



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 23

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 2, 1938

FIVE CENTS

\$4,297,600 CBS '37 Net

65 NATIONS REPRESENTED AT CONFERENCE IN CAIRO

Cairo (By Cable)—Representatives of nearly 65 nations are here for the International Communications Conference which will be formally opened today by King Farouk. Problem of revising regulations governing radio, telegraph and telephone communications will come up at the parley. Reallocation of wavelengths for broadcasting is one of the more difficult matters facing the conference.

Wallace White, leader of the U. S. (Continued on Page 3)

Another Measure Asks Pan-American Station

Washington Bureau, RADIO DAILY
Washington—Senators McAdoo of California and Chavez of New Mexico yesterday introduced a bill asking construction and operation of a radio station designed to promote friendly relations among nations of the western hemisphere. Bill is similar to the one introduced by Congressman Celler in the House only in that it calls for an appropriation of \$3,000,000 for land, construction and equipment. A Pan-American advisory council on programs also is specified.

Reg Martin, Gunnar Back, Out in Shift at Lincoln

Lincoln, Neb.—Reginald B. Martin, KFAB-KFOR station manager, and Gunnar Back, continuity chief, are off the payroll under a realignment by Don Searle, new general manager. Paul Dodd is acting manager of the Lincoln studios. A shakeup in Central States Broadcasting's Omaha studios, KOIL-KFAB, came two weeks ago.

McCarthy for Mayor

Milwaukee—So popular is Edgar Bergen's Charlie McCarthy that citizens of South Milwaukee have nominated him for mayor there. Nomination paper, signed by enough persons, duly filed with city clerk. Harry Eldred, publicity director of WTMJ, through which Charlie contacts his constituents, is campaign manager.

CRITICS' FORUM



MORE ABOUT NEWSCASTS

ADDITIONAL comments and suggestions from the nation's radio editors on the question of improving news periods, the second topic in RADIO DAILY's first annual Forum, are given herewith:

"Both radio and newspapers have learned that there is room for both mediums, although the radio sphere is identical with that of the press. News broadcasts should be credited to the local press by each station and a cooperative agreement reached."—C. FULTON FIELD, Long Beach (Cal.) Press Telegram.

"By an unbiased view of both sides of the topic. Many commentators reveal a reactionary view and are quick to 'color' the news which decidedly favors the business interests of sponsor."—SID SHALIT, New York Daily News.

"More often, shorter periods in breezier, snappier style and interpretative."—TURNER JORDAN, Birmingham News.

"More like Lowell Thomas."—WILSON BROWN, Radio Guide.

"As to spot news, by repetition of the headline-highlights at the program conclusion for late tuners."—JACK SHAFER, Newark Ledger, Long Island Press and Staten Island Advance.

"By adding a little humor in news stories."—ARTHUR C. PAMERLEAU, Flint Journal.

"Dramatize the news. Give it better interpretation."—HARRY W. MOODY, Springfield, Illinois State Journal.

"Keep them strictly sustaining and eliminate commercials in the middle of a news broadcast, camouflaged as a news item."—FREDERIC THOMS, Bridgeport Times-Star.

"By being more selective in the news presented."—HARRY LA FERTE, Tulsa World.

"By having several voices that SOUND different on the same news

program."—NICK KENNY, New York Daily Mirror.

"By abandoning the policy of too many news periods, such as one each hour, which takes the edge off the news."—JOHN CAMERON SWAYZE, Kansas City Journal-Post.

"By eliminating distortions planned to conform to the commentator's prejudices."—ALICE ZINGG, Bay City Times.

"More news of general interest. Less interpretation of minor events."—HAZEL A. ANDERSON, Lynn (Mass.) Daily Evening Item.

"Sock one story hard, as Boake Carter does, instead of sketching entire page 1 of newspaper."—RALPH SANDERS, Chattanooga Free Press.

"By bringing to the microphone for a 30-second or even one minute interview persons directly in the news of the day—during daily periods."—WILL BALTIM, New Brunswick (N. J.) Daily Home News.

"By being a little more explicit and detailed. Less uninteresting material and not so much reference to commercialism."—INA WICKHAM, Davenport Democrat and Leader.

"By a little better editing. Have boys with background handle the news, especially on smaller stations."—MARY LITTLE, Des Moines Register and Tribune.

"By better editing; by writing for the eye not the ear; less declamatory delivery."—DALE ARMSTRONG, Los Angeles Times.

"Radio news commentators dramatize small incidents too much. Most news broadcasts are short, and, therefore, must be used to cover the news as completely as possible in

\$2.52 a Share Reported for Last Year Against \$2.20 in 1936

CBS net earnings for last year, subject to audit by certified public accountant, were \$4,297,600, equal to \$2.52 a share, compared with net earnings of \$3,755,000 or \$2.20 a share, in 1936.

Share earnings for both years are computed on the basis of 1,707,950 shares of \$2.50 stock presently outstanding or to be outstanding upon completion of exchange of the old \$5 stock.

NETWORKS FAVOR AFRA IN UNION NEGOTIATIONS

Rapid strides by the American Federation of Radio Artists in its negotiations with networks and advertising agencies indicate that the networks at least are favorably inclined toward the AFRA, an AFL affiliate, as compared to unaffiliated or the CIO groups. NBC announcing staff in this city is 100 per cent AFRA with exception of one announcer. Yesterday two NBC managed outlets,

(Continued on Page 3)

Eddie Cantor Reported Slated for Camel Show

West Coast Bureau, RADIO DAILY

Los Angeles—That Eddie Cantor will end his Texaco association when present contract option expires in March, and that he has a deal on the fire for a one-hour show for Camel cigarettes, is the report current here, though denied by William Esty

(Continued on Page 3)

Direct Medium

Remington-Rand sponsoring the "Early Bird" show handled by Charlie McCarthy (real name) received a call from WHN early one morning. A listener needed a typewriter in a hurry. She 'phoned WHN. WHN 'phoned Remington-Rand. Remington-Rand 'phoned the nearest agent.

Result: One typewriter sold!

(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Tuesday, Feb. 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	140 1/4	139 5/8	139 3/4	- 1/2
CBS A	18 1/2	17 3/4	18 1/2	+ 1
Crosley Radio	9	9	9	+ 3/8
Gen. Electric	40 1/8	39 1/2	39 3/4	+ 3/8
RCA Common	6 1/4	6 1/8	6 1/8	+ 1/8
RCA First Pfd	47 3/4	46 1/2	47 1/8	+ 1 1/8
Stewart Warner	9 5/8	9 1/4	9 1/4	+ 1/4
Westinghouse	95 1/4	93 1/2	93 3/4	+ 3/4
Zenith Radio	14 1/8	13 3/4	13 3/4	+ 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	
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OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

New Broadcast Service Will Cater to Bakeries

Bakers Broadcasting Service, created to service bakeries in their broadcasting and advertising problems, has set up headquarters at 113 West 42nd St., with a branch office at 140 Boylston St., Boston.

Firm will specialize in both ETs and live programs. Plans are now under way to record about a dozen series, according to Robert W. Graham, executive of the company.

FCC ACTIVITIES

APPLICATIONS RECEIVED

WIRE, Indianapolis. Mod. of license to change power to 5 KW. unlimited.
KGW, Portland, Ore. Special experimental authorization to operate a facsimile station on 620 kc., 1 KW.

EXAMINER'S RECOMMENDATION
WFBR, Baltimore. CP to increase power to 1 KW., 5 KW. LS. be granted. 1270 kc., unlimited.

Bank Plugs Radio Series In Newspaper Campaign

The Morris Plan Bank of Rhode Island, which will sponsor "Ports of Call," an Atlas Radio Production, via WJAR each Wednesday at 7:30 p.m., starting Feb. 9, has enlisted the cooperation of the State Department of Education, Cunard Line and the Hamburg-American line in exploiting the show. In addition, Morris Plan is planning a statewide advertising campaign, using every newspaper in Rhode Island to launch the series of 52 episodes. Handled by Criterion Radio Productions Inc., distributors of Atlas Radio Productions in New England, the bank is blanketing the state with heralds, window cards, blotters, gummed labels, etc.

Radio Columns Draw High Reader Average

Newspaper radio program listings and radio columns have the highest percentage of readers than any other sections in Sunday newspapers, while in daily editions the radio page is out-read by only the comics and the movie department, according to the latest survey of daily newspaper reading habits conducted by Dr. George Gallup, Young & Rubicam. Interest in radio departments has been steadily increasing, it is pointed out.

Rep. Fish to Repeat Talk

Representative Hamilton Fish, whose WMCA broadcast was suddenly interrupted by a demonstration of Communists at the Carnegie Hall anti-Nazi rally last Sunday, will repeat his talk over the station on Friday, 8:15-8:30 p.m.

WBAL 2-Hr. Morning Show

Baltimore—"Round the Breakfast Table," a new morning program, began this week over WBAL. In addition to news, weather reports, time signals, anecdotes and transcribed music, show includes a number of surprise innovations. Gerry Lee Pecht conducts the two-hour program.

Slocum as Gen. Mills Contact

William Slocum, ex-New York American sport writer, is out on the road acting as contact on baseball for General Mills. Slocum has been a sport writer all his life and has numerous contacts among league executives.

7:25 A.M. Movie Gossip

Earliest movie commentator broadcast of the New York area is that of the Criterion Theater in New York, heard on WNEW at 7:25 a.m. daily for five minutes, and on Wednesday at 7:30-7:45 a.m. Started this week.

Portable Sound Library

A portable sound library, for recording, remote jobs and group shows, has been started as a new service to producers by Gilbert Braun, with headquarters at 1457 Broadway. Library is equipped to produce any sound required.

WTAM to Hold Celebration For New \$300,000 Studio

Cleveland—WTAM will hold a housewarming during the week of Feb. 14-19 in celebration of the opening of its new \$300,000 studios. Ceremonies will be climaxed on the last day when Mayor Harold Burton drives a gold spike into the name plate on the entrance. Building will be known as the National Broadcasting Co. Bldg. Vernon H. Pribble, manager of the station, will be the host to numerous parties during the week.

Ultra H. F. Station On Its Own Schedule

Detroit—After two years of experimental operation, the Detroit News high frequency station, W8XWJ, is now a regular broadcaster on a new frequency of 41,000 kcs., putting on its own 14-hour daily broadcast entirely independent of WWJ. Wellington Gransow is handling the schedule. New Western Electric 500-watt transmitter replaced the former 100-watt apparatus. Operation continues under experimental license.

Carl Wesser is chief engineer, August Maekelbergh handles foreign language broadcasts, Al Allen has charge of programs and publicity.

New NBC Drama Series

"Great Plays," new series of masterpieces of theater literature, makes its debut Feb. 26 at 5-6 p.m. on NBC-Red under supervision of Blevins Davis. First offering will be "The Birds," by Aristophanes, followed by "Everyman," and other ancient and modern classics.

Irving Hyland Promoted

Irving D. Hyland, who has been functioning as New York liaison between Warner Bros. and Lord & Thomas on the Lucky Strike-Warner show, "Your Hollywood Parade," has been promoted to the post of eastern field representative for Warners. He will assume his new duties next Monday. Hyland was married last night to Janet Stein, artist, and after a brief honeymoon will step into the setup.

Home Diathermy's Live Shows

Home Diathermy programs will become live over WHN starting Monday, when one-act dramatizations replace the recordings now used. Broadcast will be titled "Design for Happiness Dramas," 2-2:15 p.m., Monday through Saturday. Clayton Haven is producing the shows. Home Diathermy also starts a 15-minute recorded program over WHN on Feb. 7 which will be heard seven times weekly.

COMING and GOING

PAUL WHITEMAN and orchestra arrive today on the Century from the west preparatory to his first Chesterfield show in the East on Friday.

MR. and MRS. LLOYD EGNER (NBC The-saurus) sail today for a two-week vacation in Bermuda, deferred from last summer.

HERMAN GREENBERG of the home office Ascap staff, returned yesterday from an extensive trip through the West.

O. W. FISHER, president of KOMO-KJR, Seattle, is in town.

LORETTA LEE opens at the Fox Theater in Detroit on Friday and then goes to Cleveland for a vaudeville engagement.

GEORGE NIXON of NBC development and research division in New York goes to Chicago to address the Institute of Radio Engineers on Friday. After conferring with Howard Luttgens, NBC engineer chief in Chicago, he will leave for Columbus to address the radio engineering class of Ohio State.

CLARK DENNIS, singer on the "Fibber McGee" show, comes to New York on Feb. 27 to make five Rexall transcriptions.

TOM THOMAS, NBC baritone, goes to Cleveland on Feb. 15 for a singing engagement.

JOHN F. PATT, vice-president and general manager of WGAR, Cleveland, has joined Leo Fitzpatrick in Florida. Fitzpatrick is g.m. of WGAR's sister station, WJR, Detroit.

MORRIE PIERCE, chief engineer at WGAR, leaves for Florida about the end of next week, after attending the broadcast engineers' conference in Columbus.

GEORGE HENRY PAYNE, member of FCC, left Washington yesterday for Florida on a two-week vacation.

STATION



NEW YORK
Serving New York
and New Jersey



HOURS A DAY

More Power for Your Job!

WABY

NEW EQUIPMENT...
NEW PUNCH!

ALBANY, N.Y.

First in local accounts
in Chicago
WGES

(In the heart of Chicago)

Networks Favor AFRA In Union Negotiations

(Continued from Page 1)

KOA in Denver and KDKA in Pittsburgh, were signed 100 per cent, and with few exceptions around the country AFRA claims excellent progress, particularly with NBC outlets.

Announcer demands upon NBC were presented by AFRA on behalf of the New York staff, but it is believed that efforts will be made to make a national deal affecting all NBC owned, managed and operated stations.

Officials of AFRA are seeking to have future meetings with network officials of NBC and CBS a joint conference. Where artists or announcers are concerned, members of that profession will also sit in on the negotiations. The demands made on behalf of the NBC announcers are said to be the usual shorter day week and maximum hours plus various items already set forth by other groups such as AGRAP. CBS in this city and several other outlets are working under AGRAP contracts. It is presumed that AFRA eventually expects to acquire the AGRAP membership for itself. AGRAP now contemplates an affiliation with a parent labor organization such as CIO or AFL.

Advertising agency negotiations, including the conferences with the committee representing the American Association of Advertising Agencies, are "progressing satisfactorily," stated AFRA officials.

ST. LOUIS

A new Germania broadcast, figured to add 60,000 listeners for WEW, started this week. Norbert Feld arranging and announcing program.

France Laux will again be at the mike for KMOX, and Johnny O'Hara for KWK, when baseball broadcasts go on the air under General Mills sponsorship.

"Stop Dreaming" is a new KSD series, with Jean Carmen, singer; Russ David, pianist, and the Rhythm Escorts.

WIL's all-colored amateur air show, emceed by Claude Collins, has attracted quite a following among Negro listeners.

WELI, New Haven

Mabel Crick is a new soprano on the schedule.

Don Fiore now sings with Tune Twisters on Saturdays at 4.

Sunday talks by Congressman

Joins Radio Registry

Lucille O'Neil has been added to the staff of National Radio Registry effective immediately. Miss O'Neil will be in charge of the secretary-telephone division.

CRITICS' FORUM

(Continued from Page 1)

few words."—CHESTER BROUWER, Fort Wayne Journal-Gazette.

"Writing of news broadcasts with greater consciousness of effective phonetics; more emphasis on straight news presentation instead of interpretation by half-baked commentators."—DOROTHY MATTISON, Worcester Telegram and Gazette.

"Slow them down — fewer items more carefully read and given by someone who has news sense would be welcome."—E. D. KEILMANN, Capper Publications, Topeka.

"By having fewer of them and letting the newspapers continue to function as the news outlet for America, except in calamities or emergencies."—RADIO EDITOR, Judge Magazine.

"By employing more men with newspaper background, who sound as if they understand what they're reading. Too many 'just read words' with no interpretation or thought."—BOB HALL, San Francisco Call-Bulletin.

"Shorten governmental news bulletins, leaving elaboration to commentators; use more light 'human interest' items during regular news broadcasts."—CHRIS MATHISEN, Washington (D. C.) Evening Star and Sunday Star.

"Better editing; less words the announcer can't pronounce; more analysis."—BILL POTTS, Fort Worth Star-Telegram.

"Mainly by giving the job of news writing, editing and selection to com-

65 Nations Represented At Conference in Cairo

(Continued from Page 1)

delegation, in a statement yesterday spoke of the importance of amateurs in experimental and development work in radio. He also praised press services by radio.

Swiss Fabric One-Shot

Swiss Fabric Group next Tuesday will sponsor a one-time shot on WJZ, 3:45-4:15 p.m. Program will come from a fashion show being held in the Rainbow Room.



JOSEF CHERNIAVSKY

"The Musical Cameraman"

Now Guest Conductor at

SHEA'S BUFFALO THEATRE

Featuring his Pet Presentation Ideas

petent newsmen (not script writers) and choosing announcers who are aware of what they are reading and not HOW they are reading it."—BRUCE NICOLL, Lincoln (Neb.) Star.

"News, and what's palmed off as news, is eating up more and more of the time of a medium that should be devoted to entertainment and education. News broadcasts should be few, in fixed time spots, and should not be commercialized."—GEORGE H. STEUART JR., Baltimore Evening Star.

"A little less attempt by commentators to impress with their voices and a little more news."—TOM O'HERN, Davenport Daily Times.

"With newsdramas, less long commercials and more just 'stuck-in' like Boake Carter does."—ELEANOR M. SHAW, Minneapolis Star.

"By giving late news not a re-hash of the morning or afternoon editions."—CLIFFORD GRASS, Canton (O.) Repository.

In tomorrow's issue the question "Are the number of educational and cultural programs sufficient?" will be answered.

Eddie Cantor Reported Slated for Camel Show

(Continued from Page 1)

agency. The Camel deal would have Cantor producing and responsible for entire setup, as is presently the case with Texaco, and negotiations are said to have reached the stage where a tentative budget of \$16,000 has been set. It may be, however, that the Benny Goodman half-hour will be retained. Cantor opposite the Packard hour would further complicate that situation.

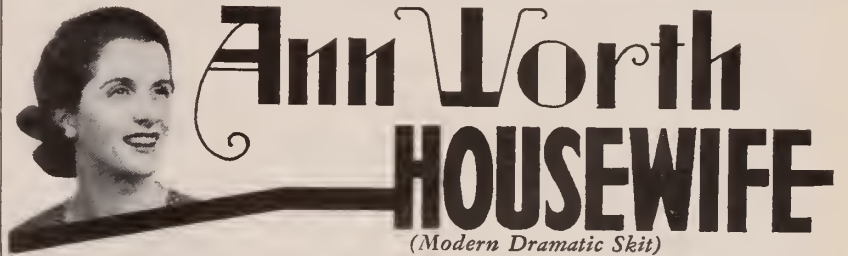
Last May it was announced that Cantor had signed a six-year ticket with Texaco.

Servel Sponsors "Captains"

Servel Electric Gas Refrigerators will sponsor "Captains of Industry," an Atlas Radio Production, via KRLD, the CBS station in Dallas. Program will be heard every Monday at 9:15 p.m. for 52-weeks. Deal was handled through Couchman Agency.

WHN Songwriters

A new ditty, "A Little Bit Careful," aimed at reckless drivers has been written by Allan Zee, Elektra Allison and Frank Roehrenbeck. Clarence Williams did the publishing. Zee is a WHN production man, Elektra is staff pianist, and Roehrenbeck is the station's general manager.



Four Thousand Eight Hundred Sixty - Six Women Say OK

CHIEF OF WXYZ SAID, "TEST THIS PROGRAM, AND DON'T PULL PUNCHES"

—WXYZ— MICHIGAN RADIO NETWORK

And what a test. Right at the height of Holiday turmoil, November 11th to December 11th, (1937), when women are really busy. Broadcasting time purposely moved from mornings to 1:45 to 2 P.M., Monday through Friday, and no "ballyhoo." BUT, we did have an attractive free offer to entice mail response.

When the Chief said, "don't pull punches" he meant, test the program the hard way, and report the findings as is.

The entire case history is available to any agency or sponsor desiring a really powerful commercial program.

WRITE FOR THE FACTS. ANN WORTH, HOUSEWIFE IS READY FOR SPONSORSHIP NOW.

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

LUCILLE & LANNY

LINWOOD GREY

"2 voices and a pianny"

Now appearing with Fred Allen

TOWN HALL TONIGHT

Arrangements by Lanny Grey

Management NBC Artists Service

AGENCIES

COMPTON ADVERTISING INC. has been appointed to handle direct sales promotion and advertising for Permutit Co. (water conditioning equipment). Guy Richards is account executive.

CHARLES W. HOYT CO., as a result of a training course for juniors conducted last year, has made the following appointments: Richard Pratt, assistant in radio department; William Morriss, research department, and H. M. Howlett, assistant in contract department. Miss Cecil Billings has joined the copy staff.

RICHARD FOLEY AGENCY, Philadelphia, will handle Krumm Macaroni account.

McKEE, ALBRIGHT & IVEY, Philadelphia, is handling Pine Bros. Inc. (proprietary remedies).

SIMMONDS & SIMMONDS INC., Chicago, has absorbed Phil W. Tobias & Associates, this 30 year old agency to operate under the S&S name with Phil W. Tobias as new president, F. M. Simmonds Jr. as vice-president and C. O. Brewer as secretary-treasurer. Jack Wendt has joined new agency as account executive and Frank Duffy and Fred Schwenn, formerly with Tobias, are joining new outfit in research and copy departments.

ROE FOWLER, formerly with Charles Daniel Frey agency, has joined the writing staff of Needham, Louis & Brorby, Chicago.

ALBERT G. DEGEN has left H. W. Kastor & Sons, Chicago, for local sales office of True Story magazine.

MAURICE ELGUTTER has joined Aubrey, Moore & Wallace Inc., Chicago. He was formerly with P. P. Willis Corp.

EVANS ASSOCIATES, Chicago, has landed the Haskelite Mfg. Corp. account, makers of plywood and other construction materials.

MYRON P. KIRK, formerly vice-president in charge of radio, Ruthrauff & Ryan Inc., has been made vice-president in charge of radio for Famous Artists Corp. and its affiliated corporations, H. E. Edington-F. W. Vincent Inc., Feldman-Blum Corp. and the Charles Kenneth Feldman Corp., Hollywood.

Appalachian Games on WOPI

Bristol, Tenn.—W. A. Wilson, g.m. of WOPI, has arranged to air the 1938 baseball games of the Appalachian League from the various cities in the circuit.

Ringson Managing WRDW

Augusta, Ga.—W. R. Ringson, formerly with Georgia Theater Service Corp., Atlanta, has been named manager of WRDW here.

WILLIAM SCOTTI

and
The Sweetheart Rhumba Quartet
(instrumentalists)

Featured by Manhattan Soap Co.
WEAF

Thurs. 9:30 A.M. and 6:35 P.M.
Fri. 9:30 A.M.

Excl. Mgt. Ben B. Lipset
607—5th Ave., N.Y.C. PLaza 3-6268



● ● ● PERSONAL Postcards To: Ray Block: According to the press releases of the previous editions you've just written a tune called "In My Little Red Book". Did you know that Lew ("That Old Feeling") Brown wrote a tune using that title in 1933—for the then columnist, Paul Yawitz? ...Phillips H. Lord: On last week's "We, The People" a hypnotist made an air appearance. Your office again oked this story—but we went backstage before (and after) the broadcast and asked the man to make us unconscious or place us under his power. He refused!...Benny Goodman: The Paradise Cabaret is anxious to set a deal for you and that swing band at \$6,000 per week—and do away with the girl show if necessary. ...Tommy Dorsey: Why won't you admit to that Universal Picture deal—when we've seen correspondence stating that your part was to be enlarged?...George W. Hill: B. A. Rolfe, who was on your "Okay America" series, has a new band together now and calls it "floating rhythm"....

● ● ● FCCommissioner McNinch: Here's a story we're sure you'll like....Goodwill has always been fostered by KVI, Seattle-Tacoma, by handling telephone complaints of interference through the proper channels with Amateur, Radio Service Men and Power Company organizations....Chief Engineer J. W. Wallace being either an active or honorary member in all....One morning this week a friendly listener called, wishing to get in touch with son-in-law, amateur radio operator W7BAY in Helena, Montana. The call was passed on to KVI Transmitter Engineer Lew North, W7BHE, at his home near the transmitter on Vashon Island. He went on the air, heard W7BAY in Helena on the "Breakfast Club" amateur circuit, and contacted him direct on 75 meter phone, to the delight and satisfaction of all....W7BHE, by the way, uses the distinguishing words W-7-"Bacon"- "Ham" and "Eggs" as identification! Sounds like a natural for any Service "Breakfast Club"!

● ● ● Mark Warnow: A bow from the hips and an affectionate embrace to you for finding an opening for Dave Kent with your Circle Music Co., where "Toy Trumpet" is quite the thing....Lenox Loehr: Hereafter NBC will end all educational shows with "This has been an NBC Educational Feature"...Darryl Zanuck: At Casa Manana's "informal" nite, a singer, knowing that Sidney Lanfield, one of your top-notch directors, was present, dedicated a song "for you, Chief"—when there's only one "chief"—you—and you don't want him!....Jack ("Disappointed and Disgusted") Bregman: Hear that Judy Garland is great with Fannie Brice in "Everybody Sings"...Harry Conn: Your show has but three more shots to do. CBS is working out an hour show to take up that period opposite Don Ameche....Charlie McCarthy: The nation is rapidly falling in love with "Dopey", one of the Seven Dwarfs....David Sarnoff: Over at CBS two page boys, Sonny Diskin and Mike Campbell, were promoted—Sonny going into sales promotion and the latter into station relations—making a total of 12 page boys lifted to civvies....Roy Wilson: Colonel Jack Major now has his own phone number and asks to be called up "if anything turns up where a fellow can have fun or make money"...George D. Lottman: Correcting an error—by "reorganizing your coast office" we should have added that your staffs would be increased.

● ● ● Bob Trout: A great undertaking has been completed in your behalf at WNBX in the snow capped hills of Springfield, Vt.... When Lindy Lindquist, program director, met you at the railway station in bearskin coat and hat, whisking you to the studio in an old-time Vermont snow cutter, you seemed to doubt that he was partaking of true northern customs. You declined to believe differently until shown a polar bear. Here's the surprise—the recent January thaw has broken up the ice in Vermont streams. Great chunks have pyramided in the local black river. Would you believe it, polar bears came down with the ice flow?

ORCHESTRAS
MUSIC

FERDE GROFE will conduct his second annual Carnegie Hall concert on March 25. He also will appear on RCA "Magic Key" March 20. Both deals set by Consolidated Radio Artists.

Benny Goodman and Tommy Dorsey lead, with Guy Lombardo third and Horace Heidt fourth, in the third annual popularity poll conducted by Martin Block of the WNEW "Make Believe Ballroom." Nearly 200,000 votes were cast by radio listeners in this contest, which has just closed. No prizes were offered to listeners.

George Hessberger and his Bavarian orchestra have been set by CRA to open at the Alpine Village at Cleveland on Feb. 22. Engagement is for six months.

"Dormitory Girl," a new song written by a member of the Austin Hall Choir at the University of Washington, was not only broadcast for the first time but sung in public for the first time over KVI, Seattle-Tacoma, when the station gave a preview of the "Varieties," annual University musical show. Excerpts from other featured acts rounded out the preview program.

Art Kassel, missing from Chicago for three years, will open at the Bismarck Hotel Walnut Room on Feb. 9 following Eddie Varzos.

Gene Marvey, tenor formerly on the Bisodol show, is headlining with Sterling Young's ork at Boulevard Room of Stevens Hotel, Chicago.

Allan Grant, NBC pianist, is bringing out a second series of musical Candid Camera Sketches. This published series will include: "Jade," "In a Tearoom," "Lantern Parade," "Barcarolle," "Spanish Serenade," "Waltz for Two Pianos," "Lake Louise" and "A Fairy Tale."

Bernie Cummins is to follow Shep Fields in Empire Room of Palmer House starting Feb. 24. Veloz and Yolanda will be succeeding attraction and Guy Lombardo is set for spring appearance.

Hal Kemp and his ork will play at the St. Louis University prom, St. Louis, Feb. 21.

UNIVERSAL
HAND SET

for transceivers, 'phones
and inter-systems, Hi output
quality microphone.

Microphone Division

UNIVERSAL MICROPHONE CO. LTD.

424 WARREN LANE
INGLEWOOD, CALIF., U. S. A.

PROGRAM REVIEWS

"Way Down East"

This popular serial returned over WOR yesterday in transcribed form, sponsored by Sterling Products (Haley's M-O and Danderine), through Blackett-Sample-Hummert agency. It follows the pattern of previous episodes revolving around a group of New Englanders, principally David Bartlett and his wife, Anna. Cast is first-rate, including Carl Swenson, Agnes Moorehead, Wilmer Walter and others.

Gabriel Heatter

In this five-minute ET series, over WOR on Tuesdays, Thursdays and Saturdays at 4:55-5 p.m., for Johns-Manville Co., Gabriel Heatter delivers a compact inspirational talk with good human interest value. Stories have an uplift touch combined with topical entertainment value, with humor as well as serious matter included, so their appeal should be general. A booklet giving home improvement ideas is offered to listeners. J. Walter Thompson Co. is the agency.

Briefly

Glass Container Association's "There Was a Woman" dramatizations, Sundays at 1:30 p.m. over WJZ-NBC-Blue, continue in the top-notch class. Last Sunday's piece, revolving around Nathan Hale, had some fine acting by Carl Swenson, Betty Garde, William Johnstone, Arlene Francis and Agnes Moorehead, Fred Uttal directs the excellent scripts.

Clarence Muse, colored singer and actor, was the highlight on last Sunday's George Jessel program, "30 Minutes in Hollywood," over Mutual. He has a voice that should be heard oftener on the air.

American Institute of Food Products, of which Robert A. Bories is g.m., does a nice job for its participating sponsors in programs over WNEW ("For Ladies Only" and "Kitchen Kapers"), WMCA ("Charm School") and WAAT ("The Shopper"). Quite a number of advertisers have been riding with Bories for some 80 weeks.

German Hour on WBNX

"German Radio Club Hour," under direction of American Ass'n of Teachers of German, starts a series over WBNX on Feb. 5 at 11:30 a.m. Students who have learned their German in local colleges and high schools will participate.

STAR RADIO PROGRAMS INC.
250 PARK AVENUE NEW YORK CITY
FIRST AGAIN!

"Your Writing Reveals"

A series of 13 fifteen-minute scripts for one-man production. Included is the most comprehensive merchandising plan ever offered. HAVE YOU SEEN THE SALES BROCHURE?

NEW PROGRAMS—IDEAS

Unique Sign-Off

"You think that's a funny story? Then listen to this" . . . and Jim Peterson, KVI announcer, laughs eerily, then proceeds to sign KVI off the air at midnight on Thursday nights, giving wave-length, frequency, etc. Idea is a take-off on "Black Chapel," very popular network horror feature immediately preceding sign-off. Listeners' nerves are set on edge during the play each week by recurrence of a ghastly laugh which finally is used to introduce the stock quotation ending the "Chapel"—"You think that's a funny story . . . well, listen next week to 'The Case of the Seven Decapitated Bodies!'" etc. At this point Jim comes in, continues the same weird cackle (so realistically that few listeners can distinguish him from the "voice of the Black Chapel"), and

"Ham" Tele Equipment Developed by Du Mont

A simplified television principle, enabling amateur radio operators to build their own sets at comparatively low cost, has been developed by Allen B. Du Mont, television experimenter and electronics engineer of Upper Montclair, N. J., according to a copyrighted article by Will Baltin, theater-radio editor, in the New Brunswick, N. J., Sunday Times.

The device invented by Du Mont for "hams" is known as a "phasmajector" tube, which is attached to present radio equipment, along with a few other items, and sends out a fixed picture over the air.

No additional license is required to operate the equipment, according to the Baltin article.

Du Mont now has an application pending before the FCC for an experimental television station.

RCA also recently announced plans for encouraging amateurs in television.

Dissents on WLW Renewal

Washington Bureau, RADIO DAILY
Washington—Dissenting from the routine FCC renewal of WLW's regular 50,000-watt license this week was Commissioner George Henry Payne, who recently precipitated action for hearing on WLW's 500,000 experimental license. Payne contended that renewal of station's 50,000-watt operating license was directly tied to the entire theory of super-power stations. Best informed FCC opinion is that the WLW hearing will not be held before April.

"Helen's Home" Adds WOAI

Fort Worth—"Helen's Home," Della West Decker's dramatic serial presented from WBAP here for Hind's Honey and Almond Cream, has added WOAI, San Antonio. Other stations are KPRC, Houston, and WFAA, Dallas, all members of Texas Quality Network.

goes into his blurb about the station's transmitter on Vashon Island "where even now Engineers North and Estes are lying in a pool of gore," and so on.

Take-off tickles listeners and relieves real tension which "Black Chapel" has created.

Music Guessing Contest

Music guessing contest for public school students as a lead for national music week, is a new presentation over WWL, New Orleans, in cooperation with the Orleans Parish County School Board and the WPA symphony orchestra. Programs will be received in auditoriums of all local public schools. No title announcements of selections will be made, and students will be asked to name them.

Hickock Oil Radio Firm Opening Chicago Office

Toledo—Radio Merchandisers Inc., recently formed by advertising executives of Hickock Oil Co. to handle radio productions, will have a sales office in Chicago under Ray Launder, v.p., and a Hollywood production office in Hollywood in the charge of G. Curtis Bird. Floyd Tracy is Hickock's advertising manager. Oil firm starts "Black Flame of the Amazon" over 12 Michigan and Ohio stations Feb. 14.

ET Series on Songs

Salt Lake City—Starting tomorrow, KDYL will broadcast the Sugarhouse Lumber & Hardware Co. a series of 39 ETs titled "The Story Behind The Song," made by Transco and presenting dramatic re-enactment of circumstances that led to the composition of famous American Songs. Contract brought in by E. Drucker. Show is heard Thursday mornings 8:45-9 a.m. MST.

Handbook for Announcers

Bob Carter, WMCA chief announcer, is preparing a handbook of "Pointers for Novice Announcers." Included will be samples of announcer auditions, typical problems confronting announcers on remote assignments and the solutions, and as a warning—a listing of frequent errors in pronunciation.

"Snow White" ETs

A 15-minute transcription has been prepared by RKO on "Snow White and the Seven Dwarfs." It presents highlights and songs from the Disney feature, and was made from the original sound track of the film.

**PAT BALLARD
TOP FLIGHT SCRIPTS**

for TOP FLIGHT PROGRAMS

Representative
MARK HANNA

PROMOTION

"Cinderella" Contest

The Elizabeth Arden "Music of Romance" program over MBS has added a contest feature to run until February 8. Idea is to select a "modern Cinderella" from women listeners. The Arden Cinderella will be the writer of the best letter on the topic "What is your most personal beauty problem and why haven't you overcome it?" "Cinderella" will be rewarded by having her "dreams come true," via a trip to New York with first-class accommodations, a three-week stay in the big city at the "very best hotel," and a complete course of beauty treatments in Elizabeth Arden's Fifth Avenue Shop. Cecil, Warwick & Legler handles the account.

Toscanini Souvenir Book

NBC is getting out a Toscanini Souvenir Booklet telling all about the NBC concert series. Book will total 100 pages and will contain pictures of the famous conductors and members of the orchestra. Book will be sold to all at cost.

GUEST-ING

ALICE REMSEN, on "Death Valley Days," Feb. 4 (NBC-Blue, 8:30 p.m.).

ANN SOTHERN, with Tyrone Power in "Trinidad Dryad," Feb. 6 (NBC-Blue, 9 p.m.).

ART GENRY and TEDDY GRACE, on Ray Block show, Feb. 3 (CBS, 3 p.m.).

TUNE TWISTERS, on Schaefer Beer program, Feb. 3 (WEAF, 7:30 p.m.).

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

CHARLES HACKETT, on "Hit Parade," Feb. 5 (CBS, 10 p.m.).

FRANCES FAYE, BOBBY HACKETT'S DIXIELAND JAM BAND, BUSTER BAILEY and BOBBY SHORT, on "Swing Club," Feb. 5 (CBS, 7 p.m.).

CESAR ROMERO, on Radie Harris program, Feb. 3 (WOR-Mutual, 6:45 p.m.).

JOHN ESCHER, editor of Sports Illustrated, on Don Dunphy program, Feb. 3 (WINS, 6:30 p.m.).

JOAN CRAWFORD and SPENCER TRACY, in "Anna Christie," on "Lux Theater," Feb. 7 (CBS, 9 p.m.).

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★
**K A T E
S M I T H**

THE KATE SMITH HOUR

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



PHIL BAKER, following the lead of Jolson, Cantor and Jack Oakie, will stage a weekly "preview" of his Sunday night CBS broadcasts each Friday night, 9:30 to 10 p.m., at the CBS Vine Street Playhouse.

"Civic News Forum" is a new program on KEHE, sponsored by Clifford E. Clinton, chairman of the Citizens' Independent Vice Investigating Committee, to take the air on Monday through Friday scheduled at 7 p.m. C.I.V.I.C. and Clinton have been in the local headlines for months past.

Arthur Gilmore, CBS announcer of Jean Hersholt's "Doctor Christian" series, received a fan letter from a little Indian girl in Washington addressed "Mr. Arthur Gilmore Speaking."

Bobby Breen is now a Boy Scout. Initiated in Cub Pack No. 44 of West Los Angeles, of which Mickey Mouse is an honorary member.

Ralph Amato and Frank Pittman, formerly in the maintenance department at NBC, have been promoted to sound effects berths, while Vava Bowers, receptionist, has been upped to a secretarial assignment in the office of Don Gilman, vice president. Bob Edwards, chief of the mailroom staff, has resigned.

Frances Parks, petite songstress, has a new program of her own on KFAC Monday and Wednesday afternoons at 2-2:15. Leslie Adams, pianist and staff announcer at the station, will furnish the accompaniments.

KMTR has a new one permitting announcers a bit of spoofing of their non-existent sponsors, the "No Tobacco Cigarette" and "Evaporated Thirst Quencher." Logged Wednesday at 2 p.m., and called "Announcer's Day Off." Also "Top of the Dial Varieties," handled by Don McNamara, bowing today at 2:35 p.m.

ALBANY

Wilbur Morrison, Socony newscaster on WOKO, visited his Plattsburg home but came back sooner than expected due to snow.

WABY nominates 10-year-old Sonny Michon, vocalist and dancer, as youngest emcee.

Heidt in Additional Spots

In addition to their present Tuesday series for Alemite, Horace Heidt's Brigadiers start a new thrice-weekly series over NBC tomorrow night at 11:30-12, on Red Network, and Fridays at 11:30-12 and Saturdays at 11:45-12:30 over Blue Network. Broadcasts will come from Bowman Room of Hotel Biltmore

Frank Cooper Joins R-O-K

Frank Cooper has resigned from the Curtis and Allen office to join Rockwell-O'Keefe in radio sales.

RADIO PERSONALITIES

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

HAL R. MAKELIM

HAL R. MAKELIM, new manager of WHIP, Hammond, Ind., started his professional career in 1914 in the movies. Played kid parts at Essanay, the tough kid in Bioscope's "The Making of Fred Fulton", the lead in Bioscopes two-reel comedy, "The Boob", etc., etc., until 1917.



Remember the announcer "Little Bitsy Hal"?.....

Then the Air Service in U. S. Army for duration of war.

Organized food brokerage firm in middle west, enlarged to specialty manufacturer. Consistent radio advertiser for years, and one of the pioneers in using radio as an advertising medium. Announced many of his own programs and wrote and produced most of his own shows.

Became nationally known for his gags and announcing under the nom de plume of "Little Bitsy Hal". Has written songs, short stories, verse, and radio script. Hit by the depression in 1932. Decided showmanship, writing, producing, buying radio time and years of executive activity had fit him for commercial radio. Joined Plug Kendrick at

WIRE as sales manager and increased his local business over 450 per cent. Left shortly after station changed hands to become manager of KXBY.

Resigned to become sales manager for WIND, where he remained until taking over the managership of WHIP with general offices in Chicago. His 10-year deal includes a stock interest in Hammond-Calumet Broadcasting Corp., which owns and operates WHIP and WWAE in Hammond.

Hobbies: Work, golf, boating, and ping-pong. Is married and lives in Evanston, north shore suburb of Chicago.

SAN ANTONIO

Ernest Hauser's KTSA staff ork, which recently fell in line with AFM, played in the pit for the Dave Apollon unit show at the Majestic Theater, recently.

Jack O'Brien, publisher of "No Foolin'," tabloid weekly, has started a nightly sportscast over KTSA.

Jerry Morgan is now doing his Hollywood Gossip program on KONO Wednesday and Friday afternoons only.

KFXR, Oklahoma City

Hal Sparkie Sparks lately has had hands full. Besides his daily sportscast and wrestling matches, he's been doing play-by-play of all local Missouri Valley AAU basketball games. Bob Elliston, commercial manager, handles sponsor plugs.

Dr. E. F. Webber's "Revival of the Air" is in its third year, daily at 9:30 a.m.

Standard Theaters using three 15-minute programs weekly, with Loretta Miller as Hollywood chatterer.

WOWO-WGL, Fort Wayne

Sari 'n' Elmer are back on WOWO in a five-weekly skit written by Shirley Bowersox.

Martha Scheer of sales dept. has resigned to marry Robert Hunt of General Electric.

Mary Berghoff, star of Kroger-WOWO show, vacationing in Florida.

Shirley Wayne is emceeding new "Buck Eye Barnstormers" variety show on WOWO.

New staff orchestra includes Jeane Brown, Karl Connors, Wade Verwiere, Dick Galbreath, Tommy Longsowth and Norman Carroll.

FORT WORTH

Warren Timmons of "Helen's Home," WBAP serial, is recovering from an operation.

W. Lee O'Daniel and his Hillbilly Boys, after a year at KRLD, Dallas, are back at WBAP.

The Wayside Rendezvous now has a KFJZ wire at 7:30 nightly.

Lloyd Snyder's ork went back into the Ringside Club, near here, after an absence of less than a month. Spot has a WBAP wire.

Phil Levant's band, opening Feb. 4 in Venetian Ballroom of Hotel Blackstone, will air daily over WBAP. George Wald and Gretchen Lee are featured vocalists.

Bob McComb, organist at Worth Theater, now airs daily over KTAT.

WBT, Charlotte

Clarence "Elmer" Ethers, pianist on "Briarhopper" program, has replaced Jack Phipps as organist on "Musical Kilowatts," Duke Power Co. Others on the Duke program are Russell McIntyre, romantic baritone; Jane Bartlett, pianist; Don White, guitarist, and Clair Shadwell, announcer.

When WBT was barred from broadcasting the Carolinas Golden Gloves, mammoth boxing tournament held here each year, Program Director Charles Crutchfield did not give up. Crutch found a way to stage a broadcast. Dr. Jimmy Wood, chief referee of the tourney, will go on the air each night after the tourney with a summary of the night's bouts.

Grady Cole, newscaster, is back on the air here after a trip to Louisville.



GEORGE FOGLE, director of "Ma Perkins" and "Kitty Keene Inc.," has been selected by Radio Council of Board of Education to give its members practical training in production of airshows. Board already has one Sunday evening program on WBBM and expects to add others.

Film scouts here looking over Margarette Shanna, who plays "Arnold Grimm's Daughter."

Hugh Rowlands now playing role of 15-year-old Jimmy as well as 85-year-old Sneezey in "Tom Mix Straight Shooters."

Arkansas Woodchopper (Luther Ossenbrink) missed National Barn Dance broadcast because of illness.

Marge Kerr, Tom Fizdale boss here, recovering slowly from serious illness at Henrotin Hospital.

Tiny Stowe, former WLS continuity editor, has gone to Hollywood and connected with a radio job there.

Wilma Gwilliam of WLS staff is laid up at Fowler, Ind.

Bill Cavanaugh, former member of WLS continuity staff, has turned actor and is now appearing regularly on "Public Hero No. 1."

Score or more of WBBM announcers, production men gather each Friday in studio three to take French lessons under direction of Dr. Allen M. Clement of the University of Chicago Romance Language Department. After they wind up the French course they propose to tackle German, Italian and Spanish.

Al R. Williamson, former NBC press chief here, now promotion manager of Minneapolis Star, in Chicago on business over weekend and visited NBC friends.

Ransom Sherman back from WHAM, Rochester, where he emceed 10th anniversary celebration.

SAN FRANCISCO

Pacific Guano Co. on Sunday started "Garden Guide" over two NBC-Red stations (KPO, KFI), 10-10:15 a.m. (PST). Tomaschke-Elliott Inc., Oakland, is the agency.

Sperry Flour renews Martha Meade on 6 NBC-Red Pacific stations, Wednesdays and Fridays, 2-2:15 p.m. (PST). Same sponsor renewed "Dr. Kate" on the same network, Mondays through Fridays, 1:45-2 p.m. (PST). Westco Advertising, San Francisco, has the account.

Rena Craig Back

Rena Craig has returned to the leading feminine roles on "Junior G Men," "St. Anthony" and "Ave Maria Hour" programs after an absence of several weeks. Miss Craig made a flying visit to Denver, where she inaugurated a woman's program on KOA. She also made several guest appearances on programs originating in Denver.



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PHILADELPHIA

Mathilda Harding, wife of WFIL's g.m., Don Withycomb, and her sister Irene revived their famous "Twenty Fingers of Harmony" program over WHAM.

Dorothy James, singer at one of the nighteries, leaves to join Erno Rapee in his "Radio City Music Hall."

Mac Parker, WCAU commentator, takes his first vacation in five years when he leaves for Florida.

Betty Vanneman is the newest addition to WFIL's publicity department.

"Uncle WIP" on WIP has inaugurated a Hall of Fame corner.

Taylor Grant, WCAU announcer, will have his song "My Theme Song" introduced by Leighton Noble and Band.

Lew Trenner, formerly of WSyr, Syracuse, joins the sales department of WFIL to assist in merchandising and sales promotion.

Warwick Ogelsby and Sam Serota are conducting a new sport review called the "Ogie and Sam" review over WHAT.

Kay Allen and Peggy Fox, teamed after a long lapse, will be heard with their songs over KYW and NBC-Red.

WHAT has gone Phil Spitalny one better with an all fem band headed by Betty Reiser that doesn't allow a man to have anything to do with the program.

Fred Weber, WFIL announcer, who returned after a long illness, will revive his "Fireside Verse" program.

Ben Greenblatt will celebrate on KYW the seventh anniversary of his "Piano Ramblings" program.

A truckers' strike has delayed completion of KYW's new studios.

With entire city in an uproar over proposed sales tax, stations are selling lots of time to organizations who are fighting the proposed levy.

Samuel Rosenbaum, WFIL prexy, who is strong for educational features, has worked out a new series in cooperation with Board of Education titled "High School of the Air." Various schools will be visited and their activities described.

ONE MINUTE INTERVIEW

ELINOR SHERRY

"The important factor for any vocalist, whether male or female, is injecting his or her personality into the song. This sometimes lends for too strenuous an effort and results in over-arranged songs. But the trend lately is towards more simplicity in singing, although you can still work in a necessary 'hot lick' here and there. A singer can't get personality from a written score and therefore must develop original song delivery."

★ Coast-to-Coast ★

A SPECIAL program from the Christian Normal Institute of Grayson, Ky., is aired each Thursday by WCMI, Ashland, Ky. This feature is used by many schools as a chapel meeting and is being conducted for such purposes.

Jim Woodruff Jr., g.m. of Georgia Broadcasting System, spent the weekend in Atlanta discussing program plans with Manager Maurice Coleman of WATL.

Felix Knight, tenor, is making recordings of light operettas this week for WBS, booked by Charles Facer of NBC Artists Service.

Frank Daniels, is getting large mail returns with his "On the Street" from Nevins St. and Flatbush Ave. Extension, corner of the Brooklyn Fox Theater, over WVFW.

WJW's mobile unit, W8XOA, with announcer Len Taylor and engineer Jerry Roberts visited the U. S. Weather Bureau in the Administration Building at Akron Airport yesterday for Groundhog Day prognostication.

Margaret Speaks returns to the "Voice of Firestone" program, NBC-Red, Mondays 8:30 p.m., on Feb. 7,

a week earlier than previously scheduled.

NBC's Norsemen Quartet are cutting four discs for RCA-Victor this week. It's the first time in two years that Victor have featured a quartet on their recordings. George Sax booked the Norsemen for NBC Artists Service.

Elza Schallert will inaugurate a monthly series of discovery programs under the title, "New Stars of the Month," during her motion picture review broadcast over the NBC-Blue Network on Thursday at 11:15 p.m. Dennis O'Keefe, young Hollywood actor, will be first of the new stars to be presented on the series.

Helen Henry, prima donna, a former pupil of Lilli Lehmann and protegee of Dr. Walter Damrosch, has been placed under NBC Artists Service Management.

Walter Cassel, recently signed under management of Columbia Artists Inc., has been set for a series of WBS recordings.

Carl Warren, WOR-Mutual announcer, paid recent visit to WICC, Bridgeport-New Haven, where he emceed part of three-hour proceedings in station's dedication of new studios. Warren was formerly manager of the New Haven studios.

CANADA

Extension radios in hotels or homes will not be taxed separately under the new rules effective April 1, according to Department of Transport, Montreal. Only the master set will pay the \$2.50 fee.

Jack Kannawin was CBC's announcer at Niagara Falls, airing the collapse of the "honeymoon bridge."

KSL, Salt Lake City

Scare Morris of staff orchestra was elected v.p. and director of musicians union here.

Earl Glade Jr., nationally recognized amateur photographer, going in for candid color stills.

Barton Howell improvising news editing cutter while arm incapacitated.

Stan Rees, engineer, excited about becoming a pappy.

The John Hix "Strange As It Seems" Union Pacific strip originates here Feb. 6, relating some Mormon pioneer history, with Richard Le Grand heading cast.

KWK, St. Louis

Bill Edmonds, announcer, gets married next week.

Boss Bob Convey is lingering another three weeks in Florida.

Bob Richardson of sales staff back from Chicago.

Dan Seyforth and wife (Tommye Birch) leave Feb. 15 for Calif.

Helen Chandler is in the hospital.

NEW ORLEANS

Leon Prima, who did quite a bit of radio work via remote control from here, will shift into another territory shortly when he opens at the Paddock Club, Miami.

WWL manager Vincent Callahan is in Chicago on business.

Judy Garland spent a few hours here on her way back to Hollywood from a Miami premiere of her picture "Everybody Sing."

WTAX, Springfield, Ill.

Don Hill is getting heavy mail through his programs including "Swing Appreciation," "Name the Band" and "Don Club."

Baldwin (Doc) Harper is now featured in the man-on-street program.

Director Jack Heintz has interviewed hundreds of amateurs for the Reif Furniture Mart show.

Latest news is being aired 11 times daily, sponsored by Tydol and Veedol. Social events here and in Central Illinois are aired on Grantco Town Crier.

Many WLW features are now being rebroadcast by WTAX.

WFBM, Indianapolis

Ruth Noller and Ada Straub added to Wilking Music Co. program as piano twins.

Fred Winter, announcer, joins daily "Tea Time Tunes" to aid Gwen Schort in verbal battle with Ned LeFevre.

KANSAS CITY

Robert M. Burt, who collaborated with Wilfred Moore in the scripting of the Jimmie Allen transcription series, is producing a new aeronautical series titled Ann of the Airlanes.

Mark N. Smith, director of research and merchandising for KMBC, is on a business trip to Chicago, New York and Washington, where he will study marketing conditions before returning to Kansas City late next week.

Don Davis, president of WHB, organized a parade headed by a sound truck in lieu of the customary brass band to escort Ray Perkins from the airport to his hotel upon his arrival to emcee the President's Birthday Ball.

Kenneth Kay, WHB singing star, has resumed daily broadcasts after being confined to his home all week by a severe cold.

KCMO has added a nightly safety program tied in with police department inspection of cars for mechanical defects.

WWJ, Detroit

To attract early morning listeners, Charlie Leland, on the air at 6:45 a.m., has been interviewing members of various station departments, getting them to "tell all."

Harold Priestly of sales staff is a cousin of J. B. Priestly, noted novelist-dramatist.

More than 350 persons have been located through the "Bureau of Missing Persons" program since it started in 1936.

Ann Wallace, recently made publicity director, has a background of newspaper and magazine experience as well as radio. She's an M. A. and has done graduate work at Oxford.

Announcer "Bob" Stanton has quite a background as musician. He once sang with Henry King's ork.

"Gen" Norcross, formerly of Norcross Sisters, is now with the "Smoothies" trio here. Her sister Martha married recently. Gail Abbey and Mary Lou Meyer are other members of the "Smoothies."

WCMI, Ashland, Ky.

Ernest Herider has left the engineering staff to join police department radio service.

New studios in Ironton, O., have been opened with Slim Fortier as g.m. and Dan Morgan retained from previous studio staff as chief announcer.

Myron Callihan and Hester Kyler in "After Sundown" violin and electric organ program, is clicking and will soon be a commercial.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7	8	9	10
17	18	19	20	21	22	23
31	25	26	27	28	29	30

Greetings from Radio Daily

February 2

Arthur Billings Hunt
Benny Rubin Veronica Wiggins
Howard J. London