



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 24

NEW YORK, N. Y., THURSDAY, FEBRUARY 3, 1938

FIVE CENTS

# Cantor on Camel Mar. 28

## WOMAN'S WORLD MAG IS USING 25 STATIONS

Chicago—Woman's World magazine, through Albert Kircher agency, is using announcement and live shows on close to 25 stations. Prizes are offered, including a trip to Hollywood, for new subscriptions and anagram contest.

A quarter-hour of "Grand Ole Opry" is used on WSM. Among other stations are WLS, WLW, KFJM, WNAX, KFJR, KMMJ, KFNF, KMA, KFRU, WFAA, KGNC, KFYO.

## New Broadcasting Service Specializes In Laundries

Boston—Laundry Broadcasting Service has been launched here, with headquarters at 140 Boylston St., to handle ET programs specially designed for laundries. Present schedule of program includes two half-hour series, eight quarter-hour series  
*(Continued on Page 2)*

## Customs Delay on Music Irks Canadian Orchestras

Orchestras and vocalists working in Canada and desiring to get new U. S. song numbers as fast as they are published are reported considerably irked by the practice of the customs authorities in holding up printed music in order to collect duty. Even professional copies, which are not for sale,  
*(Continued on Page 2)*

## 40-Cents CBS Dividend

CBS directors yesterday declared a cash dividend of 40 cents a share on class A and B stock. Dividend is payable on March 11 to stockholders of record Feb. 25.

## Block Celebrates

Martin Block, impresario of WNEW's "Make-Believe Ballroom," has sent out summons for celebration tomorrow marking third birthday of the country's No. 1 recorded show. More than 100 outstanding orchestra leaders and soloists will appear in the anniversary program, 5:30-7 p.m. Many of the maestros are to be on hand in person.

## CRITICS' FORUM



### QUESTION No. 3

Are the number of educational and cultural programs sufficient?

Yes—71%

ANSWER

No—29%

BY A percentage vote of 71 to 29, the radio editors and critics of the country, participating in RADIO DAILY's first annual Forum, declare that there is a plenitude of educational and cultural programs on the air. Most of the replies to this question were either a simple "Yes" or a simple "No." Some of the editors, however, amplified their opinions with explanatory remarks.

One of the chief comments was that there is enough or even too much educational matter on the air, but that it is not as effective as it should be due to poor showmanship in presentation. The PUBLIC DEMAND for educational programs also is said to be limited, which means that such features must be made attractive and entertaining in order to get listeners. Competition from other types of programs makes more or less sugar-coating of cultural broadcasts very necessary, it is also pointed out.

Some of the more pertinent remarks of radio editors on this question follow:

"Considering the proportion of 'cultured' and 'willing-to-be-educated' persons, radio has arrived at a fine balance."—MARY O'NEILL, *Albany Knickerbocker News*.

"More good music programs and classic plays might well replace Hollywood's air rampage."—HELANE PETERS, *Berkeley Daily Gazette*.

"Sufficient, but not sufficiently effective because of lack of showmanship and attractiveness."—LARRY WOLTERS, *Chicago Tribune*.

"I have yet to get enthusiastic about educational. Don't click somehow. Maybe the public doesn't like being told."—GEORGE HILLYER, *Topeka State Journal*.

"The number of children and adults listening in on these programs does not warrant more—there are so many other varieties of programs for the nation's ears."—LEONARD S. MASSEL, *Stamford (Conn.) Advocate*.

"Most of the programs are in the wrong spots. They should be spotted evenings, when more could hear them."—TED NOEL, *Wichita Eagle*.

"There should be more forums and

outstanding speakers." — ZUMA PALMER, *Hollywood Citizen-News*.

"Scientific programs are popular and should be increased."—ROBERT M. HOFMANN, *Syracuse Herald*.

"Most lack showmanship and listener appeal."—NORMAN SIEGEL, *Cleveland Press*.

"More of the 'Cavalcade of America' type could be absorbed."—ROBERT M. SHEPHERDSON, *Peoria Journal-Transcript*.

"My thought is such programs should compete with other types of programs for favorable dialing response. They should not be forced on to the air. America Town Meeting is a fine example of a good series. For that matter, symphonic programs, good dramatic broadcasts, all such programs are indirectly educational and cultural as are many of the overseas programs. Public interest should determine the life of all programs."—BOB STEPHAN, *Cleveland Plain Dealer*.

"Educational features lack co-relation and are mostly worthless. Not

*(Continued on Page 3)*

## Comedian in 7:30 P. M. Monday Spot—Jack Oakie Fading

Eddie Cantor has closed his deal with R. J. Reynolds Co. (Camel cigarets) and starts work for the new account March 28 at 7:30-8 p.m. on CBS, with a western rebroadcast at 7:30 PST. New Camel setup calls for dropping the Jack Oakie program, now heard Tuesdays at 9:30-10 p.m., while the Benny Goodman half-hour which at present follows Oakie will move into the Oakie spot.

Cantor's final broadcast for Texaco will be on March 23. He comes to New York after playing March 16-18  
*(Continued on Page 2)*

## FIRST NAT'L TELEVISION IS BEING REORGANIZED

Kansas City—First National Television Inc. and its affiliated radio station, KXBY, will undergo reorganization with a deal pending for Leslie Herman and Sam Picard, who hold controlling interest, to buy an additional 24 per cent of the stock now held by Sid Q. Noel, president. This will give Herman and Picard 75 per cent, with Arthur B. Church of Midland Broadcasting Co. (KMBC)  
*(Continued on Page 2)*

## Texas Race Dope Ban Sends Dialers to WSM

Nashville—Ban imposed by Texas on publication of racing results has thrown a small gold mine into the lap of Jack Harris, nightly sports reporter for B.C. over WSM here. Harris was deluged with letters from  
*(Continued on Page 2)*

## WBBM Sales Stunt

Chicago—Borrowing an idea from house to house canvassers, WBBM is using its new theater trailer studio to get business. Trailer, with Ken Ellington in charge, is wheeled to position in street outside offices of prospective sponsor. Wire is then strung into his office and he can hear waxed job of several programs station would like to sell him.





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

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FINANCIAL

(Wednesday, Feb. 2)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Texas Race Dope Ban Sends Dialers to WSM

(Continued from Page 1)

Texans asking him to enlarge the racing reports which he gives each day at 6 p.m. Arrangements were immediately made to include final results of three major tracks each day on the sports revue, and loads of thank-you mail is now coming to Harris.

Michael Bros. Renews

Michael Bros. Furniture Co., has renewed its amateur hour over WMCA for another 52 weeks. Program, broadcast Monday evenings from the Fox Theater in Brooklyn, marks its 156th broadcast on Monday. As an added feature on that date, sponsor will start an elimination contest with a Hollywood screen test as prize. Mae Murray will start the proceedings.

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

Cantor Starts March 28 In Camel Series on CBS

(Continued from Page 1)

in Cleveland, and will do his first Camel program from here. Under the deal, Cantor will have full charge of his programs, including talent and production. Wm. Esty & Co. is the Camel agency. Texaco will stay on the air with another show Wednesday nights.

Customs Delay on Music Irks Canadian Orchestras

(Continued from Page 1)

must pay the duty and consequently are held up sometimes as long as a week, while notice is sent to the addressee, who in turn must call and go through the usual routine to get the sheets.

In addition to the delays entailed, professional copies having no price printed on them must pay a fee on a valuation appraised by the customs officers, who usually apply the maximum. Regular printed matter, on the other hand, pays only according to invoice price.

Tillamook Creamery Ass'n On 5 NBC Coast Stations

Tillamook County Creamery Ass'n tomorrow will start "Bennie Wilkin's Tillamook Kitchen" on five NBC-Red Pacific stations, 11-11:15 a.m. (PST). Contract signed for 22 weeks through Botsford, Constantine & Gardner, Portland, Ore.

New Jersey Campaign

Trenton—New Jersey Chamber of Commerce will cooperate with the State Advertising Council in an extensive program advertising the state with radio expected to play an important part. Meeting here yesterday, 200 delegates heard a talk by Lockwood Barr, council director, and made plans to call together county groups to further plans. Eleven county groups have been formed and others will be named within two weeks.

Phil Spitalny Back to New York

Phil Spitalny and his all-girl "Hour of Charm" orchestra, now on a vaudeville tour, return to New York on Feb. 7 to resume their Monday night broadcasts on NBC-Red at 9:30 p.m.

The vaudeville tour carried the music of the all-girl band to Cleveland, Chicago and Kansas City.

Cardinet Candy Renewing

Cardinet Candy Co. on March 6 will renew "Night Editor" on 10 NBC-Red Pacific and mountain stations (KPO, KFI, KGW, KOMO, KHQ, KDYL, KOA, KGHL, KGIR, KTAR), 9-9:15 p.m. (PST). Tomashke-Elliott Inc. is the agency.

Buick for Basketball

Chicago—Buick Motors will sponsor the Indiana State High School Basketball tournament finals to be aired from Indianapolis over WIND on March 26. Agency is Arthur Kudner Inc.

First Nat'l Television Is Being Reorganized

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holding the other 25 per cent of stock. Richard K. Phelps, an assistant U. S. district attorney and brother-in-law of Picard, has succeeded Noel as president. No other staff changes are planned, according to Harry Clifford, commercial manager, except for promotion of Program Director Jerry Burns to special commercial representative. Margaret Hillias of continuity department becomes program head.

New Studio, Transmitter Are Dedicated by WHAS

Louisville—WHAS on Tuesday dedicated its new studios and transmitter with a special program of entertainment and a description of the new equipment by Orrin W. Towner, chief engineer. Layout includes a newly developed Western Electric 50 kw. transmitter, automatic program amplifier and Doherty high efficiency circuit incorporated into one unit. Provision for expansion to 500 kw. is provided. A new Kilgen organ for Herbie Koch also is included.

Prosperity Discussions

"Paths to Prosperity," presented by NBC in cooperation with the Economic Policy Committee, will start Sunday at 7-7:30 p.m. on NBC-Blue. First speaker will be Secretary of State Cordell Hull, discussing international aspects. Edward Tomlinson will introduce Hull and also explain purpose of later programs.

Martin to Syndicate

Chicago—Harry Martin, formerly v.p. of Van Cronkhite Associates, has opened Harry Martin Enterprises at 360 N. Michigan Ave. He plans to syndicate sports and news features.

COMING and GOING

PHILLIPS H. LORD left last night for a rest in Florida. SERGEI RACHMANINOFF and his wife sail for Europe today. JAN KIEPURA, Polish singing star, arrives from Europe today. SERGE PROKOFIEFF, composer and pianist, arrives from Europe today. ALBERT SPALDING, violinist, returns to America today from abroad. JACK ROBBINS, music publisher, and HARRY FOX, general manager of the Music Publishers Protective Ass'n, leave on the Florida Special this afternoon and arrive in Miami tomorrow. TED LLOYD of the editorial staff of RADIO DAILY departs on the Florida Special this afternoon for the Roney-Plaza in Miami, where he will be for the next ten days. HAROLD MOON, radio producer and songwriter from Canada, has returned to Montreal after a New York trip to arrange for publication of his number, "Make Your 'Mum' Your Valentine", by Whitney Blake Music Pub. Co.

New Broadcasting Service Specializes In Laundries

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and a special series of 30-second dramatic announcements to which the local laundry adds 30 seconds of special copy. Due to syndication, cost to advertisers is low.

