



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 26

NEW YORK, N. Y., MONDAY, FEBRUARY 7, 1938

FIVE CENTS

CBS Television Plans Are Delayed

SALES HEADS TO OFFER BIG AGENDA AT NAB MEET

Broadcast sales managers, who have been holding district meetings in various parts of the country the past few weeks, are expected to offer a highly interesting agenda at the NAB convention at the Willard Hotel, Washington, Feb. 14-16. In addition to discussing the sales end, some of the preliminary meetings have taken up other topics such as the union situation, musicians, general station

(Continued on Page 3)

New Sales, News Heads Named by KWTO-KGBX

Springfield, Mo. — Promotion of John E. Pearson, former national accounts manager of KWTO and head of the KWTO-KGBX news department, to the post of sales manager for the station in charge of local and

(Continued on Page 2)

Governor of Tennessee Praises Radio's Fairness

Nashville — Governor Gordon Browning, who bought time on WSM for a talk Friday night after newspapers allegedly misrepresented his plan for rural electrification, praised radio as medium for getting a mes-

(Continued on Page 2)

Juneau Managing KYA

San Francisco — Clarence B. Juneau has been appointed general manager of KYA, local Hearst outlet. Juneau has been in radio on the Coast for the past 14 years, having managed KMTR and KEHE, Los Angeles; KTAB, San Francisco, now KSFO, and KGB, San Diego, and was active in the organization of California Radio System. He succeeds Bob Roberts, resigned.

Skiping to Swing

Muncie, Ind. — Carl Noble, musical director of WLBC, was called to the phone after his program the other day and got the surprise of his life. An ardent fan called up to tell him how much she enjoyed the swing of his music and said: "My little three-year-old daughter enjoys it very much, too, because she can skip rope to your rhythm."

CRITICS' FORUM



QUESTION No. 5

Can small unaffiliated local stations successfully buck network shows, and how?

ANSWER

Principal suggestions: (1) By localizing schedules like local newspapers instead of aping networks; (2) play up events, speakers, news and talent of local interest; (3) use less recorded stuff.

GENERALLY speaking, the small independent stations have little chance to buck the networks which have greater resources in both facilities and talent, but they can make considerable progress in that direction by intensified local showmanship, according to radio editors and critics of the country participating in RADIO DAILY'S Forum.

Networks are in a strong position not only because they can put on more elaborate programs, but also due to the fact that they have the "name" talent which gets national publicity and which the public therefore is anxious or curious to hear, it is pointed out. To offset this, the nation's radio editors offer a number of suggestions, including:

Make the local station program like the home-town newspaper.

Feature news, events and speakers of local interest.

Use less recording material.

Keep an ear to the ground for the likes and dislikes of listeners, and make changes accordingly.

Develop more local artists — but only those with genuine talent.

Utilize local dramatic groups.

Try more novelties and do things differently, instead of aping networks and thereby inviting harmful comparisons.

Cater to special tastes, such as WQXR does in New York.

Take advantage of small station's flexibility of schedule by giving listeners something different when other stations are all airing baseball or football.

Use somewhat the same kind of showmanship that local independent movie theaters employ to compete with circuit houses.

The opinions of the nation's radio editors on whether the industry should be controlled, regulated or censored by the government will appear tomorrow.

★ THE WEEK IN RADIO ★

... Webs Soft-Pedal Billings

By M. H. SHAPIRO

MAJOR webs will revert to the policy of not releasing monthly gross revenue figures except through the medium of the Publishers Information Bureau, which will give them out on or about the 20th of the month following . . . just what advantages this policy may have is problematical . . . if the figures are believed to rile certain parties, it makes no difference whether they are out on the 3rd of the month or 20th . . . and it is still a question as to

how accurate the figures are when they are "gross" literally, and do not take into account the various discounts. . . .

NBC and RCA elected new members to the board . . . newcomers including Dr. James R. Angell . . . CBS set its tentative 1937 net as \$4,297,600 equal to \$2.50 a share . . . Chicago recording studios expect to get back into harness following the AFM deadline of Feb. 25, after

(Continued on Page 2)

Delivery of Transmitter by RCA is Behind Schedule

By HOWARD J. LONDON

The non-delivery as per schedule, of the new CBS television transmitter has disrupted the network's 1938 television plans. RCA had planned to deliver the new equipment by now, but for certain reasons transmitter will not be delivered until April 1.

