spend a few weeks with his family.

W. H. STEIN, vice-president of MCA, plans to extend his West Indies cruise to Brazil. He left Wednesday.

BILL IRVIN, who writes under the name of Don Foster as radio editor of Chicago Daily Times, expects to leave Sunday for Miami and Cuba.

H. R. CARSON, managing director of All-Canada Radio Facilities, Calgary, Alberta, has left Hollywood after his annual buying trip there. He will attend the convention of Canadian broadcasters in Ottawa on Feb. 8, also the NAB meeting in Washington the following week.

JOAN BROOKS leaves tonight on the Rex for a 25-day South American cruise.

TED HUSING will be in Boston tomorrow to broadcast the track meet at the Garden there for CBS.

JERRY BELCHER will air his Sunday "Neighbors" program from Indianapolis.

FRANK LANE, manager of WOOD, Chattanooga, is expected in New York over the week-end.

CORK O'KEEFE left yesterday for the Coast office of Rockwell-O'Keefe.

ARTHUR TRACY leaves tonight for Atlantic City to spend some time with his family there.

### New WQXR Music Series

A new approach to children's radio programs will be undertaken by WQXR during February, with two series of lecture recitals aimed to simplify classical music for young people. The programs will be presented by Marcella Geon and Hazel Griggs, pianists.

A series of programs representing various phases of characteristic Jewish music, both traditional and modern, will be presented on Saturdays at 6-6:25 p.m. in cooperation with Mailamm, the American Palestine Music Association.

Frances Shapiro, 18-year-old violinist, returns to the WQXR program schedule in February for a new series of recitals on Fridays at 9 p.m.

### Weaver Bros. on Pepper Show

Dallas—Weaver Brothers and Elviry, famous hillbilly act, will appear Feb. 6 on the "Pepper Uppers" show over the Dr. Pepper-Dixie Network from WFAA here.

An interview with Louise Fazenda, featured in Warner's film, "Swing Your Lady," in which the Weaver group also appears, is part of the tie-up for the broadcast.

THE SONGBIRD OF THE SOUTH

**KATE  
SMITH**

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



## Canadian Radio System Is Vigorously Attacked

(Continued from Page 1)

nue to meet unfair competition from a state-owned chain which apparently cannot run its business and balance its budget on advertising but also must reach into listeners' pockets for more taxation. CBC can't expect to take cash with both hands—from American advertisers and Canadian listeners."

## 25 Channels Allocated By FCC for Education

(Continued from Page 1)

ganized non-profit educational agencies for the advancement of their educational work.

The channels will provide adequate facilities for service to every city and town. Power of stations will be 100 to 1,000 watts. Stations also will be authorized to transmit educational and entertainment programs to the general public, it is understood, but McNinch said the service will be primarily educational and no sponsored or commercial programs of any kind may be broadcast.

## MPPA to Help Defend Suit by Songwriters

(Continued from Page 1)

with a publisher. Attending the move is the desire of the writers to retain the vested right for purposes of collecting electrical transcription and other such license fees.

Test case against Mills Music was filed recently in the Supreme Court of New York County after a long drawn out effort to reach a compromise between writers and publishers on the ET and other questions including the inclusion in contracts of Article IX of the APA by-laws. The Article vests all small rights in the writers. To date, however, the publishers have been collecting the ET and similar license fees.

## Gene Autry Enjoined

Nashville—Gene Autry, singing cowboy, is enjoined from appearing in films, theaters, radio, etc., during the term of his Republic Productions contract under an injunction issued to Republic yesterday by Chancery Court here. Producer charged Autry with breaking contract.

## NBC Signs Guitarist

Vicente Gomez, guitarist from Mexico, has been signed under a two-month contract by NBC following his American debut on the "Magic Key" program last Sunday.

## PAT BALLARD TOP FLIGHT SCRIPTS

for TOP FLIGHT PROGRAMS

Representative  
MARK HANNA

# NEW PROGRAMS—IDEAS

## KGFF Song-Guessing Clicks

The Firestone Service Stores, Inc. of Shawnee and Seminole, Okla., started a new program of advertising over KGFF last week when "What's the Name of That Song?" was aired for the first time. Program is a 15-minute period of transcriptions interspersed with short commercials and instructions to listeners, who are offered a free car wash at either of the Firestone stores if they guess the correct titles of all the songs played on the program and phone their list to the store within 30 minutes after it has been concluded. At the end of six programs the two Firestone stores had given 200 free wash jobs, the Shawnee store had 70 new customers, who made no attempt to respond to the program other than mentioning they had heard it, and the Seminole store had 40 new customers.

Dick Peters, KGFF announcer, sold the program idea to Firestone, which has been using six spot ads daily for the past four months. "What's the Name of That Song?" has been signed for three months.

## Teachers Start Series

New Haven (Conn.) Teachers League is planning a new series of dramatic quarter-hours over WICC, entitled "Our Next Door Neighbors." Authored by James Weldon of the New Haven Writers Project, stories will concern school life of a New Haven child, rich in dramatic material yet exemplifying the influence of school training. Permanent roles in the production will be enacted by pupils of the New Haven, Hill House, and Troup Junior High Schools, with production details supervised by Mack Parker of the station.

## Oklahoma Broadcasters Talking New Association

(Continued from Page 1)

conditions affecting broadcasting in the state as well as evident future problems have made it apparent to managers that united effort through an association will be necessary in the near future. At present there are 15 active stations in the state.

## Johnson to Script for Aces

Don Johnson (Professor Figg-bottle) adds to his writing schedule Feb. 2 when he takes over scripting for the Easy Aces program while Goodman and Jane Ace take a month's vacation in Florida.

## WJW Plans Improvements

Akron, O.—Plans for a number of improvements and complete modernization of studios in the spring are being made here by WJW. The station is already redecorating and re-equipping all offices.

## Lucky Doorbell

A young woman with some ten-dollar bills goes around ringing doorbells. At the same time, over at WDOD, Chattanooga, some modern music is broadcast. The announcer comes on. He informs the listening housewives: If they have a loaf of the sponsor's bread, and can show it if the lady rings their doorbell, they'll be \$10 richer. Hence the title "Lucky Doorbell." And it's going great, as the sponsor will tell you.

## Interviewing Talent

Evelyn Gardiner, director of the KDKA (Pittsburgh) Home Forum, tried a new one on her program recently. It clicked so well that it will be repeated regularly. Idea was simply to interview radio personalities, more identified by name than speaking voice. Initial candidate was Harry Azinsky, concertmaster of the KDKA orchestra. Heavy mail response indicated listener approval.

## Time for Charities

WTAR, Norfolk, has inaugurated a new series of public service features in which one quarter-hour period weekly is reserved for charitable organizations. King's Daughters and Norfolk Community Fund lead the series.

## Notables Participate In WHAM Celebration

(Continued from Page 1)

Senator Fishface and Prof. Figg-bottle, Ranson Sherman, Mary Small, Harding Sisters and the Southernaires were donated for the program by NBC.

The 120-piece Eastman School Symphony orchestra under the direction of Dr. Howard Hanson also contributed. Charles Siverson led the new WHAM staff orchestra.

From the field of education came Dr. Alan Valentine, president of the University of Rochester and Dr. George H. Whipple, dean of the U. of R. Medical School.

Program was aired from the Eastman Theater, which was filled to capacity with invited guests.

Last night a dinner was given by Stromberg-Carlson in the Sagamore Hotel as part of the tenth anniversary celebration and dedication of the station's new vertical radiator.

## WFIL Sales Activities In for More Expansion

(Continued from Page 1)

activities between here and the New York and Chicago offices.

"Our test in the practicability of out-of-town offices has been more than satisfactory," says Withycomb, "but we have only scratched the surface."

# KING-TRENDLE BROADCASTING CORPORATION

DETROIT, MICHIGAN

Announces

## THE PAUL H. RAYMER COMPANY

NEW YORK CHICAGO SAN FRANCISCO DETROIT

AS NATIONAL SALES REPRESENTATIVE

MICHIGAN  
RADIO NETWORK

WXYZ  
DETROIT

WOOD-WASH  
GRAND RAPIDS



## GUEST-ING

CONSTANCE BENNETT, on Al Jolson show, Feb. 1 (CBS, 8:30 p.m.).

LUPE VELEZ, on Jack Oakie program, Feb. 1 (CBS, 9:30 p.m.).

JOE DI MAGGIO, on "For Men Only," Jan. 31 (NBC-Red, 10:30 p.m.).

NOLA DAY, replacing Carol Weyman, on "Magic Key of RCA," Jan. 30 (NBC-Blue, 2 p.m.).

SIR CEDRIC HARDWICKE, guest of Bide Dudley today (WOR-Mutual, 12:15 p.m.). LOUISE LINCOLN, same program, Monday.

MURIEL KIRKLAND and STAATS COPSWORTH, on "Theater Guide," tomorrow (WINS, 10:45 a.m.).

JACK DEMPSEY, on People's Medical League Program, Jan. 31 (WOV-WBIL, 6:30 p.m.).

CONGRESSMAN HAMILTON FISH, on Public Service Forum, Jan. 30 (WOV, 4 p.m.).

MARLENE DIETRICH, on Chase & Sanborn Hour, Feb. 6 (NBC-Red, 8 p.m.).

GENEVIEVE ROWE, soprano, on "Rising Musical Stars," Feb. 6 (NBC-Red, 10 p.m.).

HAROLD J. ROME, song writer, on Doris Smith's "Encores and Epitaphs," Feb. 1 (WNEW, 4:30 p.m.).

BETTE DAVIS and JEFFREY LYND, on "Your Hollywood Parade," Feb. 2 (NBC-Red, 10 p.m.).

## AGENCIES

CLARENCE OLMSTEAD has returned from the west coast to resume his post as manager of the Young & Rubicam Inc. radio department here. Bill Thomas has been appointed to serve as his assistant.

RALPH J. ROSENTHAL of Neisser-Meyerhoff agency, Chicago, is honeymooning.

W. FRANK McCLURE of Critchfield & Co., Chicago, is in charge of arrangements for the course of six governmental and business problem discussions planned by Chicago Federated Advertising Club.

## WLBC, Muncie, Ind.

Hectic week was put in by Donald Burton, owner, and Ottis Roush, announcer, broadcasting regularly scheduled basketball games and the Delaware County Tournament.

Carter's Medicine has renewed on WLBC with a 100 per cent increase in time commitments.

Henry Marks, announcer, handling series of school programs originating in local studios.

E. Pierre deMiller, news editor, taking vocal lessons and building tepid tenor temperament.

Bob Lee, announcer, now handling several new shows.

Earl Kirk, the singing auditor, singing the blues in great fashion.



• • • When the CBS studios open on the coast an admission price of 15 cents will be charged for a look-see—the money going to some charitable cause... Gale Gordon replaces John Deering as the male lead in the Irene Rich series... Beatrice Lillie will swing out with Benny Goodman next month... Phillip Morris holds an audition today at CBS with Howard Barlow's band for a third show—which isn't set as reported... Andy Devine will be in Bing Crosby's next flicker... James Melton will vocalize on "Song Shop"... Del Casino did an audition with an organ before leaving for Hollywood... Under the terms of her contract with U. S. Rubber, Jane Pickens is permitted to accept four guest star shots during the 26 weeks... Joe Morrison replaces Tony Martin with Ray Noble's crew tomorrow for a special short-wave show to Germany... After four years, Jimmy Grier quits the Biltmore Bowl April 1 for a series of one-nighters on the coast... Jan Peerce has been selected to sing with Toscanini at the latter's Carnegie Hall concert... Discovered at long last: One fellow, a kid, Benny Baron, who is able to write words to Raymond Scott's weird music... Eddy Duchin's sponsor is sending powder-puffs to radio editors—but not us—we wear a toupee on our chest!

• • • Reading in RADIO DAILY where the WFBR, Baltimore, inquiring reporter, Henry Hickman, was collecting unwanted Christmas cards for a local shut-in agency, Edele Levy of Donaldson, Douglas & Gumble wrote Hickman offering a huge batch of cards she has been collecting for a number of years... A few days ago one of WJOD's leading sopranos was delighting her listeners with a song concerning a waterfall... When the peak of the selection was reached, one of the water mains leading into the station in Chattanooga burst in mighty applause and the whole station went into a general uproar—but the singer didn't seem to appreciate a REAL sound effect.

• • • "Hobby Lobby" will come from Detroit on March 9... Alexander Woolcott is working out a deal with MBS whereby he's to go on that net as a sustainer whenever he has something to say... Col. J. C. Flippen quits WHN on March 16 after three years, feeling that he's earned his spurs... CBS on Monday opens its "new idea dept." with Jim Burke and Gwen Jones in charge... Doris Rhodes gets another CBS spot... Rudolf Friml Jr. will be feted at Leon & Eddie's on Sunday... Will Muzak leave World Broadcasting to work in their own studios after March?... Al Jolson sent wires to every music publisher in N. Y. to tune him in last Tues.—for a chance to nab his new song, "And I Do Mean You"... Hal Moore, Paramount sportscaster, has been signed by J. Waller Thompson to announce the Gabriel Heatter Johns-Manville transcription series... Jean Paul King will emcee the Rexall recordings starting Feb. 27—the date just set for Francia White to come east for five of these plus a series for Chevy... Morton Downey is being considered for a cosmetic show.

• • • Recently a long-awaited show on Akron's municipal airport made possible a unique broadcast by WJW. Towed by the station's mobile unit, W8XOA, Bob Weber, young sportsman and ski enthusiast, carried a mike and described the thrill of 40-mile-an-hour skijoring across the broad expanse of the skyport... Mikeman Len Taylor did some dashing around to assist Bob in handling the mike before and after the trek, as well as to drive the towing unit, leaving engineer Jerry Roberts free to take care of the technical angle... Harriet Parsons, originally signed for three Bromo-Seltzer shows, will do eight additional spots... Max Heatter, who entered radio to handle the destinies of his brother, Gabriel, finds himself a full-fledged manager now, handling a complete "stable" of Heatters: Gabe's son, Buddy, a writer for Young & Rubicam, and the commentator's daughter, Maida, who is preparing a fashion air show!

## PROGRAM REVIEWS

## "Under Western Skies"

This is the first of a series of sustaining dramatic shows to go network from KDKA, Pittsburgh on a split NBC-Blue web and heard locally on WJZ, Wednesday, 12 midnight to 12:30 a.m. Program is heard on KDKA earlier in the evening. "The White Mustang" was the initial dramatization and, with the aid of special organ music for interludes and occasional background, the drama unfolded dealt with a story based on the facts and legends of the singing sand dunes in the San Luis Valley, a desert at the base of a mountain range in Colorado. Narration and dramatizations as well as flashbacks were used as the tale of Silas Wesler was brought out, the old settler finally going mad and out into the shifting sand dunes to disappear as had his young wife years before him when they sought to capture the white mustang, who led a herd of wild horses, and were caught in a sandstorm.

Story was excellently written and produced, holding the attention at all times and maintaining an even but progressive pace. Derby Sproul, was author and producer; Spahr Hull acted as narrator and the rest of the fine cast included Delle Gillis, John Johns, Helen Wayne, Jack Orrison, Charles Webster and Leon Ward. Carl Weininger contributed the special music, which was directed by Maurice Spitalny using organ, strings and woodwinds.

## NEW HAVEN

Jimmy Milne, president of WELI, will emcee the local President's Ball, with Vera Cruse, Mildred Rosenbaum and Bill Stoker helping provide entertainment.

Walter Osborn Howard emcees the new commercial five-weekly sponsored by Orkil Electric and General Electric Appliances on WBRY.

## FCC ACTIVITIES

## APPLICATIONS GRANTED

KSOO, Sioux Falls, S. D. Amended CP to increase power to 5 KW. and changes in composite equipment.

WDRG, Inc., Hartford, CP for high frequency station. 40,300 kc., 1 KW.

## SET FOR HEARING

P. W. Spencer, Rock Hill, S. C. CP for new station. 1500 kc., 100 watts, daytime.

Cuyahoga Valley Broadcasting Co., Warren, O. CP for new station. 1200 kc., 100 watts, unlimited.

## EXAMINER'S RECOMMENDATIONS

Shirley D. Parker, Yakima, Wash. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited, be denied.

Evening News Press, Inc., Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited, be granted.

## APPLICATION RECEIVED

WMBO, Brooklyn. Involuntary assignment of license from Metropolitan Broadcasting Corp. to Joseph Husid, Receiver Metropolitan Broadcasting Corp.





**L**ARRY "BUSTER" CRABBE, Paramount star, made his debut as a vocalist when he guested for George Jay's "Hollywood Matinee" Wednesday. Crabbe was also interviewed. Jay's guest on Monday was Virginia Verrill.

KHJ will broadcast the highlights of the Third Annual Los Angeles Realty Board banquet Friday night at 9:15-9:45, with brief talks by Governor Merriam and Mayor Shaw scheduled, and Paul Whiteman's band, Donald Novis, Eddy Rio and Jackie Serley providing the lighter moments.

A new juvenile program featuring the Cooper Twins, Charlotte and Shirley, will be heard on KFVB each Tuesday and Thursday at 5:15 p.m.

Frances Faye, juvenile accordionist on the KNX "Marco Juvenile Revue," leaves this week for further study in New York, and continues on to Milan, Italy, this summer to perfect herself on her chosen instrument.

Bill Kelso, KMTR special events announcer, will bring J. H. Hanson, in charge of Federal Bureau of Investigation activities in Southern California, to the KMTR mike this week in a new series of interviews of interesting personalities.

Latest KFVB promotion is a "Bell-Hop Derby." Mobile unit will follow two "front" boys from each of the Hollywood hotels in a sprint down the boulevard carrying a tray of filled water glasses on Thursday afternoon. Hugh Herbert will award the \$50 prize to the boy who breaks the tape with the least water missing.

The Broadcasting Service Association Ltd., Sydney, Australia, has exercised options on the Raymond R. Morgan Co. "Drums" program for New Zealand. Had previously bought the transcribed series for Australia.

## BIRTHDAYS

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

### Greetings from Radio Daily

January 28

Irene Beasley Don Briggs  
Frank Healy

January 29

Joy Hodges Florence Muzzy  
Joe Parker

January 30

Ida Bailey Allen Renwicke Carey  
Dr. Walter Damrosch Frank Marx  
Joseph Gallicchio Charles Haubiel  
Lawrence W. Lowman

## ORCHESTRAS - MUSIC

**H**ERBIE KAY plays a tour of mid-west one-nighters on leaving the Drake Hotel, then drives to California to join his wife, Dorothy Lamour. Band about set to go into Coconut Grove.

*Latest word on the Eddy Duchin itinerary is that he'll leave Chicago for the coast in time to do his next Tuesday Elizabeth Arden - Mutual broadcast from Los Angeles.*

Mischa Violin, associate director and conductor of the Radio City Music Hall Symphony Orchestra, will conduct this Sunday's broadcast of the Music Hall program over NBC-Blue network at 12:30 p.m.

*Jack Russell's band has been added to WGN-Mutual list, broadcasting from Melody Mill in North Riverside, Chicago. Band is first, in addition to Kay Kyser and Ennio Bolognini who stayed on at \$100 a week, to pitch up the service charge.*

Carl Hoff, musical director for the "Watch The Fun Go By" series, begins his fifth term as "Hit Parade" batoneer on Feb. 12. Hoff has been granted permission to take a leave of absence following his first ciggie broadcast to fulfill a vaude commitment which he made previously with Al Pearce and his gang. Following the six-week road booking, Hoff returns to New York with the Pearce show and resumes on "Hit Parade" for the nine weeks remaining in his contract with Luckies.

*Frankie Masters' band which plays for Household Finance's "It Can Be Done," will play for the President's Ball at Grand Rapids, Mich., Saturday.*

### OMAHA

Harold "Had" Hughes, KOIL announcer, has been appointed program director. He succeeds Bob Cunningham, resigned.

Eddie Butler, KOIL organist, has been named staff organist for WOW.

KOIL has started a new drama series, "The Foreign Legion," directed by Arthur Faust, dramatic director.

### SAN ANTONIO

Billy Carmen and his orchestra now airing regularly over KONO.

Howard W. Davis, KMAC station manager, spoke over WOAI Monday against increased taxes.

Fritz Kuler, former KABC announcer, recently added to the spieling staff at KTSA.

### Newspaper Puzzles

Vogue of newspaper puzzles doubled on the radio recently in a promotion over WNBF, Binghamton, N. Y. Sponsor placed the puzzles in evening paper, asked contestants to phone their answers to the radio station. Subsequent conversation was aired.

Bill McCune and his Staccato Styled Music, heard from the Hotel Bossert in Brooklyn Heights, is the only band in the Martin Block WNEW poll that does not make records for any specific company. McCune has been and is heard over WOR-Mutual and recently was voted second best band in a poll taken in Westchester County. There are several commercials in store for the McCune Men. They return to the air next month.

*Emile Petti and his Everglades Club Orchestra are airing nightly over WJNO, West Palm Beach. Val Ernie and his orchestra also airing nightly from the Patio. Charlet Cellers' trio is airing daily over WJNO from the Royal Worth Hotel.*

Emil Coleman will play the third and final Junior Assembly at the Ritz-Carlton on Feb. 4, and thus becomes the first maestro to be engaged twice in the same season for these super-swank Junior League affairs. In connection with music for this turn-out, Coleman has been asked to keep any swing or Big Apple stuff under wraps.

*WPEN's late evening dance parade includes four bands from various night clubs, Johnny Graff, LeRoy McCoy, Bobby Morro and Pedro Blanc.*

Charlie Agnew, Chicago bandmaster who rose to prominence at Merry Garden ballroom, has come home replacing Stan Norris. Merry Garden has switched from NBC to WCFL with its remote broadcasts.

### KANSAS CITY

James E. Gardner of KMBC technical staff is father of a girl.

Mother of Harry W. Clifford, KXBY manager, was buried Monday.

Owen Balch, KCKN special events man, is handling commercial series for Anchor Building & Loan in connection with opening of firm's new quarters.

Dick Smith is producing "Today's Favorites", new musical program for Missouri Electric Co., over WHB.

### Sign Syndicated Promotion

Four more stations, bringing the total to ten, have contracted for the syndicated local promotion service initiated by Adrian James Flanter. Stations are WAAB, Boston; WBNS, Columbus; WPTF, Raleigh, and WBTM, Danville.

Promotion pieces which bear the station's imprint are sold on a three, six, or 12 months basis. In a competitive market, the service is sold to only one station.

### Girl for Craig McDonnell

Craig McDonnell, actor, is the father of a seven-pound daughter born yesterday at Doctor's Hospital.



**D**EL OWEN, director of John Blair Productions, has been named musical director of the Cavalcade of Flight being staged in connection with the International Air Show starting here this week-end. Owen will direct the orchestra which will be heard over WGN-Mutual afternoons and evenings.

Ken Ellington, CBS announcer and commentator, has been assigned to handle special events on WBBM along with Hal Burnett, in charge of publicity.

In a dedicatory service WLS listeners heard for the first time on its Dinnerbell program the full collection of dinner bells which listeners have sent to the station. Some of these are more than a century old and were brought to the middle west in covered wagons.

Evelyn Reese, free lance actress, held up and robbed of fur coat and cash on way home from participation in broadcast at WSBC.

Jimmy Patt, director of special events for CBS, to Lincoln, Ill., to set up plans for a Lincoln's birthday broadcast over the network. Then he went to Kansas City to spend a few days with home folks.

Bret Morrison, Campana "Grand Hotel" announcer, has affixed his signature to 105-week contract for Pillsbury's "Woman in White" series.

Jackie Heller got back to NBC just in time to fill in for Jack Baker who is confined to home with illness. Heller is working on Baker's show at 5:35 p.m. daily and on Club Matinee. It's a boy at the Bill Lawrences of NBC.

Harold Safford, the DeZurik sisters and Pokey Martin back from Louisville where they participated in WHAS flood anniversary show.

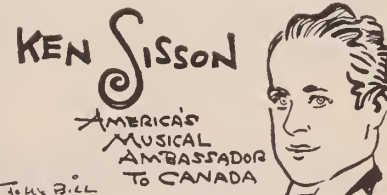
Bob Opper, sound effects man on Campana's "First Nighter," has named his new daughter Barbara Joy for Barbara Luddy, star of the show.

Joseph A. McDonald, NBC legal department head, has gone to New York on business for a week.

Announcer Ed Allen of WGN and Mutual is vacationing in Hollywood.

Dolores Gillen has joined lineup of "Fibber McGee" show. Marion Jordan (Molly) continues under supervision of physician at hospital.

WENR promotion department has issued a folder plugging the Club Matinee broadcast with special attention-calling to the headliners Ransom Sherman, Annette King, Johnnie Johnston, Jack Baker and Fran Allison.





STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Double Cast Is Used In Television Opera

London—A double cast—one to mime the action before the camera, the other to sing the words—was used in a recent BBC television experiment, producing Act 2 of "Tristan und Isolde."

Dallas Bower, who produced the show, believes that the Wagnerian ideal of perfect sympathy between action and sound can be more easily achieved by television than in the theater, where the demands of the music are so great that it is rarely possible to combine first-rate singing with a worthy standard of acting. With television, however, it is possible for the visual actors to give full attention to the stage picture, while the singers are free to concentrate on the music.

The experiment made possible some significant innovations in the treatment of operatic scenery. Instead of confining the action to the front of a castle, as in stage versions of the opera, hunting scenes, televised against a background of trees in Alexandra Park, were interpolated in the transmission. Consequently, the visual actors were given considerable freedom of movement while their parts were being sung 'off-stage'.

## Comes Through a "Flood"

New Britain, Conn.—A virtual "flood" failed to stop WNBC here. In fact, the excess amount of moisture greatly increased the station's signal strength, when more than three feet of water surrounded the transmitter house and tower recently. The situation was caused by a night of hard rain. Reporting at 6:45 next morning, chief engineer Rogers Holt was obliged to wade through the water to reach the building. He found the transmitter in A-1 working condition with no damage to the equipment.

## WSAR Gets Amplifier

Fall River, Mass.—WSAR has installed a new Western Electric 110-A program amplifier which has made remarkable increase in signal strength. Mail responses indicate that the program reception is much better and clearer.

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## NEW PATENTS Radio and Television

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

2,106,159—Automobile Radio Apparatus. Wilhelm Runge, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,106,172—Vacuum Tube. Philip M. Haffcke, Washington, D. C.

2,106,204—Wash Box Discharge Control. Edward J. Burnell and Ward J. Heacock, Chicago, Ill., assignors to Link-Belt Co.

2,106,207—Automatic Volume Control System. Alfred Crossley and Herbert E. Meinema,

Chicago, Ill., assignors to Johnson Laboratories Inc.

2,106,229—Preselector System. Dwight V. Sinniger, Chicago, Ill., assignor to Johnson Laboratories Inc.

2,106,250—Television Receiver Tube. Max Knoll, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,106,394—Metal Tube Lead-In Bushing. Loris E. Mitchell, Bloomfield, N. J., assignor, by mesne assignments, to RCA.

## KWNO, Winona, Minn. Has Latest in Equipment

Winona, Minn.—Latest and best of equipment, attested by quality of reception, seem to bear out the claim of KWNO here to ranking with the nation's best local stations.

The station made its debut recently, completely equipped by Western Electric. A six-page supplement in the Winona Republican-Herald, signaling the event, gave special notice to its acoustically treated studios, program amplifier, 199-foot antenna tower, and the modern decorative scheme of its studios and offices. Radio fans from points as widely separated as New Jersey, West Virginia, and Montreal have written to praise the quality of reception.

A. E. Mickel is manager of the station and Maurice Reutter is chief engineer. Both come from KFJB, Marshalltown, Ia.

## Emergency Unit Gets Test

San Francisco—Recent power break put emergency unit of KSFO here to its first real test—and brought the station through the 80-minute trial without a loss on either local or network productions then scheduled. Only 40 seconds were lost, the station reported. The 75 KVA plant not only provides full power for the transmitter, but for building and tower lighting as well, and is the only unit of its kind on the coast. Plant has been given daily warm-ups since last September under direction of chief engineer R. V. Howard.

## Refinish WJSV Studios

Washington—Earle Building studios and offices of WJSV here are being completely repapered, repainted, recarpeted and "dolloed up" generally. New control rooms for two studios and complete new furnishings for reception room and speakers' studio are included in setup.

## WICC to Hold Open House For Its New Haven Studios

Bridgeport—Effective with the dedication of its new studios in New Haven at 1110 Chapel Street tomorrow, New Haven listeners and residents will be invited to visit the new studio building and—when possible—be admitted to view the production of programs originating in the studios.

Designed to include the most modern and complete equipment of both radio broadcasting and radio housing, the two-story single building will be used to produce many studio programs over the local broadcast band, as well as Yankee, Colonial and Mutual Broadcasting networks.

## Explorers Report on Radio

Scientists of the MacGregor Arctic Expedition will discuss their study of the recent effects of magnetic disturbances on radio broadcasting in an exclusive NBC short-wave broadcast from Reindeer Point, Alaska, over NBC-Red network on Tuesday, 2:45 p.m. This first scientific report on the manifestations of the magnetic circle will include results of observations made during disturbances that disrupted short-wave radio, and also will cover the effect of the aurora borealis and the relation of weather to the magnetic currents.

The aurora borealis was believed to be at least partly responsible for the failure of a broadcast from the MacGregor Expedition to the NBC audience on Jan. 19. Since then, short-wave test signals to NBC have been of poor quality and MacGregor has reported that until the magnetic disturbances clear it will be impossible to transmit clearly to the United States. He sets Feb. 1 as the earliest possible date for satisfactory contact.

## Cost of Facsimile Still Unknown, Says Poppele

J. R. Poppele, chief engineer of WOR, yesterday told RADIO DAILY that "no one can say how costly facsimile will be until it has been tried." Poppele was referring to a statement by Elliott Roosevelt, president of Hearst Radio, declaring that facsimile was too expensive to become a serious competitor of newspapers.

WOR is studying the facsimile question and plans to have a scanner in its transmitter house before long. Poppele said that receivers today can be bought for \$100 to \$125. And with increased production of the product, after it is past the experimental stage, receivers possibly may be obtained for as low as \$30.

At the present time, according to Poppele, the FCC is only granting experimental facsimile licenses. When the FCC arrives at a standardization of equipment, progress will be more rapid. The scanner which is attached to the transmitter in order to transmit the message costs from \$1,500 to \$2,000 today including all the development charges.

## KTUL Improvements

Tulsa, Okla.—Additions and changes in equipment totaling about \$65,000 are planned by KTUL here if FCC approves power increase. Transmitter will be moved to location five miles from Tulsa and a directional aerial will be used.

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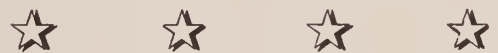




STARTING  
MONDAY



RADIO DAILY  
CRITICS'  FORUM



EVERY DAY  
THEREAFTER





## PHILADELPHIA

Dave Mann, formerly heard over WFIL in the piano team of Mann and Irwin, is now in Miami, playing with a southern band.

Herbert Stockton is now heard on WPEN with a new organ program.

Carolyn Ann Cross, head of WIP "Homemakers Club," leaves the station for other fields Feb. 1.

Fred Weber is back in harness on WFIL announcing staff after a long illness.

Fern Scull is singing over WIP.

Jean Shaw and Dan Kelly are now heard on the "Cosmopolitans" show weekly over WCAU.

KYW's Jim Aull, p.a., now has two assistants.

Robert Ellmore returns to the console of the WFIL organ.

Eleanor Starkey being heard over WPEN in rhythmic songs.

Piano ramblings of Carol Cramer being aired over WIP.

Peggy Morgan is now vocalizing with the WPEN studio band.

Joe Connelly now heads a staff of six, in WFIL's news bureau.

Norman J. Hasbe assigned the emcee job on "Get Going" at WCAU. Will also do a Hollywood gossip spot on same program.

Milt Laughlin of WHAT is now doubling as production chief as well as p.a.

Bill Dyer, WCAU baseball announcer, may go south with the Phillies this spring.

Anthony Candelori, WFIL maestro, auditioning for songstress.

Charles Tindel, WCAU engineer, has been assigned the regular job as engineer on the Boake Carter originations at the commentators home.

George Lasker, g.m. of WPEN, has finally moved his family to town.

## WDOD, Chattanooga

Alan Ford is the newest addition to announcing staff. He was formerly connected with the Pasadena, Cal., Playhouse.

Lou Kemper, versatile singing announcer, is taking a week off to visit pappy and mammy in Kansas City.

Earl Winger and Norman Thomas, owners of WDOD, have returned from a short vacation to Miami.

Frank Lane, genial station manager, has his other suit pressed and is all ready for one of his business trips. This time it's Manhattan.

Station has been granted rights to air Golden Gloves tournament. Tom Dailey will be at the mike.

## ONE MINUTE INTERVIEW

## FRANK W. PURKETT

"Transcribed productions must not only have a good story, well rounded production, technical perfection and showmanship, but they must in addition be created around an outstanding personality able to impart to the radio audience a warmth and friendliness of manner coupled with the colorful atmosphere of fictionalized entertainment."

## ★ Coast-to-Coast ★

THE RADIO RUBES, early morning balladeers, mark their first anniversary as the cheery "Good Morning" broadcasters over WEAJ in their program on Tuesday at 7:30-8 a.m. The vocal and instrumental quintet is composed of Harry Duncan, Eddie Smith, Zeb Turney, Luke Davis and Bert Conte.

WHO's news periods now total 51 per week with the addition of a new broadcast at 12:15 p.m. Sundays, is conducted by H. R. Gross, news editor of the Des Moines station.

News on WHBF is practically sold out. Of 11 five and 15 minute newscasts between 8 a.m. and 11 p.m., only one is open. Five firms have sponsored WHBF news continuously for over two years. Ralph Childs is chief newscaster.

WRBL, Columbus, Ga., has inaugurated a five-minute daily broadcast of news from Fort Benning, largest infantry school in the world. The program is sponsored for 52 weeks by the Howard Bus Co., which has exclusive rights to transport the personnel at the Fort.

NBC officials have completed arrangements for exclusive American broadcasts with the Pitcairn Island Expedition, which leaves New York within the next two weeks for the sole purpose of erecting and establishing a modern radio broadcasting station on the island. The expedition is sponsored by radio and other manufacturers, headed by F. C. Henrikson, president of the Coto-Coil Co. Inc., Providence. Two Rhode Islanders, L. S. Bellem, Jr., of Providence, and Granville P. Lindley, of Barrington, will make the trip to the island and install the new transmitter. Bellem, chief engineer of the Coto-Coil Company, who has been closely associated with radio since 1919, will serve as radio engineer. Lindley, who was chief electrician of the Byrd Antarctic Expedition II, will act as construction engineer and photographer.

Following the recent Massachusetts McIntosh Apple Week celebration, which included a series of 15-minute

## WRJN, Racine, Wis.

Doris Barnes is the newest addition to the staff of singers. Her forte is popular songs.

"The Classified Page of the Air" is now being aired daily except Sundays, 8-8:30 a.m. CST. New broadcast includes time signals, temperature forecasts, music, information regarding articles and merchandise offered for sale by merchants and a dollar bill to some lucky listener each day.

programs over WSAR, Fall River, stores in that area already "feel an increased demand for Massachusetts grown McIntoshes," according to Grunow O. Oleson, extension editor of the Mass. State College, Amherst.

Continuing its policy of presenting headliners of stage presentations in Memphis in informal interviews over WMC, the station recently brought before the microphone three members of the Shakespearean company of Maurice Evans, who gave "Richard II" at the Municipal Auditorium. Ellen Phelps, Irene Tedrow and Lee Baker participated.

Genevieve Rowe, the soprano featured on four network shows, who last year was singing in a chorus, will join the list of artists eligible for the Sealtest cash award when she appears as the guest star of Alexander Smallens on his "Rising Musical Stars" program Feb. 6. Miss Rowe is currently featured on both Philip Morris programs, the Consolidated Edison show and WOR's "Musical Impressions" with Alfred Wallenstein's orchestra.

Johnny O'Brien, high scoring captain of the Columbia University basketball team, and Fresco Thompson, manager of the Birmingham Barons of the Southern Ass'n, will be the guests of Jocko Maxwell, sports commentator over WLTH, at 6 p.m. tomorrow.

Duncan Moore of WJR, Detroit, will present a radio picture of the Michigan Home and Training School at Lapeer in the second of the series titled "The People's Business" at 8 tomorrow night. Four thousand mentally deficient children are housed at the Home. Recordings were made by WJR's mobile recording truck.

James Eberle, announcer at WWJ, Detroit, has run all kinds of risks in connection with remote control assignments that have taken him thousands of miles by air and land. But his first accident came a few days ago while visiting Buffalo. A pavement suddenly collapsed in front of him, pitching Mr. and Mrs. Eberle and their car six feet into the ground.

## WKRC, Cincinnati

Dick Bray, sports commentator, is vacationing in Miami.

"Timely Tempos", new quarter-hour each Monday and Wednesday night, features Gladys Lee, organ and piano melodies; John Fielden, accordionist; Bob Keys, guitarist, and Joe Binder, tenor.

Marsha Wheeler presents Col. Victor Alexander Rule, lecturer, on her "Personalities on Parade" program tomorrow eve.

## OKLAHOMA

Neal Barrett, Hearst Radio exec, back in offices at KOMA from business trip to Houston and Austin.

Geneva Jones, blues singer, has joined the Tee-Berry Orchestra, KGFF (Shawnee) staff band. Formerly on KADA (Ada).

Fred Branson, former Chief Justice Oklahoma State Supreme Court, has purchased one hour on full Oklahoma Network for address through KBIX (Muskogee) on constitutional limitations.

## WRVA, Richmond

With permanent facilities for several years in the state capitol, station is airing special proceedings such as governor's addresses and public committee hearings. WRVA even feeds programs on request to other stations. Further evidence of WRVA's neighborly spirit toward other stations here is reflected in the fact that it has never opposed another's application for additional facilities.

An unusually interesting broadcast was aired recently from the historic old home of Virginia governors. Announcer Ira Avery and Director of Public Relations Walter Bishop handled the program.

A series from Virginia Museum of Fine Arts is now on the schedule.

## KRLD, Dallas

Gene Heard, formerly of the Gulf Radio Facilities at the Pan American Exposition, recently joined the staff as announcer, and lately has assumed the duties of program director, substituting for Ruth Clem, who is ill.

"Captains of Industry," ET series sponsored by Servel, has started a 52-week run.

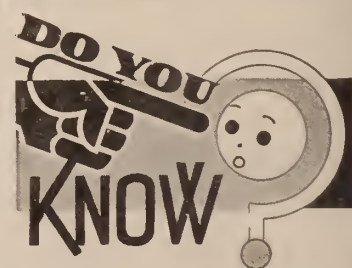
## WSPR, Springfield

John J. Broderick has resigned from the sales staff. He is succeeded by Max Ehrlich, local playwright.

Francis LaPierre and his Banjo Jubileers now heard Saturdays at 5:15 p.m.

## A Son for Jap Gude

John (Jap) Gude, CBS station relations manager, is the father of a son born last Monday afternoon. The Gudes also have a two-year-old daughter.



Victor Arden used to make piano rolls under more than 30 pseudonyms.