Falstaff May Extend

Chicago—Falstaff Beer, which adds four Florida stations (WJAX, WFLA, WSUN and WIOD) next week, is reported likely to go coast-to-coast. Southern NBC net and midwest stations now being used. Gardner Agency handles account.

Charles H. Smith Joins WQXR

Charles H. Smith, specialist in radio research, has joined the staff of WQXR to assume charge of research for the station. Until this week Smith was manager of radio research for Crosley Inc., a position he held for three years.

ADAM HATS - WORN BY MILLIONS - WHN DIAL 1010 HEARD BY MILLIONS - Advertisers who want to get their message across to the world's richest market effectively and economically use New York's No. 1 Showmanship Station.



**PROGRAM IDEAS**

What Local Stations Are Doing

**School Cooperation**

An outstanding example of cooperation between a commercial radio station and an educational agency for the dissemination of instruction is the "Montana School of the Air Series" presented by KGVO, Missoula, and the Radio Extension Division of Montana State University. Bi-weekly programs are presented with an estimated regular audience of 10,000 school children in the various schools which tune in for the broadcasts. On Tuesdays, School Music Broadcasts are presented, programs for the grades stressing the listening lesson in music, and including some opportunity for dramatic and creative interpretation by the children. On Thursdays, the program is divided into two portions: the first, called The Treasure Chest, presents Merlie Cooney Hughes' Children's Librarians in a series of broadcasts devoted to stories and poems for children. The second half of the program is devoted to lessons in safety education, biography, history, health, art appreciation, etiquette—many in dramatized form. An increasing number of schools in the territory are utilizing these broadcast periods in their curriculum. James N. Holm and Marguerite Hood of The University of Montana staff arrange and present the programs.

**WMCA in Port Deal**

A deal with the Port of New York Authority, whereby that agency produces a weekly five-minute stint plugging use of toll bridges and tunnels under its jurisdiction, will give WMCA promotion signs on the toll booths of the Lincoln and Hudson Tunnels, as well as the George Washington Bridge. The authority's program will start over station in 6:25-6:30 Saturday evening spot on Feb. 12, logged as "Metropolitan Travelogue."

**Woman's Tiffin Hour**

Montana Cereal Mills has this one over KDYL, Salt Lake City, broadcast twice weekly at the Tiffin hour—4-4:15 p.m. Show features hints on meals, and tea-time melodies by Daniel Lieberfeld's transcribed work.

**CRITICS' FORUM**

(Continued from Page 1)

enough cultural."—KYLE C. MOORE, *Long Island Press and Staten Island Knoxville Journal*.

"There are not enough in music; art is neglected altogether."—SEYMOUR GREENWALD, *Paterson (N. J.) Morning Call*.

"Radio is primarily entertainment, not education. We have plenty of education and culture."—CHARLES J. GILCHREST, *Chicago Daily News*.

"All education and culture must be made romantic, pleasing — not pedantic."—RICHARD PHEATT, *Toledo Blade*.

"I'd like to see more of this type of program on the air, especially at night when adults could be helped. That splendid Chicago University Round Table on WEA, Sundays at 12:30 noon, should be spotted at night."—NICK KENNY, *New York Daily Mirror*.

"I think this type of broadcast should be 'dressed up' as much as possible. 'Cavalcade of America' is an example." JOHN CAMERON SWAYZE, *Kansas City Journal-Post*.

"Suggest that 'American School of Air,' especially music and dramatizations of classics, ought to be repeated at night for adults."—RALPH SANDERS, *Chattanooga Free Press*.

"Most of them are dull."—WILL BALTIM, *New Brunswick (N. J.) Daily Home News*.

"Question seems to be one of quality and not quantity. The educational program which entertains most, educates best."—DALE ARMSTRONG, *Los Angeles Times*.

"The greatest number of listeners like to think they are well educated and not just students."—ALBERT EDWIN SONN, *Newark (N. J.) Sunday Call*.

"Radio is creating new culture and finding new means of education. The increase in these programs is progressing steadily."—C. FULTON FIELD, *Long Beach (Cal.) Press Telegram*.

"Most educational and cultural programs carry a minority and not majority appeal."—SID SHALIT, *New York Daily News*.

"Most of these programs are pretenders. The Federal Theater radio programs are tops in the field."—JACK SHAFER, *Newark Ledger*.

*Long Island Press and Staten Island Advance*.

"More historical events should be dramatized."—ARTHUR C. PAMERLEAU, *Flint Journal*.

"We need more good music and more constructive broadcasts."—HARRY W. MOODY, *Springfield Illinois State Journal*.

"Number is sufficient . . . but more of the present educational shows should be patterned after such popular-appeal bills as Columbia's 'School of the Air' and NBC's Music Appreciation Hour . . . Chicago has a combination (pooling of broadcast budgets) by Northwestern, Chicago and DePaul Universities—known as the University Broadcasting Council. This group supplies the nation with some pretty good educational talks, plays, debates, etc. Their formula seems to be: get good scripts, even if expert scripters must be hired to write them and do the research! Write those scripts in popular language. It works!"—ULMER TURNER, *Chicago Herald-Examiner*.

"They're improving, except in children's programs."—MARIE COCHRAN, *Toledo News Bee*.

"I am not at all sure that the

**PROMOTION**

**Lucky Doorbell**

Holsum Bakers, the Paramount Baking Co. of Salt Lake City, offer 20 new shiny silver dollars daily over KSL to 20 clever Salt Lake homemakers. Stunt is: Miss Holsum actually calls on 20 Salt Lake homemakers in person. If she finds a loaf, or any part of a loaf of Holsum Bread in its wrapper the housewife receives the silver dollar. Names are read over the air with brief dramatization of the testimonial. Stunt was placed directly with Edward Broman, KSL account executive.