With at least a 60-day delay already chalked up, it will probably be late summer before CBS completes installation of its equipment on the 74th floor of the Chrysler Tower and

(Continued on Page 3)

AIR CONDITIONING DISKS GOING ON 50 STATIONS

Chicago — The Chicago Engineering Works (Refrigeration & Air Conditioning Institute) plans new series of 5 and 15-minute transcriptions titled "The Camera Speaks" on more than 50 American and Canadian stations. Produced by Weco, subsidiary of James R. Lunke & Associates. Sam Bartlett is author of the shows, which dramatize unusual news events. Waxings are being made at Columbia Transcription service.

Gen'l Mills Expanding "Those Happy Gilmans"

Chicago — "Those Happy Gilmans," which General Mills has been testing on WTMJ, Milwaukee, for Corn Kix (cereal), will be put on Buffalo and Hartford stations shortly. Plan is to introduce also in several other markets, probably eventually making a network show of it. Blackett-Sample-Hummert handles it.

Fem Ventriloquist

Longview, Tex. — What is believed to be the first woman ventriloquist on the air has been put on the KFRO schedule by James R. Curtis, president of "Voice of Longview." She is Joan Thompson and she appears with "Willie Talk" as her wooden co-worker. Program has attracted much attention in these parts and station hopes to transcribe it.



Vol. 3, No. 26 Mon., Feb. 7, 1938 Price 5 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York, Holly-wood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (Saturday, Feb. 5)

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

Blackett to London Chicago—Hill Blackett, president of Blackett-Sample-Hummert, has sailed for Europe with a view to opening an office in London. Blackett sailed on Conte De Savoia and goes to Italy first. Kirby Hawkes, radio director of B.S.H., who is sailing for England on Feb. 12 will meet Blackett in Europe.

Norman Siegel to Hollywood Cleveland—Norman Siegel, radio editor of The Cleveland Press and Newspaper Enterprise Association, left Friday for Hollywood for a five-week stay. He will do a series on radio and the movies while on the coast. Siegel has just finished a television series.

Renewing Phil Baker Gulf Refining Co., through Young & Rubicam Inc., on Feb. 20 will renew Phil Baker show for another 52-week run on 62 CBS stations, Sundays, 7:30-8 p.m.

KMMJ Clay Center, Neb. The favorite family station

THE WEEK IN RADIO Webs Soft-Pedal Billings (Continued from Page 1)

which the studios will be working under license agreements... AFRA is continuing its negotiations with the networks, the latter seeming to favor this affiliate of the AFL as against other organizations if its employes are to be unionized... some 65 nations were represented at the opening of the International Communications Conference in Cairo (Egypt) on Feb. 2... Bill in Congress asked for a Pan-American station to promote goodwill... Eddie Cantor leaves the Texaco show to start for Camels on March 28 on CBS, with Benny Goodman orchestra continuing and Jack Oakie dropping out... Atlantic Refining and Kellogg Company will use the baseball school idea such as the latter used in Chicago last season... both these accounts, handled by N. W. Ayer & Son, will have hook-ups of their own for the league baseball games to be sponsored, the Atlantic Refining group of outlets

being mostly in Penn. for its minor league coverage and Kellogg working out an Eastern as well as strong midwest setup... WLS going in for a new \$250,000 transmitter... ban on Texas race horse dope resulted in WSM, Nashville, getting a break... WHAS dedicated its new transmitter... RADIO DAILY's Critics' Forum reveals the likes and dislikes of important radio editors and writers throughout the country... questions commented upon and appearing the past week in R.D. included favorable answers to radio's progress, how shows can be improved, news-casts, educational programs and attitude toward electrical transcriptions... Broadcast Sales Managers group from the East met in Albany and talked mostly about ways and means of utilizing the local musician situations and "turning these drains on the treasury into cash at the box-office."

