



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 25

NEW YORK, N. Y., FRIDAY, FEBRUARY 4, 1938

FIVE CENTS

Web Billings to be Soft-Pedalled

TENN. GOVERNOR BUYS RADIO TIME FOR TALK

Nashville—Gov. Gordon Browning of Tennessee, who turned to radio once before to wage his fight against Memphis boss Ed Crump, has again spurned the press and bought time on WSM and a state-wide network at 7 o'clock tonight to give his message on the TVA situation. The governor is in the midst of another controversy over his highly publicized plan of state control of public utility properties in the Tennessee Valley Authority area. On his recent trip to Washington for a conference with the President, he was irked by partisan newspapers, so on his return here he told reporters he had no statement to make but would speak in due time in a way to avoid misrepresentation.

Lohr Sees Television Limited to 100 Cities

New Orleans—Limited television may be available for homes within five years, but stations will be confined to about 100 cities of large population, it was stated by Lenox R. Lohr, NBC president, while passing through here yesterday en route to Hollywood. Release of sets is being held back so that engineers can work on improvements, Lohr said.

C. & S. Again on Spot Over Karloff "Horror"

Washington Bureau, RADIO DAILY
Washington—Chase & Sanborn Hour was put on the spot again yesterday when Senator Herring of Iowa asked for a script of Boris Karloff's recitation of "The Evil Eye",
(Continued on Page 3)

Both Sides

West Coast Bur., RADIO DAILY

Los Angeles—KFWB now has "Women Are News" and "Men in the News" both scheduled on Fridays, with the broadcasts taking place at 11 a.m. and 8 p.m., respectively.

Bernice Chandler handles the women's newscast, while Bruce Jordan is the commentator on topics directed to the males.

CRITICS' FORUM



Question No. 4

Are you prejudiced against a program because it is transcribed, regardless of entertainment value?

Answer

No—58 per cent. Yes—42 per cent.

THE prejudice against transcribed programs is gradually disappearing, due chiefly to better quality of transcriptions, especially music. Such is the consensus of sentiment among radio editors and critics throughout the country as revealed in Radio Daily's first annual Forum.

While the vote was close, 58 to 42 in favor of the ETs, it nevertheless was a better showing than generally expected from a discriminating class of listeners. Among arguments given by each side, in support of its like or dislike of transcribed entertainment, the following were most prominent:

Favoring ET Programs

Good transcribed music is better than bad music by a live orchestra.

If properly rehearsed and recorded, ET shows are nearer perfection than ordinary studio productions.

If the entertainment is there, the fact that it's ET doesn't matter.

Quality music has been available to many stations which otherwise would not have had it.

Improvement in recording, along with first-class talent, is overcoming prejudice.

Opposing ET Programs

Illusion is broken by the term "transcribed."

Element of the unexpected is absent.

Lack personal touch, except in programs like that of Martin Block.

Lack publicity value.

Commercials usually are too long. "Record static" and "scratch" often prove an irritation.

Should be confined to morning periods.

Records belong in phonographs.

WHK-WCLE Mutual Feeds Increased to 27 Weekly

Cleveland—WHK-WCLE increase their Mutual network feeds to 27 a week beginning Feb. 8 with the addition of five new programs which are slated for 2:15 each afternoon, Monday through Friday. On Monday, "The World Traveler", Don Dewhirst, baritone, will present a program of ballads and light operatic airs. Tuesday, Wednesday and Thursday, "Reveries" will be heard, and on Friday "World Traveler" will return.

"Reveries" will feature the voices of Dick O'Heren, lyric tenor, and Tiny Baker, new soprano find from the locally sponsored (Cleveland Railway) "New Names" show. Narration will be done in a poetic manner by Leslie Biebl of WHK-WCLE announcing staff, as prepared by
(Continued on Page 3)

\$250,000 Transmitter Is Being Built by WLS

Chicago—Burrige Butler, WLS president, tomorrow will sign a \$250,000 contract to build a new transmitter plant with 580-foot tower on recently acquired 40-acre site between Joliet and LaGrange, 20-odd miles southwest of here. For several years the 50,000-watter has been leasing WENR transmitter with which it shares time on 870 kcs. New project will start on FCC approval. Engineer Tommy Rowe and Treasurer George Cook are in the east inspecting newest apparatus.

Butler, also owner of KOY, Phoenix, and Prairie Farmer Magazine, at 70 plans to continue actively in broadcasting.

NBC and CBS Decide to Drop Releasing of Gross Figures

NBC and CBS executives at a meeting Tuesday decided to discontinue the practice of releasing the monthly gross billing figures. Networks have been handing out the receipts since they started back in the late 1920's.

Understood, however, that some of the NBC executives are not fully convinced that the new rule should be adopted. In any event no move will be made by NBC to repeal the
(Continued on Page 3)

ATL. REFINING, KELLOGG PARTLY SET ON BASEBALL

Philadelphia—Baseball plans for the coming season of both Atlantic Refining and Kellogg were given a preliminary announcement yesterday afternoon at a luncheon tendered Connie Mack, veteran baseball manager. Atlantic baseball network is not yet complete but will include WHT, Harrisburg; WGAL, Lancaster; WORK, York; WSAN, Allentown; WEEU, Reading, and WPG, Atlantic
(Continued on Page 2)

Federal Agency to Handle New Jersey Ad Campaign

Trenton—Federal Advertising Agency of New Jersey has been named by the New Jersey State Advertising Council to prepare the campaign on recreational, industrial, agricultural and residential advantages of N. J. Legislature has appropriated \$150,000 for the project. In addition to the state campaign,
(Continued on Page 3)

WMFF's 3 Candles

Plattsburg, N. Y.—A cake with three candles on it was the order of the day at WMFF yesterday. The 250-watter, of which George F. Bissell is general manager and treasurer, began its career Feb. 3, 1935.

Tomorrow WLW, Cincinnati, throws a half-hour birthday greeting program in honor of the North Country outlet.



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

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FINANCIAL

(Thursday, Feb. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	135	129½	130½	— 7½
CBS A	18½	18	18	— ½
Gen. Electric	37½	36½	37¼	— 1½
RCA Common	6½	5½	6	— ½
RCA First Pfd	47½	46½	46¾	— 7½
Stewart Warner	9	8¾	8¾	— ½
Westinghouse	91½	88½	88½	— 4½
Zenith Radio	13¼	12¼	12¼	— 1¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15¾	14½	14½	— ¾
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OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

Phonographic Network Forming New York Unit

National Phonographic Network Inc. now has more than 100,000 coin-operated machines set for its chain, and a special New York corporation is being formed by a Wall St. group to handle sale of the network here, according to John B. Griffith, president. Griffith flew to Chicago last night for a directors' meeting. He returns to New York next week.

Castle Rejoins WMCA

George C. Castles Jr. has rejoined sales staff of WMCA after an absence of a year, during which time he was vice-president and director of sales for Supreme Beauty Laboratories.

Joins WEW Sales Staff

St. Louis—F. A. Meyer, former district manager of the old Federal Bake Shops Inc., later a biz broker, has joined the WEW sales staff.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

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

Time Being Contributed In "Sell Nebraska" Drive

Omaha—Nebraska Broadcasters Ass'n is donating the time for the 13-week "Sell Nebraska" campaign which will be conducted for 13 weeks over a wireless network of eight stations including WOW, key station; WAAW, KFOR, KMMJ, KGNE, KGFW, WJAG, KGKY, KOIL and KFAB. Nebraska Junior Chamber of Commerce and the Broadcasters Ass'n are sponsoring the series, part of a nationwide campaign of Associated Industries of Nebraska.

Film Co. May Sponsor Chorus Girl Script Show

A new radio serial written by Colette Lyons and Thelma White, actresses, and dealing with the adventures of a couple of chorus girls, is understood to be under consideration by one of the major film companies for network sponsorship. Program would emanate from the coast, with a live cast, and will be aired for the picture firm's own account to plug screen attractions, according to plans now being discussed. Recordings of the first episodes are now being auditioned.

Alan Kent to Join WNEW

Alan Kent, for six years an announcer with NBC, leaves that organization Feb. 15 to join WNEW. He will head a new full-hour program, expected to start Feb. 21 in a noon spot.

Join Central States

Omaha—Paul C. Brawner, a member of KOIL's dramatic staff for two years, and Harold Burton Thorpe have been added to the Central States Broadcasting System announcer staff. They will work on KOIL, Omaha, and KFOR and KFAB, Lincoln.

Courtney Quits WNEW

Alan Courtney has resigned from WNEW, effective Feb. 19. Courtney, who has been with the station for two and one-half years and figured as emcee in many leading programs, is reported dickering with several agencies on network shows.

Dewey Long in Dual Duties

Birmingham—Dewey Long, who has been appointed to handle the newly opened local office of Radio Sales, division of CBS, also is to handle national spot activities for WAPI, 5,000-watter which recently joined CBS.

Harty Recuperating

Joseph Harty, WMCA traffic manager is recuperating from a recent illness at Easton, Pa., and is expected back at his desk within a week or so.

Harold Betts for WSAI

Cincinnati—Harold Betts, "Romantic Bachelor", discovered in Toledo by WLW-WSAI program director Chester Herman, has joined the WSAI staff.

Atlantic Refining, Kellogg Partly Set on Baseball

(Continued from Page 1)

City. Other towns mentioned are in Pennsylvania.

Kellogg web will use WFIL here and other outlets to the midwest are being set. Both companies have plans for a baseball school such as Kellogg used last season in Chicago. School will be held in five large cities and a list of minor league towns in the East. Ira Thomas, scout for the Athletics, will conduct the Philly school with John W. Coombs coach of Duke University. Sessions will run for 10 weeks, three times weekly. N. W. Ayer & Son handle both accounts.

Additional Disk Suits Are Planned by RCA

Suit filed this week in Federal Court by RCA Mfg. Co. against WBO Broadcasting Co. (WNEW) and Elin Co., sponsors of a program which allegedly used without permission certain Paul Whiteman records in 1936, is understood to be followed by a series of similar actions by RCA. Injunction and damages are sought, along with a declaratory judgment against Whiteman on the question of ownership of records. Whiteman, in a similar suit, has stated he holds the broadcasting rights to the records in question.

Ascaph Files Fla. Suit

Jacksonville—Suit was filed yesterday in Federal Court against the Attorney General and other law enforcement officers of the State of Florida by Ascaph which seeks to test the constitutionality of the recently enacted law which prohibits Ascaph and similar organizations from doing business in the state. Action is along lines of similar suits on file in Montana and Washington.

Schall Succeeds Braun

West Coast Bureau, RADIO DAILY

Los Angeles—Max Schall has been appointed to succeed Bob Braun, resigned, as head of the Thomas Lee Artists Bureau by Lewis Allen Weiss, KHJ-Don Lee general manager. Schall has been with Music Corp. of America. Marty Martyn will become assistant to Schall, folding his own talent agency.

Warwick Sells 2 Serials

Howard Warwick, radio writer, has sold two programs, "The Biggest Little Show" and "Your Problem," transcription serials, to be aired by independent stations throughout the United States and Canada.



Under One Tent

★ POWER
★ MARKET
★ POPULARITY

Newly Equipped for Super Power

COMING and GOING

FELIX C. HOLT, publicity director for WXYZ and Michigan Network, returns to Detroit tonight from New York.

WALTER DAMROSCH goes to Washington today to conduct the National Symphony Orchestra at Constitution Hall on Sunday, with GLENN DARWIN going along as soloist.

FOX CASE, head of CBS special events department on the Coast, off to San Francisco to talk to officials of the California International Exposition about special events at the Fair in 1939. Arthur Linkletter, exposition radio manager, announced that \$400,000 had been tentatively budgeted for a combined auditorium radio building.

CHARLES DE FOLDS of RCA-Victor in New York is in Hollywood to supervise recordings to be cut this week by Tito Guizar.

STERLING FISHER, director of radio talks and education at CBS, goes to Springfield, Mass., Monday for a speech.

PAUL M. SEGAL, Washington attorney, is en route to Egypt aboard the Exochorda.

PINKY TOMLIN has headed East from Hollywood for six weeks of personal appearances in Pittsburgh, Philadelphia, Washington and other Eastern cities. He will be off the Cantor program for about eight weeks, with his announced marriage to Joanne Alcorn postponed until his return about March 1.

FRANK S. LANE, manager of WDDO, Chattanooga, is in New York.

WILLIAM S. CHERRY JR., head of WPRO, Providence, is in town.

FRANK BISHOP, director of KFEL, Denver, is visiting network headquarters in New York.

W. P. WILLIAMSON JR., president and general manager of WKBN, Youngstown, is another New Yorker this week.

J. MEYERSON of KLZ, Denver, is visiting in town.

GEORGE W. TRENDLE, president of WXYZ, Detroit, and the Michigan Network, and H. Allen Campbell, general manager of the same group, are in New York for a few days.

MURRAY GRABHORN of Hearst's International Radio Sales is on the coast to arrange for moving his family to New York.

CLIFFORD C. FISCHER, revue impresario, sails today on the Champlain for Europe.

JOHN B. GRIFFITH, formerly of Van Cronkhite Associates and now head of National Phonographic Network Inc., which has lined up a network of more than 100,000 coin-operated machines, has gone to Chicago on business and returns to New York next week.

MICHAEL G. KLETZ, insurance man, has left for Hollywood, Fla., for a 10-day vacation.

PHILLIPS H. LORD will spend his Florida vacation at Palm Beach, staying at the Hotel Biltmore.

JOSEPH T. CONNOLLY, publicity director of WFIL, Philadelphia, was a New York visitor yesterday.

BILL ENSIGN, CBS assistant manager of sales, was snowbound in Toronto yesterday.

Sparks in Promotion Post

Fort Wayne, Ind.—Russell Sparks, from Chicago, has been appointed sales promotion manager of WOWO-WGL here, according to W. Ward Dorrell, manager.

THE SONGBIRD OF THE SOUTH

KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

AGENCIES

ROS METZGER of Ruthrauff & Ryan agency is back in his Chicago office after a trip to Cleveland and other points.

LES WEINROTT is handling production on Colgate serial, "Step-mother," for Benton & Bowles, Chicago, at CBS.

CHARLES FLESHER, Young & Rubicam producer, has been shifted from Hollywood to San Francisco to handle the first few airings of the Rush Hughes-Borden series from the Bay City.

ROBERT DURHAM of the Benton & Bowles office in New York is in Hollywood to corral endorsements for the agency's Wonder Bread account.

DR. GEORGE H. GALLUP, v.p. of Young & Rubicam, has returned east from delivering a talk at the University of Iowa. Dr. Gallup has just become a daddy for the third time. It's a daughter.

Anacin to Renew

Anacin Co. on Feb. 25 will renew the "Hammerstein Music Hall" for another 52 week-run on 44 CBS stations, Fridays, 8-8:30 p.m. Blackett-Sample-Hummert is the agency.

New Newspaper-WNEW Tie-Up

WNEW has started a morning "drama and night club" review with Lee Mortimer, Daily Mirror Man About Town, on the air each night at 1:45 a.m. This is in addition to Mortimer's Friday evening spot when he presents guest stars. WNEW also has current tie-ups with the Evening Journal, Newark Ledger, Brooklyn Eagle and Christian Science Monitor.

"Family Counselor" for WTOL

Toledo — Allan D. Grigsby ("The Family Counselor") has signed a 13-week contract to be heard twice weekly from WTOL when that new station goes into operation the middle of February.

Police League on WBNX

Beginning tomorrow afternoon, 5-5:30 p.m., the Police Athletic League will inaugurate a series of amateur hour broadcasts over WBNX. Boys and girls from seven to eighteen years old, members of P.A.L. will appear on the program.

BIRTHDAYS

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

Greetings from Radio Daily

February 4
John G. Fraser Jane West

February 5
Eddie Stanley

February 6
Ray Katz Louis Nizer
Kay Reed Joseph Rogers

NEW PROGRAMS—IDEAS

Your Number—Your Music

New style transcription airing has been devised by WSGN, Birmingham, under title "Numerology." Listeners send in names, addresses, age and phone numbers. Statistics of individual contributors are added, and last four numbers in each case are used to select a musical disk from transcription library.

Safety Campaign Quiz

On the "Listener Speaks" program, a daily feature over WHIO, Dayton, O., a different motorist is topped by the traffic cop at the corner of Third and Main Sts., where the broadcast is conducted. The cop then brings the driver over to the microphone to answer questions about traffic regulations. This is confined to just one driver each day

Webs to Stop Releasing Monthly Billing Figures

(Continued from Page 1)

order until CBS is consulted. Feeling among those who advocated the change was that Congressional representatives, what with billings hitting all-time-highs, might get a new taxing itch.

Figures have never been any accurate check on the billings of a network because they were based on the one-time rate. All accounts are billed at least at the 13-time rate along with numerous other discounts for longer term contracts.

Publishers' Information Bureau will continue to release figures monthly.

Federal Agency to Handle New Jersey Ad Campaign

(Continued from Page 1)

an independent advertising campaign is planned by the Board of Freeholders, Newton, N. J., to exploit the attractions of Sussex County.

C. & S. Again on Spot Over Karloff "Horror"

(Continued from Page 1)

by Edgar Allan Poe, on last Sunday's broadcast over NBC-Red, on the grounds that it was "horror" stuff and unsuitable for children's ears. The fact that the poem is a classic does not make it satisfactory for airing to juvenile ears, Herring continued.

Rothier in WQXR Series

Leon Rothier, Metropolitan Opera basso for the past 28 years, starts a series on WQXR titled "Leon Rothier Presents" on Sunday at 2:30-3 p.m. Pitts Sanborn, music critic, will be guest on the first program, with Jules Eckert Goodman, Helen Olheim and Frederick Jagel to appear on subsequent programs.

and in conjunction with the safety campaign now in effect.

"Thanks for the Memory"

Originally scheduled to have been produced by KNX, Hollywood, the CBS Pacific network's new Sunday night show, "Thanks for the Memory," originates instead at KOIN, Portland, Ore., where it is written and produced. The half-hour show consists of a dramatized "memory" submitted by a listener, plus instrumental and vocal music. The large musical ensemble is directed by Joseph Sampietro. Vocal stars include Dorothy Rolfsness, contralto, and a male quartet. The dramatic skits are written by Henry Swartwood, producer of the show, and are based on actual listener experiences. Tragic, comic or romantic, everyone is invited to submit the outstanding memory of his life for dramatization.

WHK-WCLE Mutual Feeds Increased to 27 Weekly

(Continued from Page 1)

Robert E. Lee. Instrumental accompaniment will be furnished by Ruth Parks, organist, and Nell Riggs, pianist, on the "Reveries" feature, while Miss Parks will accompany Dewhirst on "World Traveler."

GUEST-ING

ROBERT TAYLOR, on Jack Benny program, Feb. 13 (NBC-Red, 7 p.m.).

ALICE FAYE, on Jack Oakie show, Feb. 8 (CBS, 9:30 p.m.).

BASIL RATHBONE, on Al Jolson program, Feb. 8 (CBS, 8:30 p.m.).

JACK BENNY, on "Good News of 1938," Feb. 17 (NBC-Red, 9 p.m.).

RUTH HARRINGTON, opera singer, on Anice Ives "Everywoman's Hour," today (WMCA, 11:15 a.m.).

GLENN DARWIN, baritone, on "Magic Key," Feb. 13 (NBC-Blue, 2 p.m.).

JOHN CORIGLIANO, violinist and assistant concert master of Philharmonic, on "Magazine of the Air," Feb. 6 (CBS, 5 p.m.).

Board for Paley Award

The board that will decide the second William S. Paley Amateur Radio Award for the outstanding performance in radio research, technical development or operating achievement in radio last year will consist of Prof. A. E. Kenneally of Harvard; Rear Admiral Russell R. Waesche, U. S. Coast Guard; Hon. C. P. Edwards, director of radio, Canadian Department of Marine; Rear Admiral Cary T. Grayson and Dr. J. H. Dellinger, chief of the radio section, U. S. Bureau of Standards.

MICHIGAN RADIO NETWORK

The Complete Network Completely Covering Michigan's Eight Major Markets

LOW COST COVERAGE TO 4 MILLION PEOPLE

BLUE NETWORK **WXYZ** DETROIT KEY STATION

ORCHESTRAS MUSIC

MIKE RILEY and his orchestra opened a six-week engagement at Cleveland's Trianon Ballroom Tuesday (1) in spite of bruises and bandaged limbs. During the journey from Cincinnati, two of the cars in the Riley caravan tipped over, and the occupants received a thorough shaking-up. Vocalist Marion Miller wore no low-necked dress at the initial appearance of the band in Cleveland, preferring to conceal the quantity of tape on her back. Mike Riley's Orchestra is scheduled for three half hours a week on WGAR.

Vincent Lopez's campaign to make the "Star - Spangled Banner" more singable will be reviewed over WJZ Sunday at 3 p.m. The piano-playing maestro will be on hand, and the Lopez version of the anthem will be sung by Billy Scott, a member of his band.

Emil Coleman is introducing a new Viennese waltz entitled "Lake of Hearts" at the Iridium Room of the St. Regis. The number was imported by Coleman from Austria.

Victor Arden is organizing a Hawaiian orchestra with special arrangements of native Hawaiian and South Sea Island airs. Arden had a similar outfit a number of years ago.

Mark Warnow has been soft-pedaling pop. tunes and is going in heavily for the classics on Heinz "Magazine of the Air" and the Consolidated Edison show.

Kay Kyser, currently appearing at the Blackhawk restaurant in Chicago and heard over Mutual, journeys to Ann Arbor Feb. 11 to provide music for the annual "J-Hop," climax of the social season at the U. of Mich.

The basic formula for Staccato Styled Music, according to Bill McCune, who plays it nightly and on the air, is true staccato notes of a trumpet. And Bill claims he has the best trumpet tooter for this type of music. His name is Pete Rienzi and he is a former Manhattan College bandsman.

Gene Kardos and his band move into Roseland for an extended stay and will be heard twice weekly, Sundays at 5 p.m. and Tuesdays at 9 p.m., over the WHN-WLW wires.

WJSV, Washington

Jim Tully, visiting Arthur Godfrey, was guest of honor at a cocktail party with A. D. Willard Jr., Steve Early and others on hand.

Ann Gillis, CBS director of public affairs here, has been having identity trouble due to the child movie star Ann Gillis who was in town for President's Birthday party.



● ● ● **Little Shots About Big Shots:** On his program last Friday nite A. L. Alexander dedicated his coast-to-coast show to the International Ass'n of Fire Fighters and the heroism of firemen... The headquarters of the association down in Washington phoned A. L. for a time confirmation, so that letters might be sent to the various branch offices of the organization to notify their membership to dial in the show... Alexander wired that the show is aired "9:30 p.m. EST and the Pacific Coast show at 8:30 p.m." but Western Union believed that Alexander was all wet—about the Pacific coast show and changed the wire to read "6:30 p.m." deducting three hours from the Eastern show (overlooking the fact that A. L. does a special coast "repeat" show!)... Notices were sent to the branch offices—but the last moment the error was discovered—and Western Union was forced to send wires to the 600 fire organizations, correcting the time. WU did this free—all because of a telegram that cost only 75 cents!

● ● ● **As racing commentator on WMCA's "Today's Winners,"** Chief Announcer Bob Carter is continually swamped with tips from fans and he's dropped many fivers down the drain backing the choices of these touting fans—so he finally swore off... A week ago came the tip on a nag tagged "Irish Oak" in the second at Hialeah... Carter gave it a brush—and it never fails, the nag bobbed down in front paying a price of \$55.90!

● ● ● **Now that Del Casino is comfortably set in the Hollywoods,** this little sidelight can be told... Walter Fleischer, a contact man at Famous has been invaluable to the handsome young warbler, picking his songs, pounding piano at auditions and doing other odd things that any singer can't buy with dough... Just before departing for the coast, Del wanted Walter to run over a tune—but Walter at that moment was occupied in a hot game of pinochle... After one or two requests to leave the card game and get to work, the singer rather menacingly shouted: "Come on, Fleischer, what will it be, pinochle or Casino!"

● ● ● **With Ken Ash at the controls, sound effects come to life** at WIBX, Utica, N. Y. One-man show announcers hear every note and sigh from the studio speaker, start the applause, laugh with the crowds, encourage recorded entertainers—and really project themselves into action—without any feed-back... During the Chicago airing of Phil Spitalny's "Hour of Charm" show, Fern and her magic violin were introduced with these words: "Through the courtesy of the General Electric Company the 'Hour of Charm' presents Phil Spitalny . . ." Spitalny then said: "Our first number is 'Powerhouse'"—which prompted John Canning Jr., former radio editor of the Des Moines Register and Tribune, who was in the audience, to remark: "Too many PLUGS!"

● ● ● **Josef Cherniavsky, now musical director up in Buffalo's Shea** Theater and soon going to WLW, Cincy, as baton chief, was given a reception by a group of musicians and artists at a swanky restaurant up there called Old Spain... A young, good-looking chap, leader of the place's four-piece band, expressed his desire to shake hands with Josef. "What is your name?" asked Chernie. To which the fellow replied, "Paul Muni." Assured that he wasn't being joshed into things, Josef asked what made him select this name. Ork leader Paul Muni replied: "Just for a novelty!"... Tony Wons made one announcement offering free cartoon albums of 65 pages to any one writing in. He has already received 55,000 requests. Announcement was made on Vick's program at 10:30 a.m. Monday over CBS. Morse International, agency handling the account, had to put on a special staff to handle mailing of the picture books.

PROGRAM REVIEWS

"This Was News"

Another of the well-produced WPA Federal Theater Radio Division programs started its run Wednesday night at 9-9:30 over WHN and the WLW Line. "This Was News," directed by Donald Macfarlane, takes headline events that are destined to live in historical annals and dramatizes them to sound like current news. It's not a bad idea, and the Federal Radio Theater already has shown its expertness and carefulness in handling dramatizations of this kind.

Edition No. 1 in the new series reenacted the World War break between the U. S. and Germany, the passing of John L. Sullivan and the campaign of Carrie Nation against the saloon. Wealth of available material suggests an interesting career for the program.

Tommy Dorsey

Moving from his former Friday night NBC-Blue spot to Wednesdays at 8:30-9 p.m. over NBC-Red network, Tommy Dorsey with his ork and his trombone continue dispensing the sweet and swing music that has made this aggregation a very popular one of its kind. Edythe Wright, Jack Leonard and Three Esquires hold up the vocal end very nicely, while Paul Stewart is emcee. A contest in which amateur swing musicians are given a chance to participate is a promotional feature of this Raleigh cigaret program, and should prove a lively affair.

Dorsey's Feb. 16 broadcast will come from Louisville, and on Feb. 23 he will air from Cincinnati, after which he returns to New York.

Ballard As Swing Editor

Pat Ballard, radio script writer and producer, has been made Swing Editor of College Humor. He will conduct a swing music page each month, and in that connection College Humor is sponsoring a Campus Composer's Contest for original swing songs written by college undergraduates, with Ballard selecting the best for publication. Several radio programs are negotiating for the idea, which is an outgrowth of "The Melody Treasure Hunt" which Ballard did on WOR for a year.

WHK-WCLE, Cleveland

"Hello, There," dinner music program featuring Wayne West and Don Dewhurst, is a nightly WHK feature at 5:45-6.

Kitchen Klenzer's "Meet the Missus" on WHK celebrated its first anniversary yesterday at the Food Craft Shops, with Lew Henry at the mike.

"The Magic Console," with Ruth Parks at console and mike, is a new WCLE Sunday feature.



JEANETTE MacDONALD fetes one of Vick's own discoveries when she presents five-year-old violinist Sandra Maazel as a feature of her "Vick's Open House" program Sunday over CBS at 7 p.m. EST. Wilbur Evans, who has been assisting Miss MacDonald, will be absent this Sunday making concert appearances in the east.

Vic Dalton, owner of KMTR, is back home after being in New York and the East for two months.

CBS ushers collected \$56.50 for the President's infantile paralysis fund by selling dime buttons to audiences at "Hollywood Hotel," "What Would You Have Done," and the Paul Whiteman show.

James Julian Tyson, father of Leo Tyson, general manager of KMPC, is visiting his son and taking in the sights of the Southland.

Mary Lou, Fairfax High School graduate, now has her own sustainer on CBS Pacific Coast net each Tuesday evening which isn't heard on KNX in her home town.

Lois Cowan has succeeded Edith Black as publicity purveyor for KMPC.

Frederick Dahlquist, president of American Radio Features and producer of Union Oil's "Thrills," is out of the hospital following an appendicitis operation and back on the job with this week's airing.

Mark Kelly's sportcasting series on CBS Pacific Coast has been renewed by Roi Tan cigars for another 13 weeks. Milton Weinberg is the agency.

Chrysler Corp. has signed for a series of spot announcements on KFI. Station also reports renewal of the "Hello, Peggy" wax series for another full year.

Uncle David, whose "Uncle David's Show" is heard on KMTR Sunday nights at 6:30, has a repertoire of 30 character portrayals and has called into use as many as seven of these on one broadcast.

Thomas Conrad Sawyer's Wednesday program on KFI will be heard 15 minutes earlier, 5:15 instead of 5:30 p.m., in future. Sponsor is Manhattan Soap Co., through Milton Weinberg agency.

Hal Raynor, the clergyman radio writer, has written a special song, "Let's All Be Good Scouts Together," with which Joe Penner salutes the Boy Scouts of America on Sunday.

Lud Gluskin's CBS "On the Air," with Chiquito, Lee Sweetland and Mary Rosetti, switches spots with Music Corp. of America's "What Would You Have Done" by moving from Tuesday night to Friday at 10:15-10:45.

Manly P. Hall, world traveler-lecturer, has a new series over KFAC on Thursdays at 9:30 to 10 p.m. Lal Chand Mehra, who also has an interesting and informative program dealing with his native India on the same station, will appear with Hall on the new series.

★ Coast-to-Coast ★

ROBERT SIMMONS will be a featured soloist on the Cities Service program with Frank Black's orchestra and Lucille Manners starting tonight at 8 over NBC-Red. Simmons, in addition to being tenor soloist, is a member of the Revelers. Though the Revelers are no longer on the show, Simmons has been retained as soloist. He will also sing duets with Miss Manners.

William Lyon Phelps of Yale will act as commentator during intermissions on WICC-Colonial Network broadcast of New Haven Symphony Orchestra, Feb. 7 at 8:30 p.m.

Jack Hasty has written a playlet, visualizing what would happen on Broadway if Abraham Lincoln walked down the street today, for the Feb. 13 broadcast of "On Broadway" over NBC-Blue at 3 p.m. Tom Gunn will portray Lincoln. Others in cast will be Frank Provo, Helene Dumas, John Brown, Charles Webster and James Van Dyke. Jack Mullen is director.

Ray Heatherton and Jack Powell continue for a third week in person at the Roxy, along with the 20th Century-Fox film, "Happy Landing," with Sonja Henie and Don Ameche.

"Jolly Bill" Steinke, "Happy" Lewis, Judy Smith, Vivienne Dixon, Harriet Brent and others have been added to the list of talent who will

RICHMOND

Randolph Bruce has joined WRTD sales staff, coming from WCHV.

WRVA tendered a luncheon to the sales managers following their district meet here this week.

Alvin Cone is another new member of WRTD sales force.

KNOW, Austin, Texas

James W. Pate, g.m., demonstrated his oratory at annual Austin Advertising Club Kick-Off Ball.

Max S. Carruthers, former time salesman at KOMA, has joined commercial department.

Lenard Kreuz, former chief engineer of KRLH, has joined technical staff, replacing Henry Post, who resumes engineering course at U. of Tex.

Winthrop C. Sherman has been added to announcing staff.

Charles C. Rider is back in sales department after two-year absence. Gwendolyn Gill, from WACO, has joined as chief accountant.

Virginia Donoho, is now staff pianist. She has been director and coproducer of Vita Gold Gang show and Co-Ed Trio.

Schaffners at WMT

Cedar Rapids—Neil and Caroline Schaffner, formerly of "National Barn Dance," are now doing a daily "Bugtussle News" over WMT here.

be at the Fifth Estate Club party in the Hotel Piccadilly tonight.

Michael A. Romano, who plays one of the leading parts in the Sunbrite Junior Nurse Corps air show, is a well-known Chicago lawyer in the daytime.

In cooperation with Cleveland College of Western Reserve University, WHK is presenting a contest for a three-hour scholarship to the school. Each evening this week, a member of the college faculty has come to the studios for a five-minute talk on the subject, "Where Do You Get Your Manners?" At the conclusion of the talk five questions are asked and the listener sending in the most correct answers to the entire 25 questions receives the scholarship award. Speakers in the series are judges.

Among the dissolutions filed with Secretary of State in Albany is one by the Tupper Lake Broadcasting Co. Inc., Franklin County, filed by R. Hastings of Tupper Lake.

WHEC, Rochester, is airing George Toporcer, former St. Louis Cardinal baseball star and present manager of the Hazelton Eastern League club, in a series of 20-minute programs sponsored by Socony oil. Toporcer fires baseball questions at his air audience on Tuesday, Socony paying cash prizes for the best answers. On Thursdays, Toporcer interviews big league ball players.

LINCOLN

J. B. Lake is now in full swing as program director at KFVB, Hutchinson, Kans.

Harry Johnson is now doing double duty, since Bob Cunningham left the Omaha studios of KFAB. Johnson has both Lincoln and Omaha sports assignments to fill.

Lyle DeMoss, on the anniversary of his second year as KFAB's man-on-the-street, was stymied in a regular broadcast when Governor Cochran and Mayor Copeland descended on him. They stopped the show and made presentation of a National Research Bureau certificate of merit made out to him. Stunt was promoted by Joe di Natale, the station's publicity man.

WLW, Cincinnati

Pappy Shannon and his "Hoosier Housewarming," sponsored by F. & F. Cough Remedy, moved from Wednesday to Sunday night.

Carrie Jacobs-Bond's latest song, "A Long Time Ago," will have its premiere Tuesday at 7:15 p.m. on "Vocal Vanities."

"Mikado" will be repeated Feb. 11 and 18 over WLW-Mutual due to requests.



RAY JONES secretary of AFRA chapter here and member of national negotiating committee is back from New York, where committee met with network and agency reps. Another meeting scheduled in about ten days.

Little Jackie Heller has been engaged as regular headliner on NBC "Club Matinee" series.

William Meredith, author of NBC's "Last of the Lockwoods," is papa of son.

Cliff Peterson of the Escorts and Betty is singing for Curley Bradley of the Ranch Boys, who is ill.

Mercedes McCambridge, NBC actress, is out of "Lights Out" and other shows because of illness. Betty Winkler has been taking over for her.

Omaha Remote Ban Jams Musicians' Situation

Omaha—Although radio stations here have agreed to sign contracts totalling \$50,000 a year with musicians' union, the union members have withdrawn permission for stations to handle remote control broadcasts from various ballrooms in the city. A single exception is the Chermot ballroom.

WOW had signed Freddie Ebener's 12-piece ork for two years at \$21,000 a year. When decision was announced, John J. Gillin, WOW g.m., balked. Ernest Nordeen Sr., union head, is trying to work out a solution.

WROK Broadcasts Flood

Rockford, Ill.—When two creeks within the city limits of Rockford went on a rampage one day last week, driving more than 500 persons from their homes, WROK went into action. Its mobile transmitter was on the job early with Morey Owens, John McCloy and George Menard broadcasting descriptions of the flooded areas and rescue work while their teeth chattered into the mike. Maury Nelson, on his way to the transmitter earlier, was forced to detour twice, and then arrived to find water in the transmitter house basement, but the sign on was on time.

New Kid Program

"Answer It," new kid program with a quiz twist, sponsored by Columbian Laundry, Newark, starts Feb. 12 at 5:45-6 p.m. on WOR. Mary D. Chase will conduct.

KSD, St. Louis

Frank Eschen, program director, returned this week from a belated Hot Springs vacation.

Two new sports programs have been started, "Midday Sports Review," six-weekly with Frank Eschen at mike, and "Sportlights," six-weekly with J. Roy Stockton and Eschen.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Special Input Equipment Now Being Built for WJR

Detroit—Speech input equipment of new and unusual design for WJR, is being built on special order by Western Electric Co. It has been designed by Bell Laboratories Engineers to meet the specifications of A. Friedenthal, engineer in charge of the station's studio facilities. Installation will include two type 23 speech input units, with arrangements for handling programs from the station's three studios and for handling network programs, remote pickups and electrical transcriptions. The equipment will also meet Friedenthal's requirements for a two-way talk-back system. Talk-back is accomplished instantaneously without manipulation of switches or keys.

The master control desk will be of unique form, with panels disposed conveniently about the master control operator's position and with telephone communication facilities incorporated in the design. Relay type output switches will be built into this control desk, making remote control available in all studios. The master control room will be located seven floors below the studios in the golden tower of the Fisher building.

The new speech input equipment will replace an assembly of equipment built by the same manufacturer and acquired over an extended period of time since the station first went on the air. Leo Fitzpatrick, vice-president and general manager of WJR, has been the driving force behind building up this station from its modest beginning to its present outstanding position with a 50 kilowatt transmitter.

The new studio equipment will require from 19 to 21 weeks to manufacture, and is scheduled for delivery during the next eight weeks.

KSFO Adds Control Room

San Francisco—KSFO here has just completed installation of a new control room, announcer's studio and duplicate transcriptions to accommodate increased production schedule. Western Electric 23A speech equipment is used. Installations were made under direction of chief engineer R. V. Howard.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

NEW PATENTS Radio and Television

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

2,106,714—Automatic Radio Station Selector. Emile Brugger, Valley Stream, N. Y.

2,106,715—Automatic Radio Control. Emile Brugger, Valley Stream, N. Y.

2,106,753—Electric Discharge Tube or Lamp. Anton Lederer, Vienna, Austria; Catherine Danzer and General Conrad Randa, executors of said Anton Lederer, deceased, assignors to Ernest Anton Lederer.

2,106,754—Electric Discharge Device. Anton Lederer, deceased, late of Vienna, Austria, by Katherine Danzer and Conrad Randa, executors, Vienna, Austria, assignors to Ernest Anton Lederer.

2,106,770—Apparatus and Method for Receiving Electromagnetic Wave Signals on Dielectric Guides. George C. Southworth and Archie P. King, Red Bank, N. J., assignors to Bell Telephone Laboratories.

2,106,771—Ultrahigh Frequency Signaling. George Clark Southworth, Red Bank, N. J., assignor to American Telephone and Telegraph Company.

2,106,776—Receiving System. Bertram Trevor and Ralph W'ado George, Riverhead, N. Y., assignors to RCA.

2,106,806—Relay System. Chester W. Latimer, West Orange, N. J., and James L. Finch, Patchogue, and Harold H. Beverage, Riverhead, N. Y., assignors to RCA.

2,106,821—Piezoelectric Crystal Controlled Oscillator Circuits. Harry Tunick, Rye, N. Y., assignor to RCA.

2,106,831—Electric Control System. John W. Dawson, Wilkensburg, Pa., assignor to Westinghouse Electric & Manufacturing Company.

2,106,847—Electric Discharge Apparatus. Heinrich Kniepkamp, Berlin-Pankow, Germany, assignor to Siemens-Schuckertwerke Aktiengesellschaft, Berlin-Siemensstadt, Germany.

2,106,855—Space-Current Device. Noah C. Pearcy, Park Ridge, Ill., assignor to Westinghouse Electric & Manufacturing Company.

2,106,857—Vapor Electric Device. Joseph Slepian, Pittsburgh, and Leon R. Ludwig, Forest Hills, Pa., assignors to Westinghouse Electric & Manufacturing Company.

2,107,125—Amplifying and Reproducing System. Benjamin F. Miessner, Short Hills, N. J., assignor, by mesne assignments, to RCA.

2,107,132—Condenser Construction. Franklin S. Smith, New Haven, Conn.

2,107,155—Radio Directional Indicator. James D. Kleinkauf, East Orange, and De Loss K. Martin, West Orange, N. J., assignors to Bell Telephone Laboratories, Inc., New York, N. Y.

2,107,254—Electric Tube Construction. Clarence A. Horn, Roselle Park, N. J., assignor to Acturus Development Company, Newark, N. J.

New KSD Equipment

St. Louis—Latest wide-frequency-range velocity mike and recently perfected uni-directional mike have been added by KSD here. Both are RCA items. Station reports excellent results with the combination, particularly in balancing solo work against orchestral background when both units emanate from single studio.

WIBG Improvements

Glenside, Pa.—Although its plans for a power boost have met with a temporary delay in Washington, WIBG here is going ahead with other improvements. Large, modern sound-proof studios will be built at Mount Carmel Avenue and East Road in center of Glenside. Latest equipment will be installed, and the job is expected to be complete about February 15.

COLUMBUS

Ella Mae Ives, authority on home economics, is opening a series on WCOL.

Frank Ferneau's orchestra is to become the first Columbus band to have a regular network schedule from a local hotel. The Ferneau outfit, succeeding Sammy Watkins at the Neil House, will feed to Mutual each week via WHKC.

Ohio State Employment Service is using radio to good advantage by conducting a "Help Wanted" program every Friday over WOSU.

Start Expansion Program

St. Louis—WEW has begun initial work on its \$75,000 expansion program. Two new sound-proof studios, a control room and general and private offices will be added. Air conditioning and the latest indirect lighting will be utilized.

To Exhibit at Brussels

Inglewood, Cal.—Universal Microphone Co. will exhibit recording machines, disks and accessories at the Brussels International Fair late in February, the company has announced. Shipment was made from Los Angeles this week.

New Lighting System

Salt Lake City—New overhead diffused lighting system has been installed in downtown studios of KSL here. Ten new-type chandeliers are now in use.

NEW HAVEN

"Theater News on the Air," former WELI feature, has its debut on WICC on Tuesday, 3:45. Evelyn Gerstein conducts.

Murray L. Grossman, WBRY business manager, will entertain Jack Dempsey and sportswriters at dinner at the Hotel Taft preceding the Beatty-Fitch match. Dick Walsh, sportscaster on the WBRY oil commercial, will interview Dempsey across the dinner table and the broadcast will come from the Hotel Taft.

WBS Vertical Cut ETs Utilized by 49 Agencies

Vertical-cut wide range transcription facilities of World Broadcasting System were utilized by a total of 49 advertising agencies placing a total of 108 selective broadcasting campaigns in 1937, according to Norton Cotterill, WBS vice-president. H. W. Kastor & Sons led the list of users with 19 campaigns, followed by Blackett-Sample-Hummert, 13; BBDO, 7; Maxon, 4; Walker & Downing, 4, and other agencies using a smaller number.

WSPR Tries D-X Show

Springfield, Mass.—First D-X show of WSPR here, conducted recently by chief engineer Hillis W. Holt, continues to bring in heavy mail response, the station reports. Holt, who built the station, ran a two-hour recorded program, acting as announcer as well as operator during major portion of the period, with engineer Russell F. Pinney at the transmitter and engineer Allen R. Bradley assisting at studio building.

Saviers at WOWO-WGL

Fort Wayne, Ind.—George Saviers, Westinghouse engineer from Chicopee Falls, Mass., who aided in construction of the new transmitter plant here last spring, has been added to station's technical staff.

In New Quarters

Chicago—Brock Forsythe Co., rep. for Presto Recording Co., has moved to larger quarters at 540 N. Michigan Avenue.

THE ANSWER IS

Yes...

We can reproduce your ad with the realism and lustre that makes good engraving the final step in the creation of convincing advertising.

CITY
PHOTO ENGRAVING CORP.
250 WEST 54th STREET, NEW YORK
Telephone COlumbus 5-6741

PHILADELPHIA

Ruth Sheehan succeeds Carolyn Ann Cross as head of WIP "Home-Makers Club."

Agnes McCabe, former secretary to Jim Aull, p.a., is now in complete charge of the traffic department at KYW.

Frank Hall, singing emcee at Benny the Bum's, has signed a 15-week contract for Henry Potter's WPEN aircast.

Whispering Jack Smith will be given an afternoon spot on WCAU in addition to his regular late spots.

A new cast makes its debut with the return of the "Melody Man" to WFIL, with Mill Spooner as the "Melody Man," and Vernon Crawford as the "stooge."

Milton J. Feldman, editor of Radio Press, local fan sheet, will trek altarward with Marcia Schwartz shortly.

Lester Joy, manager of KYW, has been appointed to the Publicity Committee for the dedication of Franklin Institute. The President will attend.

Angelo Palange, who has just taken on a new feature the WPEN "Amateur Hour," is shortly to take it from the station's studios to the stage of a vaude house.

William Swayze and Barbara Thorne will be co-starred on an evening spot with their songs over WCAU.

Don Bovay, will be heard on a seven-day schedule over WCAU.

Powers Gouraud made eight speeches during personal appearances within the past five days, in addition to his nightly broadcast over WCAU.

WKBN, Youngstown

Mikeman Stewart Dean took time out for a trip to his home in Hamilton, Ont., where he did a little skiing.

Midyear commencement exercises of Memorial High School, Campbell, O., were aired in a special broadcast with the mike handled by Anthony Ross, member of the school faculty and of the WKBN staff. Radio's place in education was discussed, with several students brought to the mike. Broadcast created wide interest.

A line was installed in a big downtown store to give a picture for Colleen Moore's Doll House on exhibit.

KDYL, Salt Lake City

Al Priddy, announcer, assumes post of assistant news editor. Priddy recently became Master Sergeant in the U. S. Army Reserve.

Ted Kimball, announcer, takes part of the Answer Man broadcast from the stage of the Capitol Theater.

Floyd Farr, chief announcer, handling three local audience shows, "Hello Ladies," "Wally Roth in Concert" and "Mellow Moods."

Walter Wagstaff, commercial manager, sporting a 1938 Oldsmobile.

WHBC, Canton, O.

Vic Decker, sportscaster, has started a basketball series from city auditorium.

"Memos on the Maestros," also conducted by Decker, devotes 15 minutes weekly to big-time band leaders.

NEW BUSINESS

WBT, Charlotte: Procter & Gamble (White Naptha Soap), announcements, through Radio Sales; Olson Rug Co., ETs, through Presba, Fellers & Presba; Carolina Baking Co. (O'Boy Bread), ETs, through Freitag Advertising Agency; Holland Furnace, spots, through Ruthrauff & Ryan; United Drug, spots, through Spot Broadcasting; Refrigeration & Air Cond. Training Corp., ETs, through National Classified Adv. Agency; Free State Beer, announcements, through Harry J. Patz Co.; Welch Grape Juice, ETs, through H. W. Kastor & Sons; Robertson Chemical Corp., (fertilizer), announcements, through Staples & Staples.

WEW, St. Louis: Dr. Legear Medicine Co. (poultry, livestock, dog prescriptions), announcements.

WGN, Chicago: Bayuk Cigars, "Highlights of Sport" with Qun Ryan, through McKee, Albright & Ivey; Cleveland Cleaner

& Paste Co., participation, through Campbell Sanford Advertising Co.

WIND, Gary & Chicago: Carter Medicine Co., spots, through Spot Broadcasting Co.; Chicago, Milwaukee & St. Paul R. R., spots, through Roche Williams & Cunnyngham.

WHO, Des Moines: Earl Ferris Nursery Co.; Sterling Casualty Insurance Co., through Frankel-Rose Co.; Procter & Gamble (Drene), announcements, through H. W. Kastor & Co.; Dri-Brite, Inc., announcements, through Louis Westheimer & Co.; Crescent Cracker & Macaroni Co.; Penn Tobacco Co., news, through Ruthrauff & Ryan; Publishers Service, (Woman's World), through Albert Kircher Co.; Farmers Hybrid Seed Corn Co., announcements.

WNEW, New York: Axton-Fisher Tobacco Co. (Twenty Grand Cigarettes), spots, through McCann-Erickson.

BOSTON

Paul Curley and WMEX have parted. Paul's father is former governor of Massachusetts.

John A. Holman, general manager of WBZ-WBZA, addressed the Rotary Club of Portland on "Radio, Bulwark of Peace."

Paul Bellaie, local representative for WOR, has signed Parker Games, Salem, for series of announcements, through John Queen of Boston.

Dorothy Coy now being featured by WEEI nightly as the "Personality Girl" with Charles Hector's Rhythm Revue.

KTUL, Tulsa

Rosalie Barry, pianist, and Bertha Zimmerman, violinist, featured in first series of broadcasts.

John Esau, former manager WBBZ, Ponca City and KASA, Elk City, has been named merchandising and promotion manager of KTUL.

**RADIO EXECUTIVES
READ RADIO DAILY
EVERY MORNING—
— TO REACH THEM**



**"A
TEST
WILL
TELL"**

**ADVERTISE
REGULARLY**

IN



WBAP, Fort Worth

W. Lee O'Daniel, whose Hillbilly Boys are heard eight times weekly for a flour sponsor, is to build his own broadcasting studio here for his programs.

John Bremond, former NBC actor, is now a regular member of "Black Night" mystery dramas. Nelson Olmsted, announcer, also appears. Five of the 13 chillers already aired were written by Virginia Willten of station's continuity staff.

WBAP alone received 3,000 letters in first two weeks for the "Plans of Helen's Home" folder containing blueprints of the home visualized by the serial's author, Della West Decker.

WWL, New Orleans

Since inception of its new early morning programs, locally produced, station has closed national advertising deals for two of the spots between station opening and 9 a.m. Women's World has bought Pinky and the staff orchestra, while Good and Reese are putting on Luther Geldner, singer and guitarist, with his sidekick, Billy Lyons, another singer.

Station recently went in for a prize contest to boost the a.m. audience and check on listeners. It offered a \$10 prize for the best title to cover morning Musical Clock period and "Dawn Busters" won.

Mary Allford has joined the business office.

WSOC, Charlotte

Charles Hicks, program director, is convalescing after a nervous breakdown. Ron Jenkins is pinch-hitter.

As a supplement to former market data, station has commissioned Walter P. Burns & Associates to do an impartial survey of its market.

Pillsbury's Women in White" joins schedule Feb. 28.

Cliff Williams is newest addition to announcing staff.

E. J. Gluck, manager, in Washington this week for hearing on frequency change.

W. C. Irwin, commercial manager, back from New York, Chicago, Minneapolis, etc.

Dewey Drum off to Augusta, Ga., for regional commercials.

F. C. C. ACTIVITIES**HEARINGS SCHEDULED**

Mar. 9: WLAP, Lexington, Ky. CP to change frequency and increase power to 1270 kc., 1 KW. unlimited.

Pawtucket Broadcasting Co., Pawtucket. CP for new station. 1390 kc., 1 KW., unlimited.

WPAX, Thomasville, Ga. CP to increase hours of operation and power to 100 watts, 250 watts LS., unlimited. 1210 kc.

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

Mar. 11: George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Dan B. Shields, Provo, Utah. CP for new station. 1200 kc., 100 watts, unlimited.

Kathryn B. Gosselin, Aurora, Ill. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Mar. 23: WMBG, Richmond. CP to increase power to 1KW., 5 KW. LS. 1350 kc., unlimited.

WBNX, New York. CP to increase power to 1 KW., 5 KW. LS. 1350 kc., shares time.

WHBL, Sheboygan, Wis. CP to increase power to 250 watts, 1 KW. LS. 1300 kc., unlimited.

WTAQ, Green Bay, Wis. CP to increase power to 1 KW., 5 KW. LS. 1330 kc., unlimited.

Mar. 28: WKBN, Youngstown. Mod. of CP. 570 kc., 500 watts, unlimited.

WTAD, Quincy, Ill. CP to change hours of operation to unlimited. 900 kc., 1 KW.

Mar. 29: Fredericksburg Broadcasting Corp., Fredericksburg, Va. CP for new station. 1200 kc., 250 watts, daytime.

Cuyahoga Valley Broadcasting Co., Cleveland, Ohio. CP for new station. 1500 kc., 100 watts, daytime.

McComb Broadcasting Corp., McComb, Miss. CP for new station. 1200 kc., 100 watts, daytime.

APPLICATIONS GRANTED

KLZ, Denver, Colo. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 100 watts.

W2XAD, Schenectady. CP for changes in equipment, addition of two frequencies, 9550 kc., and 21,500 kc., 100 watts.

W1XAL, Boston. CP to add two frequencies, 11,730 kc., and 15,130 kc. 20 watts, unlimited.

WJR, Detroit

Jimmy Stevenson, news reporter, goes to Tawas City up north Saturday night to place the crown on the queen of Winter Sports Carnival.

WJR stockholders have just received regular quarterly dividend of 40 cents a share.

A single announcement on "Hermit's Cave" program Sunday night drew 12,817 pieces of mail up to noon Wednesday. Carter Coal Co., sponsor, and Ralph H. Jones agency, Cincinnati, had prepared only 2,500 folders and thereby lost a bet to Owen Uridge, WJR sales manager, who predicted not less than 10,000 returns for the week.

"Jeanette Pringle" has been renewed by Pringle Furniture Co. for fifth year, through Charles Rule Agency.

WBTM, Danville, Va.

George Heffernan and his concert ensemble, one of station's musical units, is airing nightly from dining room of a leading local hotel.

"Theater of the Air" takes a brief vacation tomorrow and drives to Norfolk to air "Dark Cadence" over WTAR. Cast travels in a special bus.

Station's "Concert Hour", directed by George Heffernan and with Basil Browder, baritone, recently dedicated its program to one of oldest local clothing stores on occasion of its 72nd birthday.

EXAMINERS' RECOMMENDATIONS

John P. Harris, Hutchinson, Kan. CP for new station. 710 kc., 1 KW., daytime, be denied.

Kanawha Valley Broadcasting Co., Charleston, W. Va. CP for new station. 1500 kc., 100 watts, unlimited, be granted.

WOV, New York

Dr. Rino Colla Negri, Ph.D., has joined announcers' staff.

Joseph Boley, WOV and International Broadcasting Corp. announcer, is one of the commentators for Paramount Newsreel.

Norman Thomas, Socialist leader, will speak on Sunday's "Public Service Forum" at 4 p.m.

*We want a***NAME SPONSOR****FOR ONE OF THE****BEST SHOW BUYS IN RADIO!**

To the first time-buyer with a name account, or the manufacturer of a name product, who phones, writes or wires the WOR Sales Department, 1440 Broadway, in New York, goes one of the best show buys in radio for the year 1938 . . .

JOHN GAMBLING'S GYM CLASS*A show which . . .*

(1) . . . has been consistently sponsored for more than 10 years by such well-known firms as E. R. Squibb & Son, Colgate-Palmolive-Peet Co., Nestle Food Co., and others. And whose last sponsor used the Gym Class for 4 years, doubling his total sales during each year of sponsorship.

(2) A show which has a larger morning listening audience than any one show on any one station in the country.

(3) A show which sent 35,000 people into one sponsor's stores in 6 weeks, and sent 6000 other people into the stores of another sponsor within 6 hours after one announcement.

JOHN GAMBLING'S GYM CLASS is one of those radio buys which every time-buyer wishes he could lay hands on EVERY day. A show that is a natural for practically any product, and has been pulling its head off for some of America's smartest radio advertisers!

WOR**ONE MINUTE INTERVIEW****LEE GRANT**

"Ten-thirty at night should be the zero hour of Radio as far as 'loud music' is concerned. At that time, all brass sections should be removed to give the radio listener a chance to relax and afterward enjoy a good night's rest without having his eardrums still hum with the queer sounds that brasses produce. If the people upstairs want to dance after that ten-thirty hour, they can do it just as well with 'sweet licks.'"