



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 21

NEW YORK, N. Y., MONDAY, JANUARY 31, 1938

FIVE CENTS

Radio Improving, Critics Declare

NEW MEMBERS OF BOARD ELECTED BY NBC AND RCA

At the regular monthly meetings of the RCA and NBC board of directors on Friday, three new directors were elected.

Dr. James R. Angell, NBC education counsel; General Charles G. Dawes, former vice-president of the United States, and Gano Dunn, president of J. G. White Engineering Corp., were elected to the NBC board.

Dawes and Dunn were also made RCA directors to fill the vacancies caused by the deaths of Newton D. Baker and Frederick Straus.

Midgley to Look Over Western Station Talent

C. E. Midgley Jr., radio time buyer for Batten, Barton, Durstine & Osborn Inc., left town Friday for an extended trip through the west and Pacific coast visiting radio stations. Midgley plans to have a look-see at programs

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Mid-South Sales Heads Meet Feb. 2 in Memphis

Memphis—Broadcast Sales Directors of Arkansas, Louisiana, Mississippi and Tennessee will meet Wednesday in a one-day session at the Peabody Hotel here to discuss mutual problems and draft recommendations preparatory to the NAB convention

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Biz is Swell at WSAL

Salisbury, Md.—Out of nine hours that WSAL is on the air Sundays, seven and a half are sponsored, according to J. Roy McLennan, manager. On the average of seven days a week, half of air time is commercial. Station is Maryland's newest.

Hearing from Home

Des Moines—On a recent airing of Iowa Network's "Tall Corn Time" over Mutual, Saturday mornings, Announcer Dale Morgan expressed the hope that former Iowans now in other states might find the program enjoyable. Station brought loads of mail, mostly from New York and California, including notes from Phil Hoffman and L. B. Lindquist, now at WNBX, Springfield, Vt.

CRITICS' FORUM



QUESTION No. 1

Is radio entertainment progressing, going backward or standing still?

ANSWER

Progressing—55%. Going backward—5%. Standing still—40%.

COMMENTS

"I think, on the whole, it is progressing. It has setbacks. The current Hollywood wave is an example. Film executives have attempted to bring back the terrific plugging stance radio threw overboard some years ago. Dialers resent this. But radio is new to Hollywood. The Film City, however, is learning its lesson the hard way. Most radio sponsors show a progressive tendency. They are cutting down commercials, paying more attention to entertainment. The need now is to get the chains to distribute profits over the affiliated station areas so there will be no need of so many spot advertising blurbs. You can't blame the stations—they have to live."—BOB STEPHAN, *Cleveland Plain Dealer*.

"In past few months, radio has stepped definitely backward by presenting too much trivia from Hollywood. Whether we realize it or not, radio has educated even the ruralites to a point where they laugh at things 'colossal', 'stupendous', etc. The movie industry's back-slapping has evoked much ill response from listeners. And, it is doing the stars themselves no good at the box-office! Most radio dramas starring movie stars are poorly done...which might mean radio has developed its own school of acting. A school in which air actors can out-emote flicker favorites."—ULMER TURNER, *Chicago Herald-Examiner*.

"I believe radio is still too young to be doing anything but progressing."—TOM O'HERN, *Davenport (Ia.) Daily Times*.

"Standing still. Sponsors should take a chance and try something new instead of sticking close to the 'fireplace'."—SID SHALIT, *New York Daily News*.

"Going forward slowly, but often on skids greased by crazy ideas."

GEORGE H. STEUART JR., *Baltimore Evening Sun*.

"Programs improving, with radio audiences becoming more critical."—DONALD McDONALD, *Macon (Ga.) Evening News*.

"Going backward because it is not willing to develop new talent."—DOROTHY DORAN, *Akron Beacon Journal*.

"Drama (not daytime serials) and serious music programs are progressing; comedy shows and the super-Hollywood type are going backward; rest are standing still."—HELANE PETERS, *Berkeley (Cal.) Daily Gazette*.

"Progressing at a steady pace, but there's still a good deal of worthless 'tripe' going out on the air today."—BRUCE NICOLL, *Lincoln (Neb.) Star*.

"Going forward despite the too much Hollywood trend for talent."—BILL POTTS, *Fort Worth Star-Telegram*.

"By and large, radio entertainment is progressing through improved production technique."—CHRIS MATHISEN, *Washington Star*.

"Solidifying its gains of several years and making gradual progress forward in the field of new ideas."—BOB HALL, *San Francisco Call-Bulletin*.

"I believe year by year radio progresses, though the past year there have been 'recessions'—the Hollywood infatuation I count among these."—LARRY WOLTERS, *Chicago Tribune*.

"Progressing, but there is still the

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Country's Radio Editors See Progress Despite Halts and Detours

Radio entertainment on the whole is making progress, though slowly and with some detours, halts and setbacks, in the consensus of opinion of some 150 of the country's leading radio editors and critics participating in RADIO DAILY's first annual Forum.

A statistical breakdown of the replies showed 55 per cent of the editors declaring radio programs are forging ahead, while 40 per cent be-

(Continued on Page 3)

AXTON-FISHER READING TRANSCRIPTION SERIES

Axton-Fisher Tobacco Co. (Twenty Grand cigarettes) on March 14 will begin a nationwide spot musical series over 13 stations (WNAC, WRC, WCAE, WMAQ, WLW, WTMJ, WCCO, WDAF, KSD, KSFO, KNX, WJR and KLZ). Quarter-hour disks, cut by WBS, will be aired three times weekly during the early evening hours.

Program will feature the Pickens Sisters, Martin Block, Roy Campbell's Royalists, Joe Rines' orchestra and women guest stars. McCann-Erickson Inc. has the account.

Hickock Oil Acquires Aerogram Disk Series

West Coast Bureau, RADIO DAILY Los Angeles—Aerogram Corp. reports the sale of its "Black Flame of the Amazon" series through Radio Merchandisers Inc., Toledo, to the Hickock Oil Corp. of that city for release on a number of stations to

(Continued on Page 2)

Fem Sportscaster

Omaha—Central States Broadcasting System has a woman sports announcer. Mrs. Harry Johnson, wife of the CSBS sportscaster, often steps in on Harry's broadcasts or assists him when he's covering some event. She will do a great deal of the announcing on a baseball school for women planned by Johnson in connection with his baseball broadcasts.



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FINANCIAL

(Saturday, Jan. 29)

NEW YORK STOCK EXCHANGE

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

Lou Jakobson to WGN

Chicago—Lou Jakobson, who has been producing the Zenith Foundation Telepathy series for J. Walter Thompson, joins production staff of WGN-Mutual tomorrow, Dick Marvin, radio director of the Thompson agency, will take over the Zenith job. Jakobson will fill post left vacant when Morrison Wood left WGN for Hollywood recently.

Cinco Cigar to Resume

Webster - Eisenlohr Inc. (Cinco cigar) on Feb. 7 will resume its spot broadcasting campaign over WJSV, Washington, and WCAU, Philadelphia. Sponsor will use time signal announcements seven nights a week. N. W. Ayer & Son is the agency.

22.3% of Time to Education

Mutual devoted 22.3 per cent of its total network hours in 1937 to educational programs, according to the web's statistical department. Not included in the summary are religious talks or music.

Advertisement for WAKO Albany, NY, featuring 'The PERFECT MARKET'S LOUDSPEAKER' and 'Newly Equipped for Super Power'.

THE WEEK IN RADIO

... FCC Economic Report

By M. H. SHAPIRO

RELEASE of the long-delayed social and economic report by the FCC as prepared by Commissioner T. A. M. Craven reveals the FCC as being in favor of free competition and continued organization of networks, regional and state especially ... no reason has been found to change the current setup, which appears to have great advantages, being sufficiently flexible to be capable of improvement...

Later in the week Senator Clyde L. Herring of Iowa altered his ideas about revamping the American system of broadcasting to conform to the British method ... and believed that his proposals would now look more toward the angles of censorship and powers in the hands of the FCC ... from Canada came an extensive squawk from Jacques N. Cartier, former vice-president of the Canadian Radio Commission ... Cartier decried the license fee jump to \$2.50 per set by the CBC, which takes a sizable portion of it annually, declaring that at the same time, it is now giving 15 per cent of its time to programs piped from the U. S. ... and thus offering "unfair competition" to many Dominion outlets which are turned down when seeking an increase in power etc. ...

By way of further encouraging the educational type of program, the FCC allocated 25 channels for high frequency transmission (41,000 and 42,000 kcs.) to be devoted to such features exclusively ... WLW high power renewal will be heard by FCC

in formal manner, according to an order by Commissioner George Henry Payne ... NBC daytime revenue was up 34 per cent during 1937 ... Erwin, Wasey & Co. led the agency billings on Mutual during the year ... Blackett-Sample-Hummert carried away the honors on NBC in a big way ... Deal whereby George P. Hollingbery was to buy out the station rep business of Craig & Hollingbery fell through, but business will be continued ... Transcription business the past year was led by food and food beverage accounts, finally nosing out drug and toilet articles...

Stations let out a holler on being asked to send in positive proof on how certain spot announcements were being handled, agencies asking for photostatic copies of the log, others for announcers' schedules, affidavits, etc., and there is the fear that it will become chronic, since it has already spread ... regular run of stations told their station reps that they do not want to suffer for the poor ethics of a few outlets here and there ... For the first time in commercial broadcast history a key station in New York (WEAF) was off the air for 86 minutes, due to a power break, not the fault of the network ... Radio busted out nobly on Monday night and early hours of the morning in helping to locate a lost transport air liner during a severe storm ... WOR, WMCA and WNEW did their share.

Hickock Oil Acquires Aerogram Disk Series

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cover Ohio and Michigan. Transcribed program, written and produced by J. B. Downie, dramatizes the experiences of Harold Noice, adventurer-explorer, in three years of exploration on the Amazon River. Will be used by the oil company sponsor on a five-times-weekly schedule.

Radio Merchandisers is a newly formed company, with Floyd Tracy of Hickock Oil, David Robeson and F. Blake Helms as incorporators. It plans to extend operations to other cities.

Craven in CBS Talk

Commander T. A. M. Craven, member of FCC and regarded as the likely new chairman when Frank R. McNinch returns to his Power Commission post, will make his radio debut Saturday at 10:45-11 p.m. over CBS in a talk about radio's social and economic aspects as covered in his recent FCC report.

Jay Hanna Leaves Ayer

Jay Hanna, for the past eight years a radio producer for N. W. Ayer, has resigned effective tomorrow. Hanna plans to act as consultant on radio production; details will be announced later.

Mid-South Sales Heads Meet Feb. 2 in Memphis

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in Washington. It is expected that this meeting will have full attendance from practically all of the 42 stations within the four states comprising the mid-south district. Harben Daniel of WSM, Nashville, chairman of the Broadcast Sales Directors of the Sixth District, will preside at the regional meeting.

WGH May Join Mutual

Newport News, Va.—Edward E. Bishop, g.m. of WGH, is back from New York, where he met with Fred Weber and discussed possibilities of WBH joining Mutual. Bishop also held conferences with a view to obtaining a national rep. WGH recently was awarded a scroll, presented by Chamber of Commerce to Commercial Manager Edward E. Edgar, for outstanding civic work.

Bob Cunningham to WBBM

Chicago—Bob Cunningham, formerly program director of Central States Broadcasting System, has joined WBBM-CBS staff as night supervisor of program operations. Cunningham was associated with WBBM before he went to Lincoln two years ago.

COMING and GOING

O. B. HANSON, NBC vice-president in charge of engineering, expects to leave late this week for trek to the west coast.

C. RICHARD SHAFTO, general manager of WIS, Columbia, S. C., is in town.

L. S. BELLEM JR. and GRANVILLE P. LINDLEY, members of the Pitcairn Island Expedition, who are going to the tiny isle in the South Pacific to install a modern radio station for the island's 200 inhabitants and who will originate broadcasts from Pitcairn to NBC networks in the United States, will sail Thursday from Brooklyn.

MEFFORD RUNYON, vice-president of CBS, is in Hollywood for two weeks of conferences with Donald W. Thornburgh, CBS vice president in charge of West Coast operations. Runyon is stopping at the Town House, and is accompanied by his son, Mefford Jr.

WILBUR STARK, WMCA salesman, spent the week-end in Philadelphia on business and returns to his office today.

ARTHUR BORAN sailed yesterday from Miami and will arrive in New York on Thursday.

EARL J. GLADE, managing director of KSL, Salt Lake City, flew to New York last week.

PAUL WHITEMAN, accompanied by his wife, Margaret Livingston, their daughter Margo and Jeanne Cohen, head of N. Y. office of Artists Management Bureau, return to New York from the coast Wednesday.

JOHN BARBIROLLI arrives back from abroad this weekend, and after next Sunday will resume conducting the CBS Philharmonic-Symphony Orchestra concerts now being directed by Georges Enesco.

Midgley to Look Over Western Station Talent

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available and make a personal survey of the western radio set-up. He expects to return late in February. Eldon Hazard and B. Schuyler Ensell will handle Midgley's duties during his absence.

KSTP Impromptu Interview

St. Paul—When Chief G-Man J. Edgar Hoover flew into town with John Henry Seadlund (Peter Anders), confessed Ross kidnapper, to hunt for the bodies of Ross and J. Atwood Gray, Anders' co-partner in the crime, KSTP, Twin City station, got a 10-hour beat on the yarn.

Hoover and his aides, after finding the Atwood and Ross bodies near Spooner, got back into town about midnight. A newsman who got the yarn, thought fast, came to the studio, decided he wouldn't have time to write it before sign-off, and told Brooks Henderson, announcer, "Just interview me." Henderson cut into the program, staged the interview with the newsman, Kenny Ruble of the Minneapolis Journal, KSTP publicity affiliate.

Advertisement for WOPI Bristol - Tennessee Virginia, featuring 'The Voice of the Appalachians'.

COOK AND DOYLE POLLS ADD TO MCCARTHY FAME

Annual radio polls conducted by Alton Cook, radio editor of World-Telegram, and J. E. (Dinty) Doyle, Journal-American, announced over the weekend, added honors to Edgar Bergen's Charlie McCarthy fame. Results of the Cook poll, in which radio editors throughout the country took part, tallied closely with the recent RADIO DAILY poll of radio editors. The Chase & Sanborn Hour (Bergen-McCarthy) led as favorite program, Jack Benny topped the comedy field and Guy Lombardo was first in orchestras. In the pop singing class, Bing Crosby and Kate Smith topped as male and femme, respectively. Lux Theater was voted favorite drama program and Lawrence Tibbett best classical singer.

Other winners in the Cook poll included Ted Husing, sportscaster; Don Wilson, announcer; Boake Carter, news commentator; Singing Lady, children's program.

Doyle's Hearst radio editors poll tallied with Cook on Crosby, Miss Smith, Lux Theater, Lombardo as sweet orchestra (Benny Goodman led in swing class) and Tibbett. Best variety show voted, however, was Bing Crosby Hour, followed by Charlie McCarthy, and leading comedian was Fred Allen, followed by Benny. Other leaders included: emcee, Major Edward Bowes; comedienne, Gracie Allen; comedy team, Burns and Allen; children's program, Irene Wicker; night serial, "One Man's Family"; day serial, "Vic and Sade"; sports announcer, Ted Husing; all-around announcer, Harry von Zell; commentator, Edwin C. Hill; movie commentator, Walter Winchell; all-around musical show, Andre Kostelanetz.

A curious coincidence of the Hearst poll is that "Hollywood Hotel," on which Hearst movie columnist Louella Parsons appears, is given second place under best drama programs and third place under best variety programs.

Haskell Heads Horse Show

Amory L. Haskell, president and owner of WBNX, was recently elected president of National Horse Show Ass'n. He also is a director and member of executive committee of American Horse Show Ass'n.

Lambert to KYW

Burt Lambert, formerly with the Hearst Radio sales staff, will join the sales department of KYW, Philadelphia, tomorrow. Lambert was with Hearst for about three years.

KMMJ

Clay Center, Neb.

The favorite family station

CRITICS' FORUM

(Continued from Page 1)

crying need for a new art form in radio. Irving Reis and Charles Martin have done more for radio than the Bachers."—RADIO EDITOR of Judge Magazine.

"Slipping because of sloppy direction and careless writing."—E. D. KEILMANN, Capper Publications, Topeka.

"Progressing. Though evolving no recent startlingly new formulas perhaps, radio certainly is evidencing general refinement of programs and general upping of intellectual level of shows made available."—DOROTHY MATTISON, Worcester Telegram and Gazette.

"Standing still, in general. It is progressing a bit in the fields of drama and culture. At the same time it is going backward in the comedy field—the same comedians presenting the same old gags, disguised in new attire, season after season."—ROCKY CLARK, Bridgeport (Conn.) Post.

"Standing nearly still at present, except in the matter of dramatics. Radio drama has advanced much in the last year."—CHESTER BROWER, Fort Wayne (Ind.) Journal-Gazette.

"Not much originality this year. Movie tie-up below expectations. Progress, if any, this year has been disappointing."—PAUL KENNEDY, Cincinnati Post.

"An industry that stands still in the face of more exacting public demand must be going backward; radio has been acting as if it were at the point of stagnation."—LEO MILLER, Bridgeport Herald.

"High caliber of symphonies and good variety shows reveal that it is going ahead."—CARL JOHNSON, Tampa Morning Tribune.

"Stations and sponsors are trying to do the best they can despite critics' reports."—ALBERT EDWIN SONN, Newark (N. J.) Sunday Call.

"Definitely on the march. However, radio's Hollywood fling is certainly a handicap."—JAMES SHIPLEY, Birmingham Post.

"Obviously progressing, though to date very little originality has been evidenced in radio production."—DALE ARMSTRONG, Los Angeles Times.

"It's going forward, because the American people are that way."—RICHARD M. GREENWOOD, Lafayette (Ind.) Journal and Courier.

"I think it is improving. Of course, there are some pretty terrible shows, but there are also some in the top bracket that can take their place alongside any entertainment in the

theater." — MARY LITTLE, Des Moines Register and Tribune.

"Progressing, but there's too much Hollywood and too many absurd gag programs."—HARRY W. MOODY, Illinois State Journal, Springfield.

"Radio has been improving for past year. Believe it will continue to go forward."—REG. WARREN, Pasadena Star-News and Post.

"I do not think that it is progressing; there's nothing new, no new ideas; it's a case of follow the leader."—INA WICKHAM, Davenport (Ia.) Democrat and Leader.

"Forward: more subtle comedy, trend toward musical comedy and classics."—GEORGE HILLYEAR, Topeka State Journal.

"Making slow progress through lack of new ideas. Television might turn the tide."—WILL BALTIM, New Brunswick (N. J.) Daily Home News.

"Very little progress, if any. Even variety programs too stereotyped."—RALPH SANDERS, Chattanooga Free Press.

"Present shows practically all lousy; symphonic and classical music

EDITORS AND CRITICS NOTE GAINS BY RADIO

(Continued from Page 1)

lieve they are standing still and only 5 per cent consider them slipping.

In the group which sizes up radio as improving, quite a number qualified the enthusiasm of their statements by remarks that the progress is not uniformly steady, believing that some departments such as music and serious drama show much betterment, while serials and stereotyped variety shows represent retarding factors.

There is also a great deal of complaint against increase of Hollywood movie influence in air programs.

Some of the more pertinent comments by various radio editors and critics in their replies to the first question in the Forum will be found starting on page one.

programs improving."—RALPH F. KREISER, Bakersfield, California.

"Backward in comedy (because it's standing still), forward in serious music, and nowhere in drama."—JACK SHAFER, Newark Ledger, Long Island Press and Staten Island Advance.

(In tomorrow's issue, a symposium on the second question in the Forum, "How can news periods be improved?" will be presented).



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FOR EXCEPTIONAL SERVICE AS A SALES BUILDER FOR A PRODUCT THAT WAS FIRST MARKETED IN DETROIT AND MICHIGAN. A THREE YEAR DRIVE. A BIG JOB — A BIG SUCCESS.

LOCAL, NATIONAL AND WORLD WIDE NEWS

Broadcast each evening (except Sundays) at a time when a review of important news is eagerly awaited by families. The voice of Harold True, narrator, adds the final touch to this popular, tested, successful sales making quarter hour feature.

FULL TELEGRAPHIC SERVICE OF UNITED PRESS RADIO NEWS

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

AGENCIES

W. E. LONG CO., Chicago has placed one-minute transcriptions and spot announcements for Hathaway Bakeries Inc. on WBZ-WBZA and WEEL, Boston; WSPR and WMAS, Springfield; WORC and WTAG, Worcester, and WPRO and WJAR, Providence. Agency also is releasing a series of spots on WDAL, WCAO and WFBR, Baltimore, for Schmid Baking Co.

SCHENCK ADVERTISING, Newark, is handling the account of Julius Marcus Laboratories, which is moving its plant from Jersey City to Brooklyn and changing name to Julius Marcus Co. Inc. preliminary to starting an advertising campaign with radio included.

WILLIAM T. HAMILTON, formerly with Lord & Thomas, is now in an executive post at Lennen & Mitchell. Latter firm has been appointed to handle account of Nestle's Milk Products Inc., with Hamilton as account executive.

JAMES CECIL, president of Cecil, Warwick & Legler, is in Hollywood to catch the first of the Eddy Duchin airings from the coast for the Elizabeth Arden account. Broadcasts will be from the Ambassador auditorium, in which hostelry's Coconut Grove Duchin and his boys will be holding forth for several weeks.

LENEN & MITCHELL has been appointed agency for Carstairs Bros. Distilling Co.

Airing Dartmouth Carnival

Springfield, Vt.—**WNBX** is going to give radio listeners throughout the U. S. an opportunity to hear a broadcast from Dartmouth College in Hanover, N. H. Phil Hoffman, WNBX manager, has arranged to feed two sections of the Dartmouth Winter Carnival to the CBS network. Will include ski jumps by teams from Harvard, Yale and other prominent eastern universities as well as schools from Germany and Switzerland. Lansing Lindquist, WNBX program chief, is working out final arrangements and details.

Feeds will take place Feb. 12 at 2:30 and 4:15 p.m.

"Movie Money" on WMCA

"Movie Money," new radio game designed to test mathematical ability of listeners, with \$200 in weekly cash awards, starts tomorrow at 7:45-8 p.m. over WMCA.

WGL on New Power

Fort Wayne, Ind.—**WGL**, Westinghouse station, started Saturday operating on its boosted power, 250 watts. Its facilities are combined with the 10,000-watt sister Westinghouse station here, WOWO.

LISTEN TONITE TO
DORIS RHODES

6:45 P. M. WABC-CBS Network

MANAGEMENT
COLUMBIA ARTISTS, INC.

PETTY CASH VOUCHER

Week ending Jan. 28th.

• • • Saturday... Hear that Jimmy Dorsey follows Casa Loma into the New Yorker, Feb. 27... Addy Britt succeeds Jessie Stool at Donaldson, Douglas & Gumble—and immediately starts plugging the hit song from the Billy Rose show, "At A Perfume Counter"... Lucille Sidlo on Feb. 1 becomes secretary to H. K. Carpenter, g.m. of WCLE, Cleveland—because his present steno, Ellinore Will, said "I do."

• • • Sunday... With the sun shining we decide to go ice skating at the Gabriel Heatter mansion on the Island—so we send our skates out to be sharpened... Later for a look-in at Nat Brusiloff's show where we get the flash that Walter Winchell is talking about the Dizzy Dean kidnapping—the tip being given to W. W.—by one of his distinguished guests in the studio—G-Man J. Edgar Hoover... Up to the Savoy Ballroom in Harlem where Chick Webb is thrilling the assemblage and discover Buck & Bubbles also heading a band... From there to Leon & Eddie's where the Gold Dust Twins enjoy the biggest and most brilliant celebrity night they've ever had... Jerry Kruger tears the house down with a swing version of "Old Man River" and Jim Braddock gets up to comment on her swiftness.

• • • Monday... All NY is at the Astor honoring Bill Corum but we stick by the radio listening to WOR's flashes and appeal for aid for the missing airplane... WNBH, New Bedford, Mass., receives a letter from a homesick soldier in Oahu, Hawaii, to play a song "from Mickey dedicated to Millie." The "Mickey" is discovered to be a hometown boy who had a tiff with his gal—so the airplug was meant to be an "air cupid."

• • • Tuesday... A tip comes thru that Donald Novis is to go on the morrow to Phoenix, Ariz., and wed Dorothy Bradshaw—but we don't print it because we can't recall whether Novis is single again... Anyway, the morrow brings a confirmation via the AP.

• • • Wednesday... Joey Nash reports that the Murray Hill Hotel on Park Ave. will have two bands—William Farmer and Muzak!... From WPAY, Portsmouth, O., comes word that last year a man left the city in a hurry to escape the floods and the last thing he heard on his auto radio was Old Gardner selling a product... The other day, exactly a year later, the man comes to the station to place an order for the product plugged by Gardner.

• • • Thursday... Notice NTG leaving WHN—and then visiting with Donald Flamm at WMCA... To Del Casino's farewell party by the music boys at the Hickory House. Richard Humber walks in and says he made a mistake—he thought it was for Frank Parker... Casino gets up to say a few words of thanks to the boys in sincerity—and Teddy Powell gives him a hot-foot. Del takes off his shoe, saying his seven years in Wall Street taught him how to counteract such nonsense—and gets a hot-foot on the remaining shoe... He bids us farewell as he crosses the street, saying "I don't know what's in store for me but—" and a taxi comes by and knocks him over!

• • • Friday... Corinne Jordan, program director at KSTP, St. Paul, informs she mentioned in her "What's New?" program that a move had been started to revise "Star Spangled Banner" so everyone could hit the high ones—and a 96-year-old vet rushed to the studio to say no revision was necessary because even he could hit the notes—which he did. TOTAL EXPENSE:... 35 cents to sharpen ice skates!

AUDITOR'S REMARKS: Request GRANTED—provided you use them next week in Miami—where it's supposed to be freezing!

ORCHESTRAS
MUSIC

A. L. DONAHUE has been honored by the Chamber of Commerce of Tampa, Fla., by being chosen to provide the music for the famous Gasparilla Ball to be held at the Davis Island Coliseum, Feb. 1-2. On the days of the celebration Donahue and his orchestra will be given a leave of absence from the exclusive Colony Club where they are playing for the Winter season. Donahue has also been commissioned to write a song which will be adopted as the official Gasparilla Ball Theme.

Freddie Ebener, Omaha orchestra leader, has been named director of the WOW 12-piece studio orchestra.

Bandleader Lee Grant is featuring a novel "Sweet-Swing Quartet" on WMCA's "Grandstand and Bandstand" commercial, with vocals by Brook Martin.

Emery Deutsch and his orchestra will be heard for the first time via WOR next Wednesday night at 8:30-9 and every Wednesday thereafter. Deutsch will continue his 18 weekly NBC broadcasts without interruption for the entire month of February.

Nick Stuart and his band follow the Biltmore Boys into the grill of the Hotel Muehlebach, Kansas City, with WDAF picking them up by remote for nightly airings.

Lyn Murray's "Four Clubmen" are making a series of Decca Records. The "Clubmen" are currently heard twice weekly via CBS.

Al Skinner is now conducting an Ernie Holst orchestra at the Everglades Club in Florida. Holst, currently heard twice weekly via CBS from the Book Cadillac in Detroit, has had his engagement extended at that spot.

The Four Gentlemen of Rhythm, a swing combine, is taking the air over WBNO, from the St. Charles Hotel, New Orleans.

Bob Crosby and his Dixieland orchestra play a special short wave program from the Hotel Pennsylvania today at 3 p.m. BBC will pick up the broadcast from Columbia.

DAILY SCOOPS

Suggested Listening Tonight!

• • • DORIS RHODES
..... WABC, 6:45 P.M., E.S.T.

doing
"GOOD NIGHT, SWEET
DREAMS, GOOD NIGHT"

and
• • • JOAN EDWARDS
..... WEA, 6:35 P. M., E.S.T.

doing
"SMOKE FROM A CHIMNEY"

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



PINKY TOMLIN will be married to Joanne Alcorn, playmate of his Oklahoma school days, on Feb. 17 in Santa Barbara.

Dr. Ralph L. Power has been appointed resident buyer of Hollywood-produced transcription programs for All-Canada Radio Facilities Ltd. He already functions in that capacity for Broadcasting Service Association, Ltd., in supplying shows and scripts for the Australasian market.

Chester Morris, stage and screen star, will play the leading role in "A Case History of Dallas Egan" on the CBS Pacific Coast "Calling All Cars" Tuesday night at 7-7:30.

KFWB initiated a new one, "Public Opinion," Friday at 9 p.m., with the Hon. T. K. Chaing and Clifford E. Clinton, head of the crusading civic group, on the first of the series.

Norman Field, one of the busiest of local radioites, will find time for a guest appearance on Celeste Rush's "Life of Byron" series over KFAC tonight.

Thomas Freebairn-Smith, who has done practically everything but sing on Jeanette MacDonald's "Open House" program, decided to sing a duet with Wilbur Evans on the CBS show Sunday. Freebairn-Smith is producer-announcer of the show.

Loyola University initials a weekly series of original radio dramas over KHE Sunday at 4 p.m. Program will be known as "Loyola's Little Theater of the Air," with scripts contributed by students and casts recruited from student-body dramatic groups. Offerings will be directed by Martin Work.

Gary Breckner, ace CBS special events reporter, will interview Lambert Kreimer, famous German trainer of those wonderful "Seeing-Eye" dogs who is now engaged in this work in Los Angeles, on a coast-to-coast CBS hookup on Saturday, at 2:45-3 p.m. PST.

Hal Styles' "Help Thy Neighbor" program celebrated the start of its second year on KHJ Sunday. The job-finding program has done just that for more than 400 job seekers in that time.

Clinton Jones has been added to the KNX newscasting staff.

Felix Mills has written a special musical composition for "Clara Cluck" of the Mickey Mouse airshow.

Eddie Cantor, Bing Crosby, Connie Boswell and Victor Young and orchestra just completed a Decca recording at the studio of Recordings Inc., with proceeds from the sale of all disks to be added to President

NEW PROGRAMS—IDEAS

WHEC's Railroad Series

Broadcasts from railroad stations are not new, but WHEC, Rochester, probably touched on a new angle when the microphone was taken from the New York Central R.R. platform right into the engine cab of the Empire State Express during its four-minute stop in Rochester. This was part of a weekly series of programs presenting interesting phases of railroad life, covering Train Dispatcher's Office, Travelers Aid Desk, Waiting Room, etc.

To have material for the "platform" broadcast and in order to have a little background for interviewing the Empire State engineer, Ross Woodbridge, who has been handling the series, rode the front end of a fast train to Buffalo from Rochester, picking up plenty of interesting sidelights from the crew on the way.

Future plans call for a program from a signal tower, recollections by pensioned "old-timers," and other railroading phases.

"Public Library Speaks"

"The Public Library Speaks" is the title of a new educational weekly series now presented by WHEC, Rochester. Produced largely by library personnel, broadcasts are aimed at publicity for the various library departments and what they have to offer. Instead of using straight talks and half dead worn-out dramatic sketches, an attempt has been made to enliven the programs wherever possible. Outside talent has been one of the methods used. For example, Superintendent of Rochester Schools, James M. Spinning, helped inaugurate the series by speaking on the opening broadcast. When the Fiction department wanted to plug its books on outdoor sports and skiing in particular, an experienced and expert skier was invited in to give practical suggestions as part of the program.

The scripts are worked out by the library staff, assisted in plan and writing by the WHEC Program Department.

The suggestion that the whole series be given "the needle" met with the library's wishes and WHEC is enjoying an amount of co-operation and effort seldom encountered with "free-time" outside organizations.

"Tangled Tunes"

KRNT, Des Moines, has trotted out this one, broadcast from the dance floor of local tearoom. Idea is a medley of four tunes names of which suggest title of a fifth number. Contestants plug in here to try to guess it, winner collecting a dinner, theater-tickets, and free dancing. Thrown in are prizes for listeners suggesting

Roosevelt's infantile paralysis fund. The Globe Investment Co. has signed for a daily 100-word announcement on "Happy Jack Kay's Breakfast Club" over KFI for one year.

tangled tune medleys; and additional awards to folks around the dance floor who supply right answers to questions on the songs and their composers. Jim Randolph and Dale Morgan handle the proceedings, with Barney Barnard's band, Tommy Thomson, the Four Stags and Virginia Vallance contributing.

Novel Class in Speech

A novel idea in broadcasting a class in speech at work is being utilized by WTMJ, Milwaukee.

When Professor Vernon Utzinger, head of the department of speech at Carroll College, conducts his better-speech program, microphones are suspended over the class and another placed before the professor and the visiting instructor. In this manner an informal classroom session is achieved.

To give listeners the feeling that they are dropping in on a class discussion, the conversation between teachers and pupils is under way when the program opens, and the session is still going at the sign-off. Approximately 20 upperclass high school students are used each week, with a different school represented at each Saturday broadcast over WTMJ, 5 to 5:15 o'clock.

Professor Utzinger has been on the station many times in the past with better-speech talks.

"The People Rule"

"Under God the People Rule," is the motto of South Dakota. Line has been taken for the title of a new starter on KOBH, Rapid City, S. D. Spotted for Sundays, show brings on prominent persons to speak on civic subjects. They choose their own topics, and no censorship is imposed.

Parent-Child Series

New series on parent-child problems has started over WICC, Bridgeport, under guidance of Connecticut Congress of Parents and Teachers. Program is intended for home study of every-day problems of parents "who wish to grow with their children." Group enrollments are invited, with monthly discussions of topics presented.

"Kiddie Klubbe"

Children four to fourteen years of age make up the talent on this Saturday morning feature over WRBL, Columbus. Developed along amateur-hour lines, with prizes for winners, children are selected for the performances through public auditions. All talent is rehearsed for each broadcast, yet informal atmosphere prevails.

Son for Tony Gale

Tony Gale, music arranger for Jack Miller's orchestra, is the father of a boy born Friday at Brooklyn Hospital. Gale has a daughter who was named after Kate Smith.



F. W. FITCH CO. which recently expanded its "Interesting Neighbors" to a half hour, reported listening to other shows. One item auditioned was a half hour dramatic stanza written by Arch Oboler.

Lucy Gilman, 13-year-old actress, stricken suddenly with appendicitis and had it out at Oak Park Hospital. Betty Olson of the Escorts and Betty is pinch-hitting for Lucy on Oxydol show.

Irna Phillips, author of Guiding Light, gave a banquet for cast at Drake Hotel Tuesday on First anniversary show. Niles Trammell and Salesman Harry Kopf also attended.

Don Bolt, WAAF news commentator, has begun a 3:30 p.m. daily series. George Morgan, tenor, has launched a new musical series on WAAF.

Rosalind Marquis, Hal Kemp's new songstress, is laid up with bronchial difficulty and Kemp has called in Maxine Gray who was with him for years to substitute.

Winter Carnival Backstage

St. Paul—Following the "backstage" pattern of its state fair broadcasts, KSTP, Minneapolis-St. Paul, aired eight broadcasts from the St. Paul Winter Carnival, the state's biggest show of the season, with a series of eight stunt and behind-scenes broadcasts last week.

One program had Announcer Bob Murphy, with a pack on his back and skis on his feet, joining the Duluth-to-St. Paul ski derby to give listeners a puff-by-puff account. Another took announcers backstage for a coronation preview and for the ice follies. Every program was built, not with a view to telling listeners about things they could see if they took in the shows, but how the whole job clicks behind the stage. Station utilized mobile unit, pack set and lines at several centers of activity.

Douglas & Priscilla in Short

Milton Douglas and Priscilla, who have appeared as guests on the Rudy Vallee, Schaefer Beer and summer Jell-O shows, have been signed by Warners for a Vitaphone short subject to be made Feb. 10 at the Brooklyn studios. Curtis & Allen set the deal.

Walter D. Scott Joins NBC

Walter D. Scott, ex-Hearst Radio, has joined the local NBC sales force.

WALT FRAMER

Freelance originator of

RADIO SWAPS HEARD DAILY OVER WWSW

Pittsburgh, Pa.

BINGHAMTON—NEW YORK

W N B F

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market. 366 Madison Ave., N. Y. C.—Mu 2-5767.

PROGRAM REVIEWS

Vallee Hour

Something new and novel in trick voices was introduced last Thursday night over NBC-Red by Rudy Vallee in the person of Larry Blake, whose voice underwent various changes while he carried on a continuous stream of talk. Blake imitated various film stars with unusual fidelity, combining expert mimicry with a touch of comedy. It's a trick, however, that probably is more effective on a stage than over the air.

As the playlet on the program, Glenda Farrell and Humphrey Bogart appeared in "Manhattan Latin," by Henriette Feldstein. It was an amusing and well-acted skit about a femme cub reporter who must get an interview with a famous male Spanish dancer or she'll lose her job. The "Spanish" dancer accidentally is unmasked as a Manhattan east side boy in disguise, and the gal tosses her job when he goes sweet on her. Sterling Holloway, comedian, and Walter Wanger, movie producer, also were interesting items on the program.

Andrew F. Kelley

Taking over the WOR spot formerly occupied by Dale Carnegie at 8:30-8:45 p.m. Fridays for Emigrant Industrial Savings Bank, Andrew F. Kelley ("Horsensense Philosopher") makes a welcome return to the airwaves in his friendly style of homespun discussion of daily problems. There is plenty of real horsensense in Kelley's discourses, which are down to earth and salted with a bit of humor, leaning primarily to the optimistic side, and he should have a good following. The slant he gave in his opening talk, however, about an "armistice" having been declared by government and business, is belied by the contradictory and continually disturbing developments in Washington. Agency is N. W. Ayer & Son.

Howard Marshall

In a new series titled "What They're Saying in England," Howard Marshall returned last Friday at 9:15-9:30 p.m. over NBC-Blue in an interesting batch of comment about the food problem in case of war, some chit-chat about his moving to a new house and other bits of more or less entertaining chatter. The popular British journalist and BBC commentator is at present in Germany, so last week's talk came from Berlin. For folks who enjoy some British-

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	31

Greetings from Radio Daily

January 31
Eddie Cantor

F. C. C. ACTIVITIES

APPLICATIONS DENIED

Asheville Daily News, Asheville, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

Droward Broadcasting Co., Ft. Lauderdale, Fla. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

WMBH, Joplin, Mo. Change operating assignment to 1380 kc., 500 watts, unlimited.

Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime.

WBOW, Terre Haute, Ind. CP to change frequency and increase power.

Glenn E. Webster, Decatur, Ill. CP for new station.

HEARINGS SCHEDULED

Jan. 31: KVOB, Denver. CP to change frequency and hours of operation and increase power to 630 kc., 1 KW., unlimited.

KFEL, Denver. CP to change hours of operation and increase power to 1KW., unlimited. 920 kc.

WSAL, Salisbury, Md.

Personnel of Maryland's newest station is complete with 18 members as follows: Frank M. Stearns, owner, formerly of Washington; Glenn D. Gillett, consulting engineer, Washington; J. Roy McLennan, manager, former head of advertising firm; Deane S. Long, program director and chief announcer, formerly with WFMD, Frederick, and WEBR, Buffalo; Richard Bullers, chief engineer, formerly with WJEJ, Hagerstown, and WCRW, Chicago; H. Fulton Brewington, musical director and announcer, of the former WSMO; Edward J. Hagert, engineer, of Baltimore, Zoltan Bogar, engineer, formerly of WEST, Easton, Pa., Billy Tryall, announcer, formerly of WWSW, Pittsburgh; Robert Rogers, announcer from Coast Stations, Raymond Ulm, salesman, formerly district salesman for Philco Radios; James Phillips, salesman, former advertising salesman; Mrs. Robert Cooper, bookkeeper; Mrs. Edward Inman, saleslady; Margaret Disharoon, stenographer and hostess; Louise Farlow, stenographer and continuity writer, and William Heaton, staff pianist.

Sleepy Hollow Gang of WCAU will make a four-day appearance here starting today.

Six poultry hatcheries are currently sponsoring time programs over the station.

Both Standard and NAB Transcription Service acquired by station.

accented comment about affairs pertaining to England and elsewhere and to the commentator's own activities, the program should prove a treat.

"Hollywood Mardi Gras"

Much comment along Hollywood Boulevard anent the tempo of the Packard show, on NBC-Red each Tuesday night, since Walter O'Keefe took over the emcee chore. Noticeable, too, is the better pacing and timing of Charlie Butterworth with O'Keefe as his foil, with both alert because of the association. In fact, Lanny Ross, Jane Rhodes, and even Ray Paige and his music appear to have taken on a new enthusiasm with the advent of O'Keefe.

WFIL, Philadelphia. CP to increase power to 1 KW., 5 KW. LS. 560 kc., unlimited.

Feb. 1: WAYX, Waycross, Ga. Vol. assignment of license and CP to Jack Williams. 1200 kc., 100 watts, CP for 250 watts LS., unlimited.

Feb. 2: WBLY, Lima, O. Vol. assignment of license to Fort Industry Co. 1210 kc., 100 watts, daytime.

KHUB, Watsonville, Cal. Vol. assignment of license to John P. Scripps. 1310 kc., 250 watts, daytime.

Feb. 4: WCLS, Joliet, Ill. Transfer of control of corp. to L. W. Wood. 1310 kc., 100 watts, specified.

KROA, Santa Fe, N. M. Vol. assignment of license to I. E. Lambert. 1500 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED

Eugene DeBogory, Dallas. CP for new station. 1500 kc., 100 watts, daytime.

KFAB Broadcasting Co., Lincoln, Neb. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., unlimited.

WGY, Schenectady

Doy Odell and Max Raney, bona fide Texans who came to WGY with Doc Schneider's Texas Cowboy act, have won a daily 8:15 a.m. spot on NBC-Red network. Booked as The Hi-Boys—they're both more than six feet tall—they have built up a smooth running show. Program originates at WGY.

WGY's new vertical antenna, which stands on a point, has attained a height of 400 feet. When completed, the structure will be 625 feet.

Bill Fay, manager of WHAM, paid graceful tribute to his former boss, Kolin Hager, manager of WGY, recently. Fay sang a group of numbers on NBC's Blue network show, "Music is My Hobby," and as his concluding number offered "Ruler of the Day," words by Kolin Hager and music by Charles Gilbert Spross, his accompanist for the evening. Bill Fay entered radio as soloist and announcer via WGY back in 1924.

The staff of WGY has organized a six-team bowling league. Teams bear such names as Howls, Squeals, Statics, Faders, Whistles, and Ripples.

Leo Bolley, sports commentator of WGY, recently had Ray Billows, golfer of Poughkeepsie, and runner up in National Amateur Tournament last summer, as a guest.

KSL, Salt Lake City

Earl J. Glade, managing director, visiting New York.

Lennox Murdoch, station operations chief, on the coast.

KSL Orchestra will play U. of Utah Junior Prom on Feb. 18, with CBS Pacific airing being sought.

Harris Vincent has reached Isle of Tonga.

Richard L. Evans, special features announcer, produced show in which station saluted the S.S. Lurline enroute to Hawaii. Earl J. Glade spoke briefly.

Wayne King Adds Stations

When Wayne King begins airing from the coast tomorrow, the following stations will join the Lady Esther program: KFI, KPO, KGW, KOMO, KHQ and KDYL, with KOA joining Feb. 15 or 22.

GUEST-ING

ROSA PAULY, Metropolitan soprano. on Philharmonic-Symphony Orchestra program, Feb. 27 (CBS, 3 p.m.)

DOROTHY GORDON, children's entertainer, guest of Myra Kingsley on "Daily Information Service," today (WOR-Mutual, 11:45 a.m.)

PAULA LECLER, commentator, interviewed by Frankie Basch, tomorrow (WMCA, 7:45 p.m.)

MIRIAM HOPKINS (postponed from last week) and HORTENSE ODLUM, president of Bonwit-Teller, on Kate Smith program, Feb. 3 (CBS, 8 p.m.)

FRANK PARKER, on the Al Pearce show, Feb. 8 (CBS, 9 p.m.)

MISCHA AUER, on Bing Crosby show, Feb. 10 (NBC-Red, 10 p.m.)

MITZI GREEN, on Paul Whiteman program, Feb. 4 (CBS, 8:30 p.m.)

LEO CARRILLO and EDITH FELLOWS, in "Little Miss Roughneck," on "Hollywood Hotel," Feb. 4 (CBS, 9 p.m.)

WINIFRED CECIL, on "Songshop," Feb. 4 (CBS, 10 p.m.)

BERT LYTELL, DOROTHY DRESLIN, NOLA DAY and ERNEST MCCHESENEY, on "Hammerstein Music Hall," Feb. 4 (CBS, 8 p.m.)

KBST, Big Springs, Tex.

Jay R. Huckabee, formerly of KGNC, Amarillo, has been appointed chief engineer, succeeding Avery Faulkner, who resigned to enter commercial photography.

Jack Maynard, formerly of KXBY, KCKN and KWBG, joined recently as announcer.

Frank McIntyre, announcer, and Doris Carter are newlyweds.

WPTF, Raleigh

Ed Smith has joined the station as news commentator. He was formerly with J. Walter Thompson agency, Saturday Evening Post and Swift & Co.

With additions of a permanent staff orchestra under direction of Don Ebaugh, several new studio shows are being prepared.

New Bob Edge Series

Bob Edge, WOR outdoor commentator, returns to the air Feb. 19 at 7:15-7:30 p.m. with a new series.

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY

CI 6-2200

NASHVILLE

WLAC, the CBS outlet, has added five-piece orchestra.

Closer relations between local newspapers and stations was established when WSIX signed with the Banner to present a daily 15-minute feature, "Banner Funnies," and with the Tennessean for a Sunday 45-minute funny paper series.

Joe Hill Calloway Jr., WSIX announcer, and Glanna Dodson, pianist, were married Dec. 26 and revealed it last week.

WLAC will move from present suburban location to new Third National Bank Bldg., downtown.

WSIX has added three salesmen: Edgar Sperry, returning to the station; David Roskind, from St. Louis, and Winslow McClellan, formerly of the Banner.

Ashmead Scott to Films

West Coast Bureau, RADIO DAILY

Los Angeles — Ashmead Scott, writer-producer of the CBS "Your Witness" show who recently joined the production staff of "Jack Oakie's College", is severing the William Esty agency connection to take a fling at film direction. Although Scott was quite prominently identified with various Little Theater movements in the East, it was his direction of the novel "Your Witness" show which brought him to the attention of the film moguls. Announcement of his film affiliation will be made after the author-director takes a brief vacation.

Al Barrie in New Program

Al Barrie, who presents the "Melly-drammers" on WNEW, starts a new early bird series over WNYC on Wednesday at 7:30 a.m. Program will combine chatter, songs and organ music, with Barrie as singer and gagman.

"Streets of New York" on WINS

New York WPA's "Streets of New York" series starts Friday at 3:30-4 p.m. over WINS.

WTMV, East St. Louis, Ill.

William H. West, g.m., back from Florida with family.

Thomas J. Connelly, sales promotion man, and Margaret Alice Meisburger of St. Louis will wed soon.

Police Chief Michael O'Rourke, an oldtime thespian, is appearing in "Police Records on the Air" series.

★ *Coast-to-Coast* ★

DAVID LOWE, the Hollywood commentator heard on WNEW's "Sound Track," is the author of the play, "It's A Good Idea," which recently played a benefit performance for the Newark Orphanage and netted \$500. The play is now in the hands of several Broadway producers under consideration for production.

Dorit K. Weigert, director of the Iridor School of Cooking, has completed series of twenty-six lectures on the art and science of cooking, for radio presentation. Miss Weigert, who has been heard as guest star on many leading food programs, is planning to return to the air on a weekly series.

Lawson Zerbe, the talented young radio thespian, has been signed for a new recorded commercial series which will be featured daily in the South.

News commentator Austin Grant, of WWJ, Detroit, is taking a short vacation in Sandusky, Ohio, visiting his mother, after having surrendered his appendix to the surgeons.

Frankie Basch, WMCA's "sob sister" was elected honorary member of the Women World War Veterans last week. The membership was conferred upon Miss Basch by Dorothy Frooms, National Commander of the organization, as an expression of good will for Miss Basch's work in behalf of women's groups.

WHKC's "Trouble Shooters," popular public service program conducted by John Moses and Budd Sweeney, rose to second place in the amount of mail received during the past four weeks. As part of their service to housewives, the "Trouble Shooters," include information of disreputable business practices and unlawful house-to-house peddling, as received from LeRoy Morris of the Columbus Better Business Bureau.

Requests from shut-ins to the "San" program emceed by Frank Burke, over CKLW, Detroit-Windsor, on Sunday morning, have been so large that the show has been given a half hour on Wednesday afternoons to add to its full hour Sunday mornings. Burke came to CKLW two months ago from Station CHML at Hamilton, Ontario, where for four years he conducted a similar program for sick persons.

Morris Boyd, local sales manager, Betty Goodwin, fashion editor, and J. K. Mason, merchandising head, all of NBC, will speak before the National Retail Dry Goods Ass'n Convention, Thursday at Hotel Pennsylvania.

Shortly after sounding of an alarm for a \$500,000 fire in the wholesale district of Evansville, Ind., John Caraway and Guy Crecelius were on the job reporting the blaze over a hastily bridged-over telephone connection, broadcasting over both WGBF and WEOA. They took up an exposed position and submitted both to a continuous shower of sparks and icy spray from the fire hose, but their sufferings were alleviated by the Salvation Army, who mobilized quickly and served coffee and doughnuts to firemen, policemen and radio people.

Beginning Thursday, Anice Ives, will interview weekly prominent members of The Advertising Women of New York on her "Everywoman's Hour," 11:15-11:45 daily over WMCA. Miss Ives and her guests will discuss advertising and buying from the housewife's point of view.

Schmidt Brewery will sponsor "Ports of Call," an Atlas Radio Production, on WTCN, Minneapolis, for 52 weeks. This is the second Atlas show that WTCN has sold. Twin City Federal Savings & Loan sponsor "Captains of Industry."

KANSAS CITY

Lou Kemper, former WHB announcer, now on staff of WDOJ, Chattanooga, was in town for a brief visit.

Everett Kemp, member of KMBC dramatic and announcing staff, who was starred in the "Happy Hollow" series aired by KMBC for the CBS network, has resigned to join KOAM, Pittsburg, Kan.

C. R. Mooney, director of publicity for K. C. Chamber of Commerce, is writing and airing a quarter hour feature for KCMO.

KCMO has signed 13-week contract with the Walter H. Johnson Candy Co., for five minute daily airings of "Johnnie on the Spot."

KCMO has installed a new Fairchild recording outfit.

KCKN joined the Kansas network Saturday to air addresses delivered by Dr. Glenn Frank and Thomas McNeal in Topeka in observance of Kansas Day.

Ruth Royal, KCKN musical director, has resumed her daily piano and song program which was off the air briefly.

"Pappy" Lynn, impersonator of rural characters recently with WHO, Des Moines, has joined KMBC, where he is announcing the Tex Owens programs besides appearing with the Brush Creek Follies and conducting the early morning farm program.

KXBY is running a one week test on their daily "Barn Warmers" program for Sterling Insurance Co. The show offers a full hour of musical and comedy acts by a cast of 16 under the direction of Jack Wood.

KMBC has added musical numbers to certain regular programs and expanded several staff musical units following the recent signing of an agreement with the AFM under which the station added four musicians to bring the regular musical staff to the stipulated complement of 10.

Renew WISN Women's Series

Milwaukee — "Ann Leslie's Scrapbook", popular WISN women's feature, has been renewed for an extended period by Milwaukee Fresh Fruit and Vegetable Advertising Council. Mary Ann LeMay is commentator, giving culinary, household and beauty chatter.

ONE MINUTE INTERVIEW

FRANK FERRIN

"It is possible to handle commercials so as to make them an integral part of the entertainment. Clever and ingenious script writing, plus common sense and an intelligent understanding of the purpose of the particular commercial, will inject that human touch that makes the listener want to buy."

NEW BUSINESS

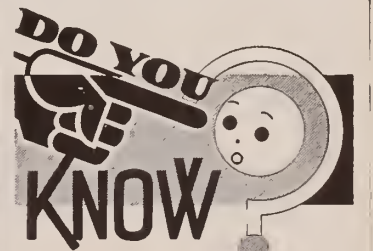
WNBX, Springfield, Vt.: Pillsbury Flour, spots; Campaignie Parisienne, programs, through Northwest Advertising; Gardner Nurseries, programs, through Northwest Advertising; Woman's World Magazine, announcements, through Albert Kircher Agency; RCA Radio, programs; Westinghouse Dealers, programs; Pine Tree Soap, announcements; Campbells Fairbanks Exposition, announcements, through Harry M. Frost Agency.

Iowa Network: Quaker Oats, ETs, through Fletcher & Ellis (KSO, WMT); Scott Paper Co., announcements, through J. Walter Thompson (KRNT, WMT); Smith Bros. Mfg. Co., "Cedar Valley Hill Billies," through R. J. Potts (KRNT, WMT); Bulova Watches, time signals, through Beal Advertising Agency (KRNT, WMT); Gude's Pepto Mangan, announcements, through

Morse International (KRNT, WMT); Interstate Transit Lines, "Going Places With Dale," through Beaumont & Hohman (KSO); Lydia Pinkham, "Voice of Experience," through Erwin Wasey (KSO); RCA, announcements, through Lord & Thomas (KSO, WMT); Interstate Bakeries, "Lone Ranger," through R. J. Potts (KRNT).

WSAL, Salisbury, Md.: Esskay Products, through Schulerberg-Kurdle, Inc.; King Syrup, through Mangels - Herold, Inc.; Purina Chows; Dolly Madison and Aristocrat Ice Cream; Dairy Products Co.; Peoples Life Co.; Webb Packing Co.; Pepsi-Cola Bottling Works; Seiberling Tires.

KFI, Los Angeles: Crowell Publishing Co., "Jean Abbey," program.



Importation of radio sets and parts is prohibited in Japan under an ordinance drawn up last October by the Minister of Commerce.

PROMOTION

WJSV Ties Up Phone Service

Larry Elliott, chief announcer at WJSV, Washington, has produced several novel stunts to promote listener interest and response for the "Aladdin's Kitchen" program of which he is emcee and producer. His most recent development seems to be a natural, judging from the tremendous telephonic response which ties up WJSV switchboard during the time the program is on the air.

The gag is to adapt the old game of "Twenty Questions" for air use by having his associate, Elinor Lee, WJSV home economist, ask yes-or-no questions which, by the answers, will serve to establish the identity of the person Elliott has selected for the game. The air audience is then requested to phone in the correct answer; first 25 right answers receiving two tickets for local theater.

The only difficulty is the problem of keeping over-enthusiastic studio auditors from shouting the answer.

A recent day's contest pointed out that the subject was one of the ten best-dressed women of the world; a beauty, according to many judges; married more than once; not in politics but affecting to a great extent the political affairs of a great country; and a woman who wouldn't give up her marriage for a kingdom. The answer of course, was the Duchess of Windsor. Over 150 completed calls came in within 15 minutes.

Annual Letter Week

Second annual letter week of WLBC, Muncie, Ind., is now being conducted with object of getting listener reaction to programs of the station and also to determine listener areas. Comparison will be made with first annual letter week of a year ago, when replies were received from 14 per cent of the total radio homes, despite fact that no prizes were offered. More than 3,000 persons responded from 150 towns, with 73.6 per cent of the letters coming from the primary coverage area and balance from secondary zone. Average audience was computed at 133,220.

Candid Camera Night

More than 300 camera fans snapped more than 3,000 pictures when WOW, Omaha, invited them to a candid-camera test recently. Event was held in the studios in cooperation with Eastman Kodak. Two hundred dollars in camera equipment served as prizes. The station has announced that several copies of the rules and regulations are available if other stations are interested.

Thermometer Offer

Free offer of a thermometer on early morning "Eta Alpha Program" over WDRC, Hartford, brought qualified replies from eight states, despite stipulation that letters had to be mailed same day. Supply of the instruments was quickly exhausted, and new order was made necessary.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

KTSM—El Paso

1310 Kcs.—250 Watts Daytime, 100 Watts Night

TRI-STATE BROADCASTING CO., INC., Owner KARL O. WYLER, Vice-President and General Manager

ON Jan. 3 of this year, KTSM joined NBC as an affiliate of the Red and Blue networks. As KTSM becomes an oasis in the ether desert to the same extent that the city of El Paso is an oasis in the geographic desert, the fact of El Paso's station going NBC was of considerable significance to that part of the southwest.

Station belongs to the Tri-State Broadcasting Co. Inc., of which Karl O. Wyler is the vice-president and general manager. Wyler is also the active head of KTSM. The sales staff is manned by four real go-getters, namely, Hubert Finley, Monte Roberts, Van DesAutelf, and Willard Kline

While KTSM is not, and probably never will be, a 50,000-watter, it does cover for all practical purposes the El Paso territory. KTSM operates on a frequency of 1310 kilocycles, 250 watts daytime and 100 watts night. Tests indicate .5 millivolt contour at 30 miles, and there are thousands of regular listeners to this station covering an area of 100 miles.

KTSM is now housed in several suites of beautiful new offices on the 8th, 9th and 10th floors of Hotel Paso del Norte in El Paso. A large number of the most popular commercial chain programs are already being heard over KTSM and the complete domination of this market by KTSM is assurance that within a short time most of the national advertisers wishing to reach this market effectively will be using the station.

Incidentally, KTSM plans an aggressive program of selling to advertising agencies and sales and advertising managers of the national companies. The Mithoff & White agency of El Paso has been appointed to handle this work.

OKLAHOMA CITY

Lee Norton, WKY star warbler, set for an early personal appearance at Oklahoma City theater.

KOMA cooperating with Standard Theaters in distribution of passes during Man - On - The - Street broadcast.

WKY staff orchestra to play twice weekly dances in the Silver Room of the Skirvin Hotel. Band will be known as Allen Clark's Band with Lee Norton as vocalist.

Jack Caldwell being featured on KTOK and Oklahoma Network in organ concert from the Tower Theater.

Warren Welborn, sponsoring 15-minute sports review over KFXR.

BOSTON

Edward F. McGrady, public relations director for RCA, will be guest speaker at Boston Chamber of Commerce luncheon Thursday, broadcast over Colonial network.

Evelyn Towle, secretary to Lew Whitcomb, WEEI publicity chief, laid up the past two weeks by gripe and sinus, now better.

Colonial and a coast Mutual network will broadcast the finish of the World's Championship Dog Sled Derby from Laconia, N. H., next Sunday.

ALBANY

Aaron Keller of WOKO and Harry Goldman of WABY attended Saturday's conference of sales managers presided over by Charles Phillips of WFBL, Syracuse.

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.

CANADA

Herb Pauls, yodeling cowboy, is now with Art McEwing's Farmer Fiddlers on CKY, Winnipeg.

Clergymen of all denominations should be barred from talking on the radio, declares Rev. W. E. MacDonald of New Toronto. He deplored the practice of one church attacking another.

WE ARE HAPPY TO INFORM OUR
FRIENDS IN RADIO THAT

EARL G. THOMAS

HAS BECOME ASSOCIATED
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