Governor of Tennessee Praises Radio's Fairness (Continued from Page 1)

sage to the people without fear of editorial distortion. "When a news agency deliberately indulges in slime and low falsification, it is time to engage some decent medium for giving the public correct information," said Browning. "Thank God for a medium through which this can be said to the people of Tennessee." Browning had previously resorted to radio to talk to his constituents on intra-state politics.

WTAM is Moving Today Into \$300,000 Studios

Cleveland — Studios of WTAM, Cleveland's 50,000-watt station, managed and operated by NBC, move into new \$300,000 location in the National Broadcasting Co. Building here today. Vernon H. Pribble, station manager, has set dedication of the studios during the week of Feb. 14. Entertainments, dinners and special programs, with various organizations participating, will be held during WTAM's housewarming week. The station now occupies four floors in a 22-story building at Ninth & Superior. Latest technical and design equipment makes WTAM studios the finest NBC broadcasting plant in the country for its size, according to J. J. Arnone, NBC construction engineer, who was also in charge of building Radio City studios. Many of NBC's chief executives will participate in the dedication ceremonies on Feb. 19.

R. B. McAlister Married Lubbock, Tex. — R. B. McAlister, sports commentator on KFYO, and Marjorie Tunnell were married recently.

New Sales, News Heads Named by KWTO-KGBX (Continued from Page 1)

national accounts, and appointment of Floyd M. Sullivan as news editor is announced by Ralph D. Foster, station manager. Pearson organized the station's news department and had been handling it in addition to his other duties. His new post, however, will require full time attention. Sullivan is a veteran newspaper editor and KWTO-KGBX commentator.

Mutual System to Carry 3 Hours of Coast Shows

Mutual will take three hours of evening shows from the Coast beginning Feb. 27. Some of the sustainings will be programs that are being resumed and will include "Hawaii calls from Honolulu," Brown Sisters, vocal trio; George Fischer's "Hollywood Whispers," a revival program; Ozzie Nelson and others. The Indianapolis Symphony Orchestra heard opposite the NBC Toscanini programs will include guest stars such as Albert Spalding, violinist, and Richard Bonelli, tenor.

COMING and GOING

EARLE C. ANTHONY, head of KFI-KECA, Los Angeles, sailed Saturday on the Normandie for Europe. He is accompanied by MRS. ANTHONY. ROY H. THOMSON, president of Northern Broadcasting Co. Ltd., operating CFCH, North Bay; CJKL, Kirkland Lake, and CKGB, Timmins, Canada, has returned to Canada following a month's vacation in Florida. LOREN WATSON of AMP transcriptions arrived in Ottawa today to attend the Canadian Broadcasters Ass'n annual convention. JOE WEED, head of Weed & Co., station reps, left Friday for Canada combining the visit with attendance at the CAB convention in Ottawa and a call at the All-Canada Radio Facilities Ltd. in Toronto. ADELAIDE KLEIN, actress, sails Feb. 11 for her first vacation in years. Will spend three weeks in Mexico. GOGO DELYS returns from the coast late this month. ARTHUR KUDNER of the advertising agency bearing his name sailed Saturday on the Normandie for Europe. CARLO BUTI, Italian singer, sailed Saturday on the Conte di Savoia for Italy. LINTON WELLS, "Magic Key of RCA" commentator, left Friday on an air and rail journey to the capitals of two Latin-American countries and to the west coast. He will interview foreign correspondents in Guatemala City, Feb. 13; Mexico City, Feb. 20, and San Francisco, Feb. 27. MRS. WELLS accompanies him on the trip. WINIFRED CECIL, after singing on the Coca-Cola "Songshop" program last Friday night, sailed Saturday for Italy, where she is to sing at La Scala in Milan. NORMAN SIEGEL, radio editor of Cleveland Press and NEA, has gone to Hollywood to do a radio-movie series. JIM MEYERSON of the Oklahoma network, left New York on Saturday to return West. JACK ARTHUR, emcee, and SYLVIA FROOS, EVELYN CASE, VANDY CAPE, SID GARY and JACQUES ROTH sailed on the Normandie last Saturday as entertainers on the 22-day cruise to Rio de Janeiro. PAT WEAVER of Young & Rubicam arrives in New York early this week from the coast to discuss future plans on current shows. JOHN T. CAREY and HERB SHERMAN, sales managers of Chicago's WIND and WJJD, respectively, are on an eastern trip. KEN ELLINGTON, special events announcer at WBBM, Chicago, flew to New York for weekend visit. ELLA LOGAN leaves the Chez Patee, Chicago, on Friday for Miami, with LOU HOLTZ going into the Chi spot. J. KELLY SMITH, general manager of Radio Sales Inc., off to visit Birmingham, Charlotte and Washington. MURRAY GRABHORN of Hearst's International Radio Sales has returned east from the coast. ANNE SEYMOUR of "Story of Mary Marlin" is in New York from Chicago for a week's visit.