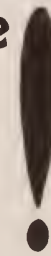
**Scholarship Contest**

A contest with a scholarship as prize has been prepared by Cleveland College, for airing over WHK. Setup calls for five talks of five minutes each to be given by faculty members of the school. At the conclusion of each talk, lecturer will ask five questions. When listeners have figured out all 25 replies and submitted them before deadline, winners will be selected. Talks have been spotted for early evening hours, when students are able to listen.

populace wants this sort of thing."—JAMES SHIPLEY, *Birmingham Post*.

Whether or not there is a prejudice against transcribed programs will be discussed tomorrow.

**EFFECTIVE RADIO ADVERTISING**  
is the product of Listener Interest with Purchasing Power, Multiplied by Intensive Coverage



THE BLUE **WXYZ** NETWORK  
AND THE  
**Michigan Radio Network**  
6 STATIONS IN MICHIGAN'S 6 LARGEST CITIES

**BIRTHDAYS**

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

Greetings from Radio Daily  
February 3

- Martin Block
- Nelson Case
- Dolly Dawn
- May Sherman
- Nick Kenny
- Charles J. Correll
- Jack Weldon

**WBIG** *famed*  
**GREENSBORO** *for*  
**N. C.** *Showmanship*

George P. Hollingsbery Co., *Natl. Reps.*



## NEW BUSINESS

Signed by Stations

WGN, Chicago: Phillips Milk of Magnesia, "Stella Dallas," ETs, through Blackett-Sample-Hummert; Procter & Gamble (Drene) time signals, through H. W. Kastor & Sons; Sterling Products, "Way Down East," ETs, through Blackett-Sample-Hummert.

WFIL, Philadelphia: Holland Furnace Co., spots, through Ruthrauff & Ryan; Quaker Oats, participation, through Arthur Kudner Agency; Crowell Publishing Co. (Woman's Home Companion); Libby, McNeil & Libby, ETs, through J. Walter Thompson.

KSL, Salt Lake City: United Drug, ETs.

KVI, Seattle: Scott Paper Co., "Kay Kelly's Women's Page of the Air," program; United Drug, ETs; Gardner Nurseries, ETs.

KCMO, Kansas City: Mennen Co. spots.

KFEL, Denver: American Bird Products, "American Radio Warblers"; American Tobacco Co. (Lucky Strike), "Melody Puzzles"; Gardner Nursery Co., "The Old Gardner," through Northwest Advertising Agency; General Shaver Corp. (Remington Rand Razors), announcements, through Lee-ford Agency; General Shoe Corp. (Fortune Shoes), "Famous Fortunes"; Montgomery Ward & Co., chain break announcement; Lydia Pinkham, "Voice of Experience," through Erwin Wasey Agency; Stewart Warner Co., "Horace Heidt and His Alemitte Brigadiers"; Utilities Engineering Institute, programs, through First United Agency.

WHAM, Rochester: Pepsodent, "Pepsodent Puzzlers," program, through Lord & Thomas.

KMOX, St. Louis: North America Accident Insurance Co., news; Phelan-Fause Paint Co., participation "Magic Kitchen."

WHN, New York: Gottfried Baking Co., Inc., (Golden Crust Bread), Bowery Mission Services, through Bud Roth Advertising Agency; Godefroy Mfg. Co., spots, through Anfenger Advertising Agency.

KECA, Los Angeles: Carter Products, ETs.

WNEW, New York: Fort Lee Roofing Co., "Make Believe Ballroom"; Zonite Products Corp. (Larvex), "Make Believe Ballroom," through McCann-Erickson.

WFAA, Dallas: Haley's M-O and Danderine, "Way Down East," ETs, through Blackett-Sample-Hummert.

## Thompson Signs for Baseball

Chicago — Thompson restaurant chain has signed contract with Ralph Atlass' WIND to sponsor nightly recreations of the Chicago Cubs and White Sox out of town games. Russ Hodges will do play-by-play. Agency is Baggaley, Horton & Hoyt.

## Tom Breen Joins WOR

Tom Breen, formerly of Minneapolis, has joined the WOR announcer staff. He replaces Bill Perry, who went to the coast with the Eddie Duchin show. Breen has been with NBC in Chicago and CBS in New York.

## RECORDINGS

Call BRINCKERHOFF

Plaza  
3-3015

● ● ● We were sitting around the Tavern recently to keep out of the cold that was raging on the outside. Ted Husing walked in with the most beautiful coat of tan we've ever seen. He'd just returned from the south and stated that as soon as he completed some things around here, he was returning to Florida... Col. J. C. Flippen was sitting at the bar, his face very white—just a victim of N. Y. nite life... Using these two people as examples, we asked for a mirror—took one peep—and decided that Husing's formula was the best... So we ordered a sun-ray lamp... And were satisfied... Then comes a postcard from Miami that Jan Peerce, Judy Garland, Tamara, Georgie Price, Gracie Barrie, Harry Richman, Easy Aces—and so many others were bathing in the sun there... The last straw was when Nick Kenny returned from Florida—and because he has the most gorgeous tan around—he gets booked into Loew's State Theater.

● ● ● So we mustered up enough courage to walk into the editor's den and ask for permission to go south for a spell... He said it was oke with him—but we'd better run in an ask the publisher's consent, and to use as an argument that our being away from the office would save the firm more than 100 bucks a week in phone calls.

● ● ● Knowing that the publisher himself had just returned from Florida, we asked him how he enjoyed meeting Daniel J. Mahoney of WIOD, Norman MacKay of WQAM and the former mayor of Miami, Frank Katsentine of WKAT... "They're a swell bunch of boys. I'd like you to meet them sometime"... To which we added, "How about this week?"... Publisher Alicoate's eyes took on a twinkle as he said, "It'll be a pleasure to get rid of you—go on"... Without exaggeration we did three handspings—and our bones cracked... Then Louis Prima heard of our trip, said not to forget to see his brother, Leon, who opens tomorrow at the Paddock in Miami—and to change his name for him... Murray Baker gets us to promise to visit his sister, Belle, who opens at the Fleetwood... City Editor George Clark of the Mirror reminds us to visit his frau, Kay Parsons, at the Gay '90's... Herb Rosenthal of CBS offers to let us run the artists' bureau if we'd let him take our southern trip... Milton Biow sends us a fishing tackle... Teddy Powell sits down to revise "California, Here I Come" to "Miami—" and can't get a suitable rhyme... Jonie Taps reports that his boss, Louis Bernstein, is at the Roney-Plaza... Harry Link, Irving Berlin's man, suggests a system for picking the horses. He won \$12,000 on a parlay one day... Garnett Marks, the commentator, reports that the weather down there is unfavorable... Gabriel Heatter says that his daughter, Maida, will be waiting to meet us at the train.

● ● ● Ted Collins wants to upset everything by selling us on a trip to Lake Placid and Kate Smith seconds the motion... Jack Robbins and Harry Fox decide that this time of the year is just ripe for them to go south and leave with us today to go on to Cuba... Leon of Leon & Eddie's says that we should keep an eye open for some talent... Harry Conn wants us to send up a bottle of Miami water... Barry Wood wants some perfume from Havana... Doris Rhodes would like to know if her CBS show reaches there... Richard Himer crosses us and frames it with the store where we ordered a suitcase to have "MR." carved on... Richard Brooks wants scoops of the weather to air back here... Bert Lebar and Bill Weisman try to pull a fast one on Donald Flamm to come along... With so many people to see and so many errands to do for people, the only rest we'll get will be on the train pulling out this afternoon and arriving in Miami tomorrow—a 24-hour rest!... Oh, well—we're bringing along a pair of sun glasses, anyway!

## AGENCIES

RICHARD PRATT has been added to the radio staff of Charles W. Hoyt Co.

RUSSELL C. COMER, president, and MERVIN COOKSEY, secretary, of Russell C. Comer agency, Kansas City, are out of town for the week.

ROBERT RICHARDSON, branch manager in Kansas City for J. Stirling Getchell, has resigned to join J. Walter Thompson agency in Chicago.

J. H. PICKETT of the New York office of J. Stirling Getchell takes over the Kansas City branch.

## GUEST-ING

FAY BAINTER and WALTER ABEL, on Rudy Vallee program, tonight (NBC-Red, 8 p.m.)

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

FRANK PARKER, on Al Pearce show, Feb. 8 (CBS, 9 p.m.) JOE COOK, same program, Feb. 15.

IRENE CASTLE McLAUGHLIN, on "NBC Jamboree," tonight (NBC-Blue, 10:30 p.m.)

FAY WRAY and GRANTLAND RICE, on Feg Murray-Ozzie Nelson program, Feb. 6 (NBC-Blue, 7:30 p.m.)

BEATRICE LILLIE, on Benny Goodman program, Feb. 8 (CBS, 10 p.m.)

STANLEY ADAMS, songwriter, on "New York Town," Feb. 4 (WHN, 9 p.m.)

TERESA GERSON, contralto, PHILIP DUE, baritone, and HELEN HENRY, soprano, on "Metropolitan Auditions," Feb. 6 (NBC-Blue, 5 p.m.)

HENRY SEIDEL CANBY, on "Book-of-the-Month Club Concert," today (WQXR, 10 p.m.). GEOFFREY PARSONS, Feb. 4; ALLEN NEVIS, Feb. 5, 9 p.m.; JOHN ANDERSON, Feb. 6, 8 p.m.; WILLIAM L. CHENERY, Feb. 7, 7:30 p.m.; STEPHEN VINCENT BENET, Feb. 8, 8 p.m.

## Broadcast From Pyramids

First broadcast ever attempted directly from the ancient pyramids on the edge of the historic Sahara Desert will be heard exclusively over NBC-Red Network on Sunday at 4-4:15 p.m. when noted Egyptologists will discuss their latest discoveries. A. A. Schechter, NBC director of news and special events, is in Egypt to direct the special broadcast.

## GEORGE GRIFFIN

Lyric Baritone

- THURSDAY WJZ-NBC BLUE  
12:15 P. M. EST.
- SUNDAY WFAF-NBC RED  
9 A. M. EST.

Management NBC Artists Service



**PROGRAM REVIEWS**

**"KAY KYSER'S MUSICAL KLASS"**

American Tobacco Co.  
(Lucky Strikes)  
WGN-WOR (Mutual),  
Tuesdays 8-8:45 p.m.  
Lord & Thomas

**LIVELY AND LOADED WITH FUN. CLICKS BIG MUSICALLY AND OTHERWISE.**

Kay Kyser's indoor musical campus, originating in WGN's 600-seat audience studio, is one of the most scintillating musical and parlor-party entertainments on the air. It is packed with entertainment and fun for both listeners and studio audience. Main feature of the show is the musical game with \$85 in cash prizes for studio contestants who give correct answers to various questions such as "Name four band leaders who play the piano", "Who's the high hat tragedian of jazz", "What famous singer now has four sons", etc., also the identifying of leading ork pilots by their theme songs, and various other tests of the audience's musical knowledge. Dialers are asked to send in their answers and receive "diplomas" if they are right.

In addition to this batch of mental amusement, the program has a big asset in the sparkling brand of music handed out by Kyser, along with a group of fine vocalists including Harry Babbitt, Virginia Simms, Sully Mason and others. As pilot of the whole works, Kyser does a swell job. Show replaces "Melody Puzzles".

**"Movie Money"**

Sponsored by Brooklyn Daily Eagle as a circulation builder, this new WMCA program, Tuesday at 7:45-8 p.m., awards a total of \$200 weekly in prizes to contestants sending in the best answers to a set of questions which require reading of the Eagle and clipping of entry blank—or facsimile. Listeners are asked to count number of comics, tell how many theaters are mentioned in ads and items on amusement page, give the results of a problem read on the broadcast, etc. In between the game portions, recorded popular music is played. Alun Williams is commentator.

**Meyer Davis Orchestra**

Meyer Davis returned to the ether via WJZ-NBC-Blue network, Tuesday 10:30-11 p.m., doing a sustaining out of the New York studios and playing up the society favorite angle in all parts of the continuity. He offered favorite pieces of Mrs. Roose-

**JEAN PAUL KING**

Commentator

DAILY INFORMATION SERVICE

Mutual

Mon. thru Fri.

☆ **Programs That Have Made History** ☆  
WINS "Song Contest"

**FOUNDING** out the first month of its second cycle on the air, the WINS "Song Contest" piled up (literally) a total of 37,730 pieces of mail in just 24 broadcasts.

The program is conducted by Walter King, assisted by Henry Silvern at the piano, and is on the air daily, Monday through Friday, from 1:30 to 2:00 p.m. and Sunday at 1 p.m. It features popular music of the present and past, and all the listener has to do is identify the

titles. There's no catch to it—but one's own memory.

The original series, begun in January, 1937, ran through the fall of that year. However, great as the response was, it soon became evident that the second series would surpass it in popularity. A new high in mail response was reached recently when a single day brought 3,770 replies.

Prizes for the "Song Contest" consist of guest tickets to neighborhood Loew theaters in localities specified by the entrants.

**Georgia Backus Resigns As Radio Events Chairman**

Georgia Backus has resigned as chairman of the board of Radio Events Inc., it is announced by Joseph M. Koehler, president of the independent producing group. Miss Backus retains her stock interest and will continue to work with the firm as writer, director and actress, but desired to be relieved of executive responsibility. Her resignation in no way affects The Script Library or American Radio Syndicate, subsidiaries of Radio Events.

A transcription production hook-up with a new organization in the radio field is contemplated by Radio Events.

**WHN Signs Wardell**

Michael Wardell, author-producer, whose new dramatic series started last Sunday on WHN with presentation of "Busy Line 4142", has been given a contract by the station. His next Sunday offering will be "It's the Earl".

velt down to lesser Park Avenue socialites. Barry McKinley did a couple of vocals en route. Davis as usual features excellent dance rhythms using strings mostly, but backed by competent brass section when needed. Arrangements were along group lines such as waltz favorites of certain people or as played by Davis at well known functions. Particularly good were the renditions of "In the Still of the Night" and Ravel's "Bolero."

**Eddy Duchin**

In his initial broadcast from the coast, with Del Casino joining as vocalist, Eddy Duchin provided a highly pleasing chapter in his "Hour of Romance" musical program Tuesday night at 10-10:30 over WOR-Mutual. Due partly to the lift given it by new surroundings, the show had a delightful vivacity, while the singing of Casino was among the best this young comer has done to date. He put over three numbers, "Once In A While," "Just A Little Love, A Little Kiss" and "La Giornata al Sole" in Italian, scoring with all three. Elizabeth Arden is the sponsor.

**Ford Sunday Guest List Is Set Through April 10**

Guest schedule of the Ford Sunday Evening Hour, on CBS at 9 p.m., has been set for the next two months, as follows: Feb. 6, Jascha Heifetz; Feb. 13, Lauritz Melchior; Feb. 20, Rose Pauly; Feb. 27, Kirsten Flagstad; March 6, Giovanni Martinelli; March 13, Jose Iturbi; March 20, Lily Pons; March 27, Nino Martini; April 3, Nelson Eddy; April 10, Georges Enesco. Iturbi also will conduct the last two programs, with Fritz Reiner as conductor this month and Sir Ernest MacMillan in March. N. W. Ayer & Son is the agency.

**New Dramas on WNYC**

Ted Cott, dramatic director of WNYC, has a busy dramatic weekend for the Radio Playhouse Acting Company. On Saturday, the fifth edition of The Experimental Workshop will offer an original psychological drama by Jack Bishop, "Behind the Robe". A novel technique will be used, employing an "inner voice" and a series of flashbacks.

Beginning Sunday, a series featuring works of Henrik Ibsen will be presented. Opening bill is "A Doll's House", with Cecelia Evans as Nora.

On Monday, "America's Hours of Destiny" re-enacts the colorful story of the Cherokee Indians.

**Morey Radio Director**

Chicago—Al Morey, former bandsman and one time associate of Wayne King and Harold Stokes in J. Bode-walt Lampe's orchestra, has been named radio director of Frankel-Rose agency. Morey has been a writer for Fred Allen and was with Federal Advertising Agency and McCann-Erickson in New York before going to WHO and KSO as production man.

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Exclusive Management

JACK LAVIN

PARK CENTRAL HOTEL NEW YORK

**ORCHESTRAS MUSIC**

**RUDOLPH GANZ**, one of the foremost living conductors, will begin a four-concert series as guest maestro of the Bamberger Symphony tomorrow at 9:30-10 p.m. The guest soloist will be Henri Deering, prominent pianist.

Anson Weeks and his band will play the Chermot, Omaha, on Feb. 5 for their third appearance at the Omaha ballroom.

The Four Dons, formerly on WHO, Des Moines, are now entertaining at the Cave Under the Hill, a new nightclub in Hotel Hill, Omaha.

The King's Jesters, currently heard over the NBC network from the La Salle Hotel in Chicago, will wind up a year's engagement at the loop hotel on Feb. 20. CRA may bring the combination to a New York hotel spot. They are already set to play a week's engagement at the Michigan Theater in Detroit.

Marjorie Whitney and her King's Lads, NBC band, are at the Chez Paree, Omaha.

**Comedy Team With Kate Smith**

New male comedy team will make its radio debut tonight on the Kate Smith hour, in Abbott and Costello, fast cross-fire duo. Team has a vaudeville background and the appearance will be in the nature of a tryout for additional time. This is the first comedy spot on the program since Henny Youngman left for the coast.

**Ben Alley's Appendix Strikes**

Philadelphia—Ben Alley, tenor on the Household Finance Corp. program on WCAU, was stricken by acute attack of appendicitis yesterday about an hour before his scheduled broadcast at 6 p.m. He was rushed to the Hanhemann Hospital. Dan Kelly was used as pinch hitter.

*... Did you know that at The School of Radio Technique, programs are directed, rehearsed, and Western Electric recordings made for presentation to sponsors and agencies?*



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



## KANSAS CITY

Milton F. "Chick" Allison, KMBC director of publicity and promotion, has been recruited for the second year to serve as one of the generals in the local Boy Scout drive for funds.

Larry Sherwood, KCMO station manager, has returned from a business trip to Washington and New York.

Bob Crawford of the vocal quartet of KMBC's Texas Rangers is confined to his home by flu.

KMBC inaugurated a new program Sunday under the title "Talmudic Tales" in which Jewish folk tales and traditions are presented by David Morantz, conductor of a similar column in the Journal-Post.

KCMO has signed 20 local night spots and a taxi operator to a nightly program known as the "Around Abouters." Aired from 11:00 p.m. to midnight, the program features transcribed dance music with dubbed-in voice and sound interludes representing a couple's rounds of the night clubs sponsoring the feature.

With the addition of several new features to its early morning farm program, KMBC now presents an all live talent lineup from 5:30 a.m. until 8:15 a.m.

## WGAR, Cleveland

Wayne Mack, dramatic director, has been selected to handle "Junior Quiz Bee" for Y.M.C.A.

Tribute to the late Newton D. Baker was fed by WGAR to CBS on Sunday. Cleveland Symphony Orchestra was directed by Artur Rodzinski.

Because Julius Glass of the WGAR office force happened to be on the scene and acted quickly, WGAR scored a news beat last week when Cleveland Plain Dealer was robbed of \$14,000.

"WHOZIT" is new 15-minute, three-a-week commercial sponsored by Home-Glo Coke. Program consists of short dramatizations of highlights in the lives of famous men and the listener is invited to name the personage. Contest award is a ton of coke.

Additions to commercial department: Earl Sheuren and Bernard Maury.

Wayne Mack and Dave Baylor presented an "Edgar Bergen-Charlie McCarthy" act for Cleveland Rotary last week.

New "Hungarian Hour" is added to nationality features on Sunday mornings.

Franklin Lewis and Bob Kelley are covering the local Golden Gloves bouts.



## Coast-to-Coast



WALLACE FORD, starring in "Of Mice and Men" on the Broadway stage, and who did an excerpt from the show with Broderick Crawford on a recent Rudy Vallee program, has had a number of nominations for the "best radio performances of 1937."

Walton Newton, the newest WIP announcer, who hails from Texas, last Friday was assigned to handle the Joe Louis broadcast directly from the stage of the Nixon Grand Theater in Philadelphia. Having only a short time between his previous assignment and that broadcast, Newton hopped a cab and said: "Nixon Theater—in a hurry." The next thing the boy from the Lone Star State knew he was at 52nd and Market Streets. After much detective work he discovered he was at the wrong theater, hopped back into the cab, and made the Nixon Grand broadcast by two minutes. After the broadcast Walton's only words were: "Gosh, down home we only have ONE movie!"

Larry Menkin, CBS writer-director, will have two articles anent radio in a brace of forthcoming advertising magazines, namely: "Radio's Long Pants" in next issue of *The Advertiser* and "Why Don't Someone Tell

## WSGN, Birmingham

Artemus Calloway, short story editor of News and Age Herald, presenting a series in behalf of the library, sponsored by the News, for benefit of rural schools.

Station for third successive year gave exclusive broadcast of outstanding local sporting event, Golden Gloves Boxing Tournament, Monday and Tuesday.

Samora Temple Band is being presented in a series, which is fed to Alabama network.

WSGN is one of few stations having its own photographic department. A completely equipped lab and developing room is maintained at the transmitter.

"The Story of This Week," dramatized from "This Week" magazine, is aired each Friday night and fed to Alabama network. Ira Leslie, head of production department, directs the shows, using professional players.

## WCOA, Pensacola

Ross Smitherman has joined announcing staff. He formerly was with Mobile, Gulfport and Albany, Ga., stations.

Wesley Chalk, sports writer and announcer, has started a new sports series in preparation for baseball season.

Following recent increase in power, an afternoon series of salute programs has been launched on behalf of additional towns now being covered by station.

Me These Things" in March issue of *Advertising Agency*.

Nestle Chocolate Co., for its condensed milk, is starting another South American electrical transcription campaign. Recordings being made through NBC by RCA Victor. Program is a musical.

Jay Jostyn, the Max Tilley of "Life of Mary Sothern" program, will make his debut as a theatrical director next month with the Salon Players (amateur) presentation of "Adam and Eve" at the Jackson Heights Playhouse.

Arthur Boran will be emcee at the affair being staged in the Georgian Room of the Hotel Piccadilly tomorrow night by the Fifth Estate Club.

Beatrice Temmerman, ex-N. W. Ayer radio department, is now with International Radio Sales as a sales secretary.

Philosophical thoughts narrated by Coles Fleming will be heard during a new WHN program called "Out of Life" which starts Saturday at 1:45-2 p.m. Harry Silver at the piano will furnish a musical background for the show.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

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

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Class or Private Instruction For  
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CHILDREN (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who in the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.

**FREE** AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

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## OMAHA

Duane Gaither has been named assistant manager in charge of station WAAW, succeeding James Douglass, now program director for Central States Broadcasting.

WOW's studios have been undergoing enlarging and remodeling processes.

Martha Bohlsen's "Homemakers Club," sponsored by Nebraska Power Co. and placed by Bozell & Jacobs, is being aired by both WOW and KOIL.

Ralph Wagner of WOW and Harry Johnson of KOIL, sports commentators, have their programs on at exactly the same time.

## WELI, New Haven

Phil Buxbaum Jr. starts a new weekly Sports Personalities period, Thursdays at 3:45.

Jack Reilly, formerly WICC-caster, back to WELI as tenor on Wednesdays.

With advent of February, station has added 45 minutes to schedule, making 5:30 the closing hour.

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**M**AYNARD MARQUARDT, manager of WCFL, and Mrs. M. are vacationing for a month in Mexico. Arthur Stringer, who recently resigned as sales promotion manager of WLW and WSAI, is in town for several days.

Friends of Nate P. Colwell, formerly with WBBM and Ruthrauff and Ryan here, have learned of his recent marriage to Ethel Oates Fulford in Toronto where he heads the Joseph Hershey McGillvra office.

Homer Griffith, the Friendly Philosopher of WJJD, has resigned as commercial manager of KFJB, Marshalltown, Ia., and gone to the west coast.

Associated Hospital Service of Illinois has placed its account with Critchfield & Co. and is readying some spot announcements.

Warren Brown, WJJD sports editor, has gone to New York. Russ Hodges is pinchhitting for him.

Ruth Brine, commentator, is featured on WJJD's new noonday Newsreel with Bob Labour, Norman Ross, and Russ Hodges.

Dr. George F. Courrier, president of WHIP and WWAE, addressed the Comers club of Chicago, discussing his recent trip to Europe.

**New KDYL Studio Shows**

Salt Lake City—Programming at KDYL has taken on new aspect, with current production of 13 studio shows per week. Among these are "Hello Ladies," afternoon woman appeal show, "Let's Take Time Out," morning woman's show, "Sophisticated Swing," "KDYL Varieties" and "Mellow Moods." Shows feature KDYL Variety Orchestra directed by By Woodbury, Shirley Davis, Marjorie Lloyd and guests. All programs directed and produced by Ted Kimball with assistance of KDYL production staff.

**Boy Violinist Wins Award**

Arnold Eidus, 13-year-old New York violinist, will receive an award of \$500 during the "Rising Musical Star" program over NBC-Red Network on Sunday at 10-10:30 p.m., EST. Mischa Elman will make the presentation, which is the regular three-week cycle prize. Young Eidus was selected by the Committee of Awards, composed of Alexander Smallens, Alma Gluck, Ernest Schelling, Efrem Zimbalist, Myra Hess, Olga Samaroff Stokowski and Ernest Hutcheson.

**DON KERR**

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

**Crosby Runs Second**

Nashville—Bing Crosby runs second to the president of Princeton on 50,000-watt WSM this week. Biggest educational event in the south for the past decade is Vanderbilt University's inauguration of a new Chancellor, Oliver Cromwell Carmichael, and one of highlights of the event takes place tonight when President Dodds of Princeton and U. S. Surgeon General Thomas Parran will talk at the hour when the Crosby show usually is heard. So Crosby is cancelled—for he comes to town every Thursday night but Vanderbilt gets a new Chancellor only once in 30 years.

**23 Guest Stars Signed For Victor Arden ETs**

Victor Arden has 23 guest stars signed for appearances on his new "Musical Moments" series, sponsored by Chevrolet, which he will start cutting at the World Broadcasting transcription studios on Monday. Those signed are Ruth Carhart, Barry McKinley, Marion Shelby, Ralph Kirby, Claire Sherman, Guy Robertson, Aileen Stanley, Felix Knight, Lucy Monroe, Jimmy Farrell, Irene Beasley, Howard Price, Lois Bennett, Barry Wood, Kay Thompson, Ray Heatherston, Sally Nelson, Morton Bowe, Shirley Howard, Jack Arthur, Josephine Antoine, James Wilkinson, Evelyn Case, Phil Duey.

**Chet Boswell on KQV**

Pittsburgh—Chet Boswell, lately of WOR, New York, is now being heard over KQV on Monday, Wednesday and Friday at 1:45 p.m. Chet, who was emcee in many New York clubs, and also on several commercials over WHN and WMCA, has a distinctive song style that sounds like a cross between Morton Downey and Gene Austin. He is also heard on "The Pittsburgher" program, under the direction of Luke Riley, over WJAS on Mondays, Wednesdays and Fridays.

**Ken Sisson Extended**

Ken Sisson, American musical director and arranger, has been signed again to conduct "Canada 1938," sponsored by Imperial Tobacco Co. Ltd., over a coast-to-coast Canadian network. The contract is for 13 weeks, starting tomorrow. The program will continue to be broadcast Fridays from 10 to 10:45 p.m. EST, and will feature, in addition to Sisson's 30 piece orchestra and 16 voice choir, Russ Titus, baritone; Pauline Winters, soprano; Lionel Shapiro, Manhattan correspondent for the Montreal Gazette, and other guest singers and speakers.

**Blair Upped at Rogers & Smith**

Chicago—Roland R. Blair has been named radio director of Rogers & Smith Advertising agency. Prior to joining the agency a year ago he was vice president of KMBC, Kansas City.

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