



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 22

NEW YORK, N. Y., TUESDAY, FEBRUARY 1, 1938

FIVE CENTS

Chi. to Resume Recording

AFA WARNS MEMBERS ON NON-UNION BANDS

American Federation of Actors is following up the recent letter from the American Federation of Musicians to all traveling bands carrying vocalists and other entertainers, reminding them that Jos. N. Weber's letter was for the purpose of warning against playing with non-union members. Singers, dancers, emcees, et al are included. A membership application in the AFA is being enclosed with each letter and the initiative.

(Continued on Page 3)

Thomas With Souvaine In Further Expansion

Henry Souvaine Inc., radio program firm, takes its latest expansion step with the appointment of Earl G. Thomas as general manager in charge of sales. Increased volume of business necessitated the new personnel.

(Continued on Page 3)

Lum and Abner Wind Up Horlick's Sponsorship

West Coast Bureau, RADIO DAILY Los Angeles—Chester Lauck and Norris Goff (Lum and Abner) wind up five years of continuous broadcasting for Horlick's on Feb. 26. Team has been out here for the past

(Continued on Page 2)

Chesterfield Adds 4

Liggett & Myers (Chesterfield cigarettes) tomorrow will add four stations (WGBI, KDAL, WHLB, WMFG) to its CBS Andre Kostelanetz's show, 9-9:30 p.m. Network now totals 99 stations. Newell-Emmett Inc. is the agency.

One-Girl Duet

East St. Louis—Suzie, WTMV's "Girl From the Hills," has gone in for singing duets with herself. Trick is accomplished by Fred Noegle, production man, recording Suzie's voice and later playing record with her live vocalizing. When Suzie hinted at asking for double wages, station management put kibosh on her plans to build herself up into a quartet.

CRITICS' FORUM

Question No. 2

How can news periods be improved?

Answer (Principal Suggestions)

- (1) Less editorializing and more straight news.
- (2) Assign news handling to experienced newspapermen.
- (3) Better delivery—slower tempo and less shouting.
- (4) Better editing.
- (5) Fewer periods and less repetition.

PRINCIPAL faults with radio news periods at present include too much editorializing, which tends to partiality, and a good deal of careless handling of items due to the work being done by men who are not versed in newspaper practice. This is the consensus of opinion among the country's radio editors and critics as expressed in the first annual Forum conducted by Radio Daily.

The rather prevalent habit of shouting out news items in a tempo that distorts their value and meaning also is a major complaint. Though some editors favor dramatizing the news, a greater number oppose such handling. A few suggest more news periods, but many more claim there are too many. Airing of news every hour, for instance, requires padding, repeating, inclusion of trivial matter and extended comment, it is pointed out by those who urge fewer daily newscasts.

Straight news, with comment left to qualified commentators, is preferred by the majority. Better editing, more human interest items, some of the lighter side, less stuff about the war in China, better delivery and correct pronunciation, more local and regional news in stations' specific territories, with national and international news left to network newscasters, and greater accuracy in the case of vital stories are among other recommendations.

Some individual comments by radio editors follow:

"Let's have less hysteria and shouting, less breathless presentation of unrelated incidents, more intelligent interpretation, and now and then a bit of quiet, natural humor."—RONALD D. SCOFIELD, *Sacramento Bee*.

"Accuracy is needed. Radio news should be edited just as carefully as it is on the better newspapers. Many news commentators on the air at present lack the proper background for their jobs. If they don't understand news stories, what of the listener?"—ROBERT M. HOFFMAN, *Syracuse Herald*.

"Give more unbiased interpretations of the news, if that's possible. Lowell Thomas does it; Boake Carter does not."—MARIE COCHRAN, *Toledo News Bee*.

"Less attempt at dramatics. Let the news speak for itself."—ROBERT M. SHEPHERDSON, *Peoria (Ill.) Journal-Transcript*.

"Use announcers trained in airing

news. Most of the local news broadcasters are bad. They don't seem to be intelligent enough to read world news on the air."—NORMAN SIEGEL, *Cleveland Press*.

"Reduce the commercial announcements to about six words."—MRS. WM. P. BARTON, *Greenville (S. C.) Piedmont*.

"Less speed, more accuracy. With radio's vast audience, the spreading of an unverified report is not only harmful but may be dangerous."—DAVE DRYDEN, *Spokane Press*.

"More items, shorter, and more emphasis placed on the lighter side of the news."—EDGAR A. GUEST JR., *Detroit Free Press*.

"Ten-minute periods might be allotted to all stations at the beginning of every second hour to prevent the

(Continued on Page 3)

Petrillo is Sending Out Forms to Studios This Month

Chicago—James C. Petrillo, musical boss here, on return from Miami, reports that AFM licenses will be sent out to recording studios on Feb. 25. Local recording studios expected to get back into waxing business shortly thereafter. They have been quiet, musically speaking, for more than a year.

Chicago Federation of Musicians and NBC have finally negotiated a new contract providing same features contained in WGN and WBBM contracts, signed several months earlier—\$110 for sustaining week of five days; \$140 for commercial work.

GLASS CONTAINER ASS'N READING NEW PROGRAM

Glass Container Ass'n on March 21 will start the "Steinie Bottle Boys" on five NB-Blue network stations (WJZ, WBZ-WBZA, KDKA, WENR-WLS), Mondays and Thursdays, 7:45-8 p.m. Program will plug the stubby glass beer bottle. U. S. Advertising Corp., Toledo, has the account.

Utilization of Musicians Discussed at Albany Meet

Albany—Discussion of the local musician situation, including plans for "turning these drains on the treasury into cash at the box-office" by plugging the bands for customer use, was one of the chief topics at the week-end meeting of Broadcast

(Continued on Page 3)

Parade of Sponsors

Missoula, Mont.—New program on KGVO is "Parade of the Sponsors," presenting news of various sponsored shows heard on the station, as well as informative material and sales arguments for prospective buyers of radio time. Program is prepared by Marion Dixon and Fred Elsethagen of the station's commercial department.



Vol. 3, No. 22 Tues., Feb. 1, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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

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

FINANCIAL

(Monday, Jan. 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	142 1/4	140	140 1/2	- 2
CBS A	17 3/4	17 1/2	17 1/2	- 1/8
Crosley Radio	9	9	9	- 1/8
Gen. Electric	39 1/2	38 3/8	39 3/8	+ 3/8
RCA Common	6 1/4	6	6 1/8	+ 1/8
RCA First Pfd.	46 1/4	45 1/2	46	+ 1/2
Stewart Warner	9	9	9	- 1/2
Westinghouse	93 1/4	91 1/4	93	+ 1 1/2
Zenith Radio	13 3/4	13 1/8	13 3/8	+ 1/2

NEW YORK CURB EXCHANGE

	Bid	Asked
Majestic	1 1/8	1 1/8
OVER THE COUNTER		
Stromberg Carlson	6	7

New Radio Service

Chicago—Transair Inc., radio news and feature service, also to function as radio consultants and making commercial transcriptions, has been organized here with William F. Arnold, business management expert, as president. Ray Launder is vice-president, and John Taylor Booz, attorney, is secretary. Headquarters have been established at 105 West Adams St. Launder was one-time advertising manager of Broadcast Advertising Magazine.

Aileen Stanley for ETs

Aileen Stanley has been set by Ben Lipset for Chevrolet recordings, to be made Feb. 7.

FCC ACTIVITIES

EXAMINERS' RECOMMENDATIONS
WIBG, Glenside, Pa. CP to increase power to 5 KW. and change hours of operation to limited, be denied. 970 kc.
Platt & Platt, Inc., Poughkeepsie, N. Y. CP for new station. 100 kc., 1 KW., limited, be granted.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Jan. 29, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Dipsy Doodle (Lincoln Music Corp.)		36
Whistle While You Work (Irving Berlin Inc.)		35
Bei Mir Bist Du Schoen (Harms Inc.)		34
I Double Dare You (Shapiro Bernstein Inc.)		34
You're A Sweetheart (Robbins Music Corp.)		30
Rosalie (Chappell and Co.)		26
Sweet Someone (Leo Feist Inc.)		25
True Confession (Famous Music Corp.)		24
You Took the Words Right Out of My Heart (Paramount Music Corp.)		23
Mama, That Moon Is Here Again (Paramount Music Corp.)		20
I See Your Face Before Me (Crawford Music Corp.)		18
Nice Work If You Can Get It (Chappell and Co.)		18
Once In A While (Miller Music Corp.)		17
Bob White (Remick Music Corp.)		16
I Can Dream, Can't I (Marlo Music Corp.)		16
Sweet As A Song (Robbins Music Corp.)		16
I Live The Life I Love (Words and Music)		15
In the Still of the Night (Chappell and Co.)		15
Somebody's Thinking of You Tonight (Schuster Miller Inc.)		15

Lum and Abner Wind Up Horlick's Sponsorship

(Continued from Page 1)

year, and their show has been produced by Carl Stanton of the local Lord & Thomas office. Sponsor is dropping air advertising, temporarily at least, but another deal is on the fire for the rustic comics.

Nashville Theaters on Air

Nashville—WLAC has signed with three first-run movie houses, Loew's Vendome, Knickerbocker and Paramount, as well as Nashville's vaudeville house, Princess, for a one-hour show on Sunday afternoons.

2 New WCAU Service Series

Philadelphia—WCAU has two new public service series, the first having started Saturday at 3:15 p.m. and the second scheduled for Feb. 2 at 6:45 p.m. Saturday show is a series of nine health talks, titled "Symposium on Cancer." Second program is "The Job Finder," in cooperation with Pennsylvania State Employment Service.

Smart on WORL Publicity

Boston—Howie Smart has taken over duties of the WORL publicity department, along with sales and his daily "Open Road Navigator."

Marion Clarke is the saleslady on the newly signed C. F. Hovey commercial.

Another new feature is "Secret Heart," with Dolores Joy (Wermuth).

WPEN Drops German Shows

Philadelphia—All German programs, which amounted to six hours weekly, have been dropped by WPEN. Action follows recently publicity coincident with the discharge of George Gerhardt, director-announcer of German programs.

WAAF "Breakfast Express" 2-Hour Streamlined Show

Chicago—A two-hour daily streamlined program, "Breakfast Express," with seven accounts sharing in sponsorship, started yesterday on WAAF. Features Don Norman, emcee; Edna Earle, comedienne, and Joe, trained parrot who announces time, temperature, weather and transcriptions. Spector-Goodman is the agency.

Frigidaire Spots

Chicago—Frigidaire has had some one-minute commercial transcriptions made for dealers' use in case they choose to utilize them in home markets.

Bob Braun Resigns

West Coast Bureau, RADIO DAILY

Los Angeles—Bob Braun, who has headed the Thomas Lee Artists Bureau for the past four years, has resigned and will announce a new agency affiliation in a few days. The Lee agency is closely affiliated with KHJ-Don Lee chain, also Tommy Lee properties.

Gordoni Radio Party Signed

Chicago—Nat Lee, new commercial manager for Lillian Gordoni Radio Productions, has signed R. B. Clothing Stores to sponsor the "Lillian Gordoni Radio Party" on WSBC, Mondays at 11-11:30 p.m. Miss Gordoni produces and emcees the show, which is in its 260th week.

Paley Donates Library

William S. Paley, president of CBS, has made a contribution of 125 books, brochures and papers to University of Michigan which will establish what is believed to be the first library in the country devoted to the history of radio and wireless, according to Waldo Abbot, director of broadcasting at the university.

COMING and GOING

LENOX R. LOHR, NBC president, and MRS. LOHR left last night for the Coast. They expect to be gone about a month.

BERT HAUSER, NBC promotion manager for owned and operated stations, is en route to KDKA, Pittsburgh, and WTAM, Cleveland, to discuss 1938 promotion plans.

O. B. HANSON, NBC vice-president in charge of engineering, is en route west, with stopovers at Cleveland, Chicago, and Denver.

HERBERT PETTEY, WHN associate director, returned to town yesterday after trip to Chicago.

FLOYD GIBBONS has gone to his Miami Beach home for the winter.

DR. M. SAYLE TAYLOR ("Voice of Experience") is vacationing at Miami Beach.

C. L. KELLIHER of WEW, St. Louis, publicity staff, to Memphis for a load of southern hospitality.

DOROTHEA LAWRENCE was in Philadelphia yesterday to arrange radio and concert dates.

CALVIN M. FRANKLIN, assistant secretary of Columbia Concerts Corp. in New York, is in Hollywood to confer with W. Arthur Rush, managing director of Columbia Management Inc. Franklin will accompany Nelson Eddy on his concert tour of 39 cities, beginning with an engagement at the Los Angeles Philharmonic Auditorium tomorrow.

HAL HACKETT of Music Corp. of America returns to New York from Chicago tomorrow after arranging the set-up for the first Kay Kyser commercial.

SONNY WERBLIN of MCA accompanied Eddy Duchin to California.

CLAIRE SHERMAN and JACK SHANNON leave for Syracuse this week-end to appear on a special WFBL salute program.

GRACE GIBSON, head of the transcription department of 2GB, Sydney, Australia, returns to Australia tomorrow from the Coast, where she's been the past three months.

ROY WILSON, head of Wilson, Powell & Hayward, is vacationing in Miami.

MACK GOLDMAN leaves for Florida on Friday.

ROGER BOWER, production, WOR-Mutual, left New York last night for Baltimore and points south on a week's vacation.

TOMMY SLATER, announcer, WOR, returns to New York today from Chicago where he announced the "True or False?" show last night.

IGOR GORIN arrives in New York on Feb. 12 for a concert.

BOB KERR has left for Florida where he's booking Will Osborne and his orchestra for a series of dates. During his three-week stay, Kerr will make his headquarters at the Mayflower Hotel, Jacksonville.

Kyser Program Retitled

Kay Kyser Lucky Strike program starting tonight over Mutual from Chicago has again changed title, this time to "Kay Kyser's Musical Klass."

KGLO

Mason City, Iowa

Supplying
CBS Service
to Northern Iowa

WEED & COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO

BETTER BROADCASTS for BETTER BUYERS

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

AFA Warns Members On Non-Union Orchestras

(Continued from Page 1)

ation fees and dues are listed. Entertainers with bands who are already members of one of the affiliated unions must pay back dues and buy death benefit stamps according to the number of deaths that have taken place since May, 1936.

Union officials are about to check up on the so-called traveling bands, states the letter in part, and entertainers not in good standing in the AFA or other affiliated AFL unions will be barred from playing. Instrumentalists who do specialties and are members of the AFM need not join the AFA. Bands are also asked to submit the names of all singers, etc., carried with the organization. AFA letters are signed by Ralph Whitehead, executive secretary.

Utilization of Musicians Discussed at Albany Meet

(Continued from Page 1)

Sales Managers held here. Other points of discussion included the recommended units of sale and frequency discounts, contiguous rate for contiguous programs only, charge for special announcements on network advertisers' time, and time, hour or dollar discounts.

George R. Nelson of Leighton & Nelson advertising agency, Schenectady, delivered an address. Aaron Kellert, WOKO sales manager, was host at a luncheon.

Charles Phillips, commercial manager of WFBL, Syracuse, chairman of the eastern division group, presided at the meeting. Others present were Harry Goldman, WABY, Albany; Eugene Thomas, WOR, New York; B. R. Middleton, WFAS, White Plains; Albert Triggs, WIBX, Utica; Charles Denny, WSYR, Syracuse; William Doerr, WEBR, Buffalo; Louis Avery, WGR and WKBW, Buffalo; Cliff Taylor, WBen; Buffalo; George Bissell, WMFF, Plattsburg; Kolin Hager and J. J. Howe, WGY, Schenectady; Leonard Hoffman, WHDL, Olean.

Gunts Heads WFBR Continuity

Baltimore—Brent Gunts, producer of the original "Varsity Club," "Let Yourself Go" and "Community News and Views" programs, has been appointed continuity director at WFBR, NBC-Red outlet. Gunts will not relinquish his current shows but will continue to lend his aid to the reduction and program departments of the station.

News Will Out

New Haven—The Register, only evening paper, finally acknowledged the existence of a local radio station when it printed a full-page ad on opening of the new WICC quarters. Programs of local stations are not used in either the morning or evening daily.

CRITICS' FORUM

(Continued from Page 1)

listener having a repetition."—WILLIAM REILLY, *Brooklyn Eagle*.

"More morning broadcasts. Less repetition in the evening."—MRS. MARION C. McDONALD, *Youngstown Vindicator*.

"The news bulletin periods, with news from the press agents are satisfactory. The commentators, all extremely prejudiced and all prejudiced in the same direction, need some adjustment."—ALTON COOK, *New York World-Telegram*.

"Eliminate pre-program blah. Listeners give no credit to advertisers for the news reported."—A. WALLACE GRAY, *Plainfield (N. J.) Courier-News*.

"Stress the 'name' commentators, eliminate the run-of-the-mill local announcers and encourage editorialists if they have something on the ball."—LEE ROY MANUEL, *Fort Worth Press*.

"Speak more clearly, and in better-worded, easier understood sentences."—KYLE C. MOORE, *Knoxville Journal*.

"By checking papers and not giving what already is in print."—EDITH RILEY, *Houston Post*.

"Even though independent news gathering agencies sell their news schedules to commercial advertisers they should be given more time on the air."—JOHN L. SPRINGER, *Newsdom Magazine*.

"More attention to big news and less comment on unimportant items. Too much of a smattering of no-news fillers."—MAXINE EDDY, *Shawnee (Okla.) Morning News and Evening Star*.

"Make news reports more streamlined and confine newscasts to two or three programs daily—each one of 10 or 15 minutes—instead of so many short newscasts during the day and night."—H. B. HOOK, *Mason City (Ia.) Globe-Gazette*.

"Give more news and less unimportant dribble."—HAL CRAM, *Portland (Me.) Sunday Telegram*.

"By placing competent news men in charge of reports, and obtaining experienced news men to deliver broadcasts."—GUY BOWSHER, *Evansville (Ind.) Courier*.

"Less emphasis made on person putting on news, and less discussion of the news from a personal viewpoint."—KENT OWEN, *Racine Journal-Times*.

"By seeking more colorful news, and more news local to territories served."—EDWARD J. HEALY, *Knickerbocker News, Albany, N. Y.*

"More regional localization and

careful subject selection to maintain interest."—NEWCOMB F. THOMPSON, *Boston Evening American and Sunday Advertiser*.

"Confine news to news and leave the commentators to do the commenting."—DAVE LEWIS, *Long Beach Sun*.

"News periods should not be punctuated with advertising blurbs. Newscaster, I think, could exercise more selectivity."—HERBERT KENEY JR., *Indianapolis News*.

"By trimming editorial comment and presenting facts uncolored."—NED CHEW, *Oklahoma News, Oklahoma City*.

"Less sectional news; more international and national."—SEYMOUR GREENWALD, *Paterson (N. J.) Morning Call*.

"More facts and less editorializing; shorter and greater number of items."—ROBERT M. GRAY, *Memphis Commercial Appeal*.

"By going back to the old Budapest plan of having a definite time daily for each kind of news."—S. W. GRANT, *San Antonio Express*.

"Primarily by better delivery on

Thomas With Souvaine In Further Expansion

(Continued from Page 1)

sonnel addition, enabling Mr. Souvaine to devote full time to direction and production of programs.

Shows already being handled by the firm include General Motors Concerts, Pontiac "Varsity Show," "Bicycle Party," "Fashion Show of the Air," Ben Bernie series and others.

part of newscaster."—CHARLES J. GILCREST, *Chicago Daily News*.

"By restricting the privilege of commenting to that handful of newsmen so qualified."—RICHARD PHEATT, *Toledo Blade*.

"Accuracy. By not over-playing or exaggerating. By moderate dramatization. By brevity."—W. J. MCGURTY, *Utica Observer-Dispatch*.

"There is too much repetition of news. Too much about war in China and European events. Local news is more interesting."—ALBERT EDWIN SONN, *Newark Sunday Call*.

"By employing that rare combination of well-grounded newsmen and one with radio ability. News on majority of stations inexpertly handled and with poor local coverage."—PAUL KENNEDY, *Cincinnati Post*.

Further remarks by radio editors will appear in tomorrow's issue.

EFFECTIVE RADIO ADVERTISING
is the product of Listener
Interest with Purchasing
Power, Multiplied by Inten-
sive Coverage



THE BLUE **WXYZ** NETWORK
AND THE
Michigan Radio Network
8 STATIONS IN MICHIGAN'S 8 LARGEST CITIES

AGENCIES

ELEANOR LARSEN has been appointed to serve as acting director of radio for Geyer, Cornell & Newell Inc. Agency currently has the CBS Prof. Quiz show for Nash and some spot business on the air for its clients. Radio director post has been vacant since Gordon Cooke resigned last November to join the H. W. Kastor agency in Chicago.

EDWARD LASKER, Lord & Thomas executive from Chicago, is in Hollywood for conferences with Tom MacAvity, producer of the Lucky Strike "Your Hollywood Parade" for the local L&T office.

WINSLOW LEIGHTON of Leighton & Nelson, Schenectady, and Mrs. Leighton, have returned from a three-week cruise to Bermuda. The Leightons stayed over in New York for the week-end.

WIP Seeks NAPA License For Playing of Records

Philadelphia—WIP is negotiating with National Ass'n of Performing Artists for a license to play phonograph records. Decision to acquire an NAPA license is reported as being due to pressure from advertisers who have been switched to transcriptions. Contract under way is said to call for six hours weekly, the NAPA minimum time, which will cost about \$500 a year. Station has refrained from using records since the recent decision in the high court of the state and the subsequent demand for license fees.

WDAS and WPEN signed some time ago. The network outlets do not use recordings unless ETs, and WHAT and WTEL remain unsigned.

WCKY in New Zealand

Cincinnati—WCKY has received a letter from J. W. P. Bulger, a DX fan of 59 Galloway St., Dunedin, New Zealand, stating that he hears the station clearly down his way.

New Don Dunphy Series

Don Dunphy will start a sport series over WINS today, 6:30-6:45 p.m. Program will be heard Monday through Friday.

DAILY SCOOPS

Suggested Listening Tonight!

• • • HOWARD PHILLIPS

WABC, 10:30 P.M., E.S.T.

doing

"GOOD NIGHT, SWEET DREAMS, GOOD NIGHT"

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



• • • Frank Parker replaces Frank Munn on the Bayer show for three weeks while the latter recuperates. . . . Schaefer Beer program will be revamped within three weeks, leaving Leo Reisman's crew with new talent. . . . Bob Trout is laid up with a bad case of laryngitis. . . . Lou Holtz-Brewers Ass'n show is off for the time being. . . . Vocalist Beatrice Wain and CBSinger Andre Baruch will be married May 29. . . . Dewey Bergman, arranger for Doris Rhodes, Barry Wood, etc., opens at the Book-Cadillac in Detroit within four weeks. . . . Tommy Dorsey, who opens the Penn Roof this summer, will do his Kool-Raleigh show from Louisville on the 16th and from Cincy on the 23rd.

• • • B. Charles-Dean of the B. Charles-Dean Co., who recently created something of a furore with his teaser-ad campaign to introduce his new radio series, "The Dream World," which he calls a series of "twilight dramas" and "new and provocative," is a combination of artist and business man. He has a vast background that runs from acting on the stage in the Antipodes, appearing in films and theaters in England, radio writing, acting and production, selling almost everything from French and Italian oils to timber and hardware, authoring many published songs, studying and preparing himself for television, serving as manufacturers' representative and importer, and whatnot. All of which gave Charles-Dean the showmanship and merchandising qualifications that he displayed in the aforementioned "Dream World" stunt. . . . After doing many other things, Charles-Dean now plans to concentrate on radio. And for the moment, he is busy dickering with interested parties on his "Dream World" series.

• • • Jack Pearl returns to the airlines March 15 from Hollywood under the sponsorship of a baking co. . . . Sealtest show is now slated to return to the variety make-up in March. . . . "Beetle" will shortly invade the MGM show. . . . Spencer Tracy and Joan Crawford will appear on Radio Theater next week—a concession from Metro. . . . Edith Dick will be given a few CBS spots. . . . Robert Benchley will do a turn for Kate Smith. . . . Milton Pickman will remain in the coast MCA office permanently. . . . Maureen O'Connor returns to the Eddie Cantor show after illness. . . . CBS is planning a half-hour Sunday show for Richard Maxwell. . . . Bob Crosby will be feted at Leon & Eddie's Sunday.

• • • Robert E. Lee is becoming more and more popular as a name. RADIO DAILY carried a story about an announcer of that name recently and NBC issued a story about a Madeline Lee, daughter of Robert E. Lee, who is appearing on a current network show. Cleveland's WHK-WCLE's Robert E. Lee denies knowledge of the other two Lees, and denies that he assumed the monicker. . . . Manager Dale L. Taylor of WESG, Elmira, N. Y., has "W-850" for his 1938 license plates—the "W" for the first letter in the station's call letters and the numerals denoting WESG's frequency. The station's sports announcer, Bill Pope, is tagged "W 7-11" formerly assigned to Jimmy Wallington when he was east. . . . Other staff members have followed suit with a consecutive run of "W" numerals.

Another KDKA Show on Net
Pittsburgh — A third KDKA program goes NBC network Friday at 6-6:30 p.m. when a musical show directed by Maurice Spitalny, with Billy Sherman as vocalist, steps out.

Mosley at Kingsport Studio
Bristol, Tenn. — Ralph Mosley, prominent business executive of Kingsport, has been made manager of WOPI's studios there, replacing Ray Adkins.

GUEST-ING

EUGENE LYONS, author, on "Book of the Month Club Concert," today (WQXR, 10 p.m.). HENDRIK WILLEM VAN LOON, tomorrow night.

HAROLD J. ROME, songwriter, guest of Doris Smith on "Encores and Epitaphs," postponed to Feb. 4 (WNEW, 4:30 p.m.).

MARTIN W. LITTLETON, on Brooklyn Bar Ass'n program, Feb. 7 (WNYC, 3:15 p.m.).

OUR GANG COMEDY KIDS, GUS EDWARDS and JOHNNY DOWNS on "30 Minutes in Hollywood," Feb. 6 (MBS, 6 p.m.).

15 KFI-KECA Musicians

West Coast Bureau, RADIO DAILY

Los Angeles—The Earle C. Anthony twin stations, KFI-KECA, are signing 15 staff musicians under the new agreement effective between broadcasters and the union, but evidently plan to get their money's worth, since auditions are being held and berths given to men who can qualify as soloists and double in vocal numbers as well as on instruments. Group will be billed as KFI's "Chorestra," and will be under the direction of Earl Towner, arranger-conductor formerly connected with KFRC and CBS in San Francisco.

THE BEST ELECTRICAL TRANSCRIPTION IS THE CHEAPEST!

A show is no better than its recording! Here are the "quality" methods we use:

Standard wax recordings on 1/2 ton machines (double safety wax reserve). Factory processed, surface-noiseless pressings, for rebroadcast purposes matching maximum range of "High Fidelity" radio stations, best pick ups and speakers on market.

All assignments guaranteed from recording to delivery to station with all necessary A F of M, MPPA, FCC releases.

Remote Control—permanent lines.

Studio — Latest double ceiling — Acoustically adjustable — Numerous dynamic microphone channels. Studio, Control and Recording Engineers (3) to each job.

★

JEAN V. GROMBACH, INC.
113 West 57th St. New York
Established 1930
Phone Circle 7-6980



PRESIDENT ROOSEVELT got the first disc pressed of the recording made by Bing Crosby, Eddie Cantor, Connie Boswell, Paul Whiteman and pianist Ignatz Hillsberg to be sold for the benefit of the campaign against infantile paralysis. All of the contributing artists autographed the wax.

KMPC inaugurates a new service to Los Angeles club women with its "Social Secretary of the Air," a daily report of club meetings and activities at 10:30 a.m. Mondays through Fridays. Beverly Bennett conducts the program.

Jeanette MacDonald will be the guest of Dale Armstrong, Times radio editor, on his new KFI program, "Radiolo," tonight at 10:15.

KFWB has a new week-day program, "Dr. Friendly," sponsored by Kruschen Salts. Harry Maizlish brought the contract back from his recent Eastern trip, and the new show will be heard over the entire California Radio System Mondays through Fridays at 2:45-3 p.m.

Joe Reichman, currently playing an engagement at the Mark Hopkins in San Francisco, won the valuable stop watch offered by Fox West Coast Theaters in a contest for the best arrangement of the number "Sweet Someone" from the 20th Century-Fox picture "Love and Hisses." Joe was presented with a watch only a few weeks ago when he completed his Coconut Grove engagement here.

Reg Douglass Dead

Wingham, Ont.—Reg Douglass, 31, for ten years chief announcer of CKNX, died Friday in Wingham General Hospital after falling the length of an elevator shaft in a Wingham factory building. He is survived by his wife, and by his parents in Edinburgh.

Complete Fox Disks

WOR has just completed the third set of transcriptions for Schillin Advertising Corp., made for the I. J. Fox account. Spot announcements based on outstanding historical events were used, with Louis Tappe producing. Sid Walton was the announcer.

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

- February 1
- Vilma Ebsen
- Frank Engle
- Clark Gable
- Betty Lawford
- James P. Johnson
- F. A. Mills

ORCHESTRAS - MUSIC

PAUL WHITEMAN is the author of an article on the birth and probable death of the "Big Apple" in the March issue of College Humor.

Jan Garber moves into Topsy's nitery in Hollywood following the current engagement of Red Nichols.

It's Chick Webb and His Savoy Swing Orchestra, with songstress Ella Fitzgerald, who will play for the Yale Prom in New Haven, March 12.

Zinn Arthur is offering a \$25 prize for the best title for his new song, tentatively labelled "King Arthur." Irving Berlin will publish it.

Larry Clinton's orchestra, for the past few months strictly a recording and broadcasting combine, will soon begin a series of personal appearances. He is booked for a Princeton

affair later this month and may eventually wind up at a New York hotel.

An original number called "Crosby Catfight," actually a jam session, has been orchestrated by Bob Crosby, now playing his Dixieland Swing at the Hotel Pennsylvania. The selection takes 15 minutes and will be played on one of his sustaining hours in the near future.

Buddy Rogers' swing band, now holding forth at the Hotel Sherman in Chicago, will come into New York late in March or early in April for a midtown hotel engagement.

Tommy Dorsey, who this week begins a tour of the East and Midwest, during which he will play at a number of leading universities and in vaudeville houses, returns to New York early in March for a date at the Paramount Theater.

Broadcast Engineers Set Columbus Confab

Columbus—Plans have been completed for the Conference of Broadcast Engineers to be held Feb. 7-18 at Ohio State University. Engineers from many stations throughout the country will attend.

SAN FRANCISCO

R. V. (Doc) Howard, KSFO chief engineer, has the new control room and announcer's studio in the Russ Bldg. studios all ready.

Watson Humphreys takes over production of "Dogs and Gold," KSFO Sunday drama commercial, while Allen Shepherd will announce "My Secret Ambition," Durkee Foods show moved here from Hollywood.

Vicki Vola has won a role in Hal Burdick's "Dr. Kate" serial for Sperry Flour on NBC. Cornelia Burdick, Montgomery Mohn, Helen Kleeb, Charles MacAlister, Earl Lee and Kenneth Garcia also in it.

KSFO has wired the Gold Room of the Palace Hotel for audience shows. It seats 600.

Natalie Park (Martha Murgatroyd of "Bughouse Rhythm") on NBC-Red, also is winning laurels during the Wayfarers' three-week Shakespeare festival here.

Lee Morse Returning

Lee Morse, former stage and recording star, has been set for a "comeback" on Broadway within the next few weeks. She's been playing club dates in the west and making ET's the past couple of years. She's already set for guesstar shots in N. Y. via the major webs.

Herrmann Signed by CBS

Bernard Herrmann has been signed by Columbia Artists Inc. as staff conductor and musical advisor. He is now in charge of music for the "School of the Air" and Columbia Workshop.

Flamm Offers Time For Interrupted Talk

Donald Flamm, owner of WMCA, yesterday offered the facilities of the outlet to Representative Hamilton Fish so that the congressman could repeat his speech delivered Sunday night at Carnegie Hall, but which was interrupted over the air due to a disturbance in the audience. WMCA, due to a bedlam in the hall, had to cut off the speech. Flamm stated that the line was cut at the request of the Non-Sectarian anti-Nazi League which asked for the facilities in the first place. Fish was denouncing all totalitarian states when persons in the audience began to hiss and worse.

Don Lee's 75-Piece Ork In Weekly Mutual Series

Don Lee network will feed the Mutual web a weekly half-hour of dance music by a 75-piece orchestra beginning Feb. 10 at 10-10:30 p.m. Program, "Hollywood Serenade," will originate at KHJ under direction of Elias Breeskin, former Pittsburgh Symphony orchestra conductor. Guest stars will also be used and the entire production will be supervised by Lewis Allen Weiss, general manager of Don Lee network.

Chorus Quest From WBIG

Next Saturday's broadcast of the "Columbia Chorus Quest" over CBS at 6 p.m. will come from WBIG, Greensboro, N. C. Program will include the Sedalia Singers of Palmer Memorial Institute, composer-director Noah F. Ryder of that group, and Dr. Robert Nathaniel Dett, head of Dept. of Music of Bennett College in Greensboro and a member of the Columbia Composers Commission.

Biddick as KVOA Rep

Tucson, Ariz.—Walter Biddick Co. has been appointed Pacific Coast rep for KVOA.



NILES TRAMMELL and wife departed for fortnight's vacation in Bahamas.

Sid Strotz, program manager of NBC, back from visit to affiliate station in St. Paul.

A. J. Kendrick, vice-president of World Broadcasting System, has returned from a swing to Des Moines, Kansas City, Omaha, St. Louis, Topeka and Evansville.

Jack Ryan, press agent, is back from a business trip to New York. He is expecting to become a papa any day now.

Arthur J. Kemp of Radio Sales Inc. visiting associates at WBBM-CBS.

Bill Ray, press chief at NBC, is taking over temporarily on his news desk while Dan Thompson helps on writing end. Department has been one man short ever since NBC personnel cut last fall. Meanwhile local office has added group of new commercials making more work than usual.

Hoosier Hot Shots of Uncle Ezra and Barn Dance shows are starting a personal appearance tour at Lansing Feb. 3.

Jack Fulton back from New York shopping trip.

WTAQ-WHBY, Green Bay

Bert Mulroy, program director, is recuperating after a tonsil divorce.

Wisconsin State Federation of Labor starts a weekly series this week on WTAQ.

Jack Martin's "Blue Monday Frolics" is a new 45-minute variety show.

Helen Merchant Engaged

Helen Merchant of "WINS Musical Clock" is engaged to Ray Billingham of The Buchanan Co.



6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN

who can translate the "personality" of each of John Blair's radio stations in terms of pulling power for the product. That's why time buyers and account executives ASK A JOHN BLAIR MAN.

John Blair & Co.

CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES SEATTLE

PROGRAM REVIEWS

RUSH HUGHES

Borden's
WEAF—NBC-Red, Mon. through
Fri., 4:30-4:45 p.m.
Young & Rubicam

FAST "NEWSREEL" TYPE SHOW WITH COMMERCIALS IN ALTERNATE SPOTS.

Rush Hughes, who isn't far behind Floyd Gibbons in fast-talking, does a "Hughes-reel" in this new series. Items of current human interest are alternated with food hints, all done in lively topical style calculated to hold interest. Such items as birth of the new girl heir in Holland, Canadian-U. S. amity and other bits were included in his first broadcast, using an effective technique wherein "Picture!" is announced at the start of each new item.

Program is coming from San Francisco for next 13 weeks.

"Busy Line 4142"

The premiere performance of WHN's new dramatic serial, "Busy Line 4142," Sunday at 5:30-6 p.m., lived up to advance ballyhoo and definitely shapes up as one of the better dramatic shows aired on the 1010 dial. Although the idea is not an original one, Irving Reis having made good use of it on his Columbia Workshops, it is still fresh enough to attract plenty of attention. Technique is to confine all action to a central setting, and in this instance it took place in a telephone booth, with story told through the medium of different phone calls.

First airing was rather smooth, but a few actors, in an earnest effort to fill the bill, overacted and almost ruined some of the best scenes. "The White Slaver," and the girl speaking to her fiance, were extreme in their overdoing. The has-been movie star, and the revenging brother were the bright spots in the cast. Writer of the program could do a better job on the lines, but does an excellent job in building his stories.

With a few more shots under its belt, program should be one of the

NEW PROGRAMS—IDEAS

WCOA's "Meet the Artists"

WCOA, the CBS outlet in Pensacola, Florida, is inviting its listeners to meet the station's staff artists and announcers in person. A series of weekly programs called "Meet the Artist Studio Parties" is broadcast each Saturday at 4:30-5 p.m.

Listeners are invited to visit the studios in the San Carlos Hotel during this program and witness their favorite artists perform. They have the opportunity of talking with the artists and discussing their programs.

The station feels a closer relationship will develop between performers and listeners, and will place the broadcasts on a more personal basis. Different artists are featured on each broadcast. Those heard on the first program were: "The Lonesome Sing-

highspots on the Sunday broadcast fare.

Michael Wardell writes and produces the series. Initial cast had a number of leading Broadway actors, including Hiram Sherman, Lawrence Paquin, Franklin Davis, Laura Windsor, Charles Powers, Ann Thomas, and others.

"Second Overture"

Maxwell Anderson's second play written especially for radio, "Second Overture," heard Saturday at 9:30-10 p.m. over NBC-Red Network, was another excellent piece of writing, albeit a bit to the class taste. Subject of the play was the Russian revolt of 1918, with scene near Moscow where a group of the condemned awaited their fate. There wasn't much action, but rather a good deal of social and religious declamation, pleading for sanity and general bemoaning. Large cast also proved a bit of handicap from the listener end. The script undoubtedly read a lot better than it sounded over the air, and on the whole this is the sort of thing that deserves encouragement.

James Church directed the production, with cast including such first-rate thespians as Earl Larrimore, George Gaul, Burford Hampden, Charles Webster, Eduard Trevor, John Brewster, Stanley Waxman, Neil O'Malley, Edward Jerome, Helen Walpole, Adele Harrison and others.

Bamberger Symphony

When speaking of the better class musical presentations, the Bamberger Symphony Orchestra, heard Fridays at 9:30-10 p.m. over WOR-Mutual, must be included. Last week's program, with Paulina Ruvinska, pianist, and Laird Waller conducting, was a typical instance of how good music can be made palatable to a wide audience.

Sammy Kaye

The "swing and sway" program dispensed by Sammy Kaye over WOR-Mutual from the Hotel Statler in Cleveland on Saturdays at 5-6 p.m. is unusual not only because it's a whole hour of dance music, but also because it's an hour that

er," Jeannette Ferraro, Anita Walder, Rose June McGinnis, and "The Ramblers."

Ross Gerald serves as master-of-ceremonies of "Meet the Artist Studio Parties."

Popular Radio Forum

On the premise that most types of radio forum are too "deep" or "dry" for the general public, WJW in Akron is opening a series of programs, using the forum style of presentation, but offering material which should appeal more generally. Prepared and presented by the Adult Education division of Central High School, program will concern generally unknown facts or incidents about famous people; 15 minutes weekly.

never gets tiresome or irritating. Kaye dispenses a smooth-flowing brand of rhythm that entertains and soothes at the same time. It's restful for folks who want to listen and relax, while at the same time it satisfies the dancing element. Vocals are judiciously interpolated, all of them being of pleasing quality.

Schmeling-Foord Fight

One of the remarkable things about the Schmeling-Foord boxing match shortwaved from Hamburg, Germany, on Sunday noon and heard in this country exclusively over Mutual was the performance of the British commentator, Eduard Roderick Dietze, who not only carried on throughout the entire main bout, both during and between rounds, but also handled the preliminary bout. He showed unusual resourcefulness in talking incessantly, always interestingly, and in language that neatly combined the erudite and the popular. He got over the color and action of the fight very nicely, while his sidelights were well-chosen. Reception of the broadcast was excellent.

"Bright Lights of 1938"

There is a good bit of talent in this new WHN review, Sunday at 5-5:30 p.m., but the setup needs better comedy material—not puns—and whipping into effective shape. Herman Timberg Jr. emcees the show and he sounds like the makings of another Milton Berle. Popikoff, the "temperamental Russian," who is always funny, and some good vocalizing by Michael Loring and Buddy Manners, also Sally Hughes and musical background by Don Albert's orchestra, complete the cast.

"Milkmen's Matinee"

Far and away one of the best shows of its type on the air, Stan Shaw's "Milkmen's Matinee" on WNEW seems to be growing in dialing importance with each additional performance. With a listening audience mustered from the ranks of the city's employes who serve on the Lobster trick, program is entirely recorded and is heard at 2-7 a.m. daily except Sunday. Shaw, to this reviewer, is tops as ad lib emcee, and manages

PROMOTION

Furniture Store Idea

Grant Sandison, WTMJ (Milwaukee) salesman, found a way for a furniture store to effectively merchandise its housewives' reception hall which resulted in two quarter-hour programs a week.

For some time the American Furniture Store has thrown its reception hall open to clubs and societies for bridge parties and social get-togethers. Sandison suggested broadcasting interview programs from the store, using these groups.

The program, "Homemaker's Studio," brings many women to the microphone to be interviewed briefly by WTMJ's Bill Evans. The questions dealing with everyday problems in semi-humorous fashion, are furnished by the participants just before the broadcast. The hundred or more women who participate are given favors.

It was found that the ladies present were more prone to shop the store after hearing the "selling" on the broadcast than when they came merely to play cards.

So successful has the feature become that the sponsor contemplates increasing the schedule to five times a week.

Handwriting Series Promotion

Star Radio Programs has released its largest promotion job on any special feature, a sales brochure for "Your Writing Reveals" series. The script organization engaged Dorothy Sara, handwriting expert, in preparing the 13 scripts, 15 minutes each. Only one man is required for production. Arrangements also have been made with Shapiro, Bernstein & Co., music publishers, for a special theme song.

Advertising Drama

Good note in newspaper advertising was recent piece in Dayton Daily News listing weekly dramatic offerings over WHIO, Dayton, O. Action photo was effective eye-catcher with an ultra-Bodoni "DRAMA" and "Listen" making up the caption. Network dramatic fare coming over the local airwaves was listed by day and hour.

Valentine Song Number Out

"Make Your 'Mum' Your Valentine," with words and music by Harold Moon and Sherley Marson, has been published by Whitney Blake Music Pub. Co. The number, specially intended for the Valentine season, was off the press in the record time of 24 hours after Moon brought the manuscript to New York from Canada. In addition to his songwriting, Moon also has produced radio shows for Canadian network schedules. He returns to his Montreal headquarters this week.

to make even his commercials sound interesting. Proof of his versatility lies in the fact that nightly he receives 300 to 400 wires requesting dance numbers and bearing personal messages to Shaw. Program is loaded at present with 27 sponsors, and there is a waiting list.

Did you know that many of our students after completing courses in The School of Radio Technique have been accepted on commercial broadcasts?

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



It's Going To Be

Bigger And Better

Than We Expected



Contains 1000 Pages

Covers Everything

Going Everywhere



The Radio Daily

Annual of 1938



PITTSBURGH

KQV scooped the town Monday (Jan. 31) by carrying former Gov. Gifford Pinchot's talk at the Pennsylvania Bakers' Convention in Hotel William Penn.

Lois Miller, organist for Pittsburgh Coal on KDKA, is helping the Stanley Theater celebrate its tenth anniversary. In addition to her playing, the theater has booked Ted Weems, Tim and Irene, Duke Ellington and Judy Garland for this month.

Carl Dozer, who conducts the WCAE "Morning Express" and also announces the Carnegie Tech Symphony over Mutual on Saturday, has won the hand of Helen Jane Douthitt, former Tech student. It will be a June wedding.

KDKA will feed Maurice Spitalny's Orchestra to NBC-Blue every Friday night at 6.

Harry Hendel has booked Don Redman, Louis Armstrong and Count Basie for early airings at the Savoy Ballroom.

OKLAHOMA

Robert Donley, WKY announcer, in charge of Y.W.C.A. class in the theater.

Neal Barrett, Hearst Radio v.p., in Texas on business.

Sue Hancock, sec. to KOMA program director Waymon Ramsey, ill.

Bill Perrin and Carrol Hubbard, formerly with W. Lee O'Daniels, now on KVSQ for Pruitt Produce Co.

Tests on relay portable transmitter for KVSQ beginning.

WTMJ, Milwaukee

Charles Nevada, sports authority, who conducts the nightly "Last Word In Sports," has received a warm expression of appreciation from Marquette University Alumni Association for his handling of Marquette sports news.

A sponsor is flirting with Mary Agnes Donahue, rhythm singer.

Jack Martin, organist, fell on the ice while boarding a bus and severely wrenched a shoulder.

Don Chase, operator, aviator and right-hand man of Max Nohl, who hung up the world's record for deep-water diving, is papa again. It's a girl this time.

The American Singers, choral group under the tutelage of William Wengel, who founded the Fireside Quartet, now have a sustaining half-hour Monday nights.

ONE MINUTE INTERVIEW

LAWSON ZERBE

"Radio drama is made more effective with the use of smaller casts. If there is too much time spent by the listener in trying to identify all the members of a large company, there is a proportionate loss in the dramatic quality of the sketch being played. The solution lies in the 'narration bridge' being employed in getting the story told with a minimum of extras and a maximum of action."

★ Coast-to-Coast ★

THE 100th "Stars of Tomorrow" broadcast over KFJM, Grand Forks, N. D., was celebrated by a big party, with invitations to the first 50 youngsters to register to help in the festivities. "Uncle Bill" again was emcee, but instead of conducting the usual talent hunt he led the kiddies in a round of games, and once the affair got under way there was no lack of realistic sound effects.

Lawrence McDowell, commercial manager of KFOX, Long Beach, Cal., is overhauling his 30-foot motor cruiser in preparation for some early spring cruising to Catalina Island.

Estelle M. Sternberger, executive director of World Peaceways Inc., will speak on today's broadcast at 12:45-1 p.m. over WMCA on the subject of "Is Washington Arming for Peace?" The series has shifted from its former time, 10:45 a.m.

Elinor Sherry has been allotted a 15-minute spot Wednesdays at 12:15 p.m. on WOR-Mutual, in addition to her Friday night and Saturday afternoon broadcasts.

Shirley Sadler, Minneapolis songstress, picked by Kaye Brinker, head of the audition board at WBBM, Chicago, as a promising newcomer, is now appearing nightly with Billy Elden's orchestra on WBBM.

WIOD, Miami, is again carrying Robert Ripley's "Believe It Or Not" program.

The thrice weekly CBS morning series featuring Lyn Murray's orchestra and songstress Ruth Carhart will be heard at 11:00 a.m. in the future instead of 10:45. The program will continue to be heard Mondays, Wednesdays, and Fridays.

Charlotte Kingston of New York is inaugurating a weekly "Learn to

KGVO, Missoula, Mont.

Tom E. Atherstone, chief engineer, after attending the engineers' conference in Columbus starting Feb. 7, will visit Washington.

Manager A. J. Mosby has arranged with James N. Holm, director of radio extension department at U. of Mont., for a series desired for high school debate teams.

Lucille Davis and Ernest Reid are additions to "Dude Ranch," which goes to a full hour this week.

Sevilla Smith, Betty Schultz and Margaret Small are new vocalists.

Verne Sawyer, special events announcer and emcee, back on the job after an illness.

"Dance" program over WSPR, Springfield, Mass.

E. Gordon Hubbel, production director of the research project in school broadcasting at the University of Wisconsin radio station WHA, was married in Madison to Miriam G. Jackson.

WINS is starting a weekly series of disks being put out by the YMCA. First recording is an interview between the "YMCA Reporter" and Dale Carnegie. "Youth Problems" is the subject discussed in all the broadcasts.

WGH, Newport News, Va., did an interesting broadcast from Loew's State Theater, Norfolk, when "The Hollywood Hotel Revue" arrived in that city last week. The cast, masked and gowned to represent Hollywood stars, were driven to the theater and interviewed at the mike by Irving Waugh, WGH chief announcer. Later the stars of the show—Marty May, Helen Honan and Robert Barry—did a quarter-hour studio show.

William P. Sneeberger, 61, well known as "Herr Fritz," leader of the German band heard for several years over WRJN, Racine, Wis., died last week.

LOUISVILLE

Orrin W. Towner, designer and chief engineer of WHAS, recently addressed the Lions Club, explaining features of the new transmitter.

Lee Coulson, WHAS commercial manager, elected president of the Courier - Journal and Times Credit Union.

Helen Noble resigned as WGRG receptionist to accept position with local apothecary. Melba Henry, who formerly presented piano recitals over the station, is presiding at the desk.

Nate Lord, manager WAVE, is back at his desk, after a throat infection.

John Tillman, new WHAS announcer, now handling the "Street-Man" airing thrice weekly, in place of Joe Wheeler, recently resigned.

Hugh Sutton, production man, who left WHAS in recent shake-up, is considering a connection with the University of Louisville, as instructor in commercial radio.

Clifford Shaw, WAVE program man and pianist, now airing a daily series of piano numbers including some of his own compositions.

AKRON

WADC has added a studio orchestra with Johnny Martone conducting.

Bill Griffiths, WJW sports commentator, is doing a new "Sports Page of the Air" six days weekly.

Ed Marchal and Fred Bock represented WADC at the sales directors' meeting in Toledo.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

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

FOTOFONE SOUND SYSTEM

Columbus 5-7366-7

Mr. John T. Adams
Erwin, Wasey & Company
420 Lexington Avenue, N. Y. C.

Dear Mr. Adams:

"Hop on the bandwagon." This does not mean following blindly the course of the others. Since we started writing these open letters to various advertising agency executives the response has been exceptionally good. We acquired these new accounts, however, not because they were merely following suit, but because they were pleased with the sample recordings sent them.

May we submit some samples to you?

Very truly yours,

Kenneth W. Howard
Sales Manager.

KWH/amh