ALAN COURTNEY (Singing M. C. with a personal following of 400,000 buyers) announces that on February 19, 1938 he is leaving WNEW after 2 1/2 years—completing 9 1/2 years of record-breaking performances in radio—and is now ready to negotiate direct with sponsors and agencies. NICK KENNY—N. Y. Daily Mirror "Alan Courtney's program is one of my favorites." ALTON COOK—N. Y. World-Telegram "Alan Courtney brings a striking change in master of ceremonies style." BEN CROSS—N. Y. Daily News "Alan Courtney is a first-rate entertainer." Write Box A-128, RADIO DAILY, 1501 Broadway, N. Y. C. or Phone Boulevard 8-1143

CBS Television Plans Delayed by Equipment

(Continued from Page 1)

completes the customary test period. When it will start a regular operating schedule is still a guess. Dr. P. C. Goldmark, television research engineer, and Gilbert Seldes, programming, are continuing their respective work in the meantime.

The Chrysler Tower is now undergoing alterations to accommodate the new equipment and orders have been placed for the Grand Central Palace studio equipment. But plans for the construction of a studio in the latter building have been abandoned.

New setup calls for no permanent studio. Movable scenery will be the only props. What with little or nothing of a definite nature being known about what is the best plan for constructing a television studio, network television personnel agreed that a permanent studio would be subject to numerous revisions as its television experiments progressed.

One plan calls for the grouping of numerous scenery units into a single arc-shaped unit with the camera (iconoscope) and all the necessary equipment located in the center of the arc. Under this set-up, scenes depicting several portions of a drama or individual experiments could be made without any of the delays which the moving of scenery or camera equipment would otherwise entail.

The coaxial cable which will connect Grand Central Palace with the Chrysler Bldg. has not been installed yet, but will be started as soon as a definite delivery date is set for transmitter.

AGENCIES

THE BLOW CO. has resigned from G. Krueger Brewing Co. account because of other conflicting interests.

G. WILLIAM ANDERSON, formerly of the newspaper field, and Kenneth Joy, advertising consultant, have formed Anderson & Joy Inc. Offices are at 271 Madison Ave.

HOMER McKEE, former president of his own agency, has joined Erwin, Wasey & Co., Chicago, as a vice-president. McKee's son, Robert, is also joining the agency and will serve in an executive capacity.

H. L. STEDFIELD, formerly with Reuben H. Donnelley Corp., has formed his own advertising firm with offices at 202 West 42nd St. Arthur W. Rollka and Ann Kelman are associated with Stedfield.

LOUIS E. JACOBSON has resigned from J. Walter Thompson Co., Chicago radio department, to join WGN as a producer.

Cherniavsky at WLW Feb. 15

Cincinnati—Josef Cherniavsky, recently signed by James D. Shouse, v.p. of Crosley Radio Corp., for the musical staff of WLW-WSAI, takes up his new duties Feb. 15. Cherniavsky and William Stoess will work together to coordinate activities of the musical department.

NEW PROGRAMS—IDEAS

School "Radio Lab"

Three-weekly street interview feature, sponsored by Mayflower service stations over WFAS, White Plains, N. Y., was switched this month to a high school "radio laboratory," where students in communities served can bring their own ideas to the microphone. Show is outgrowth of thoughts expressed by students in interview broadcasts. Each school is assigned a week on the airwaves, with schedule embracing such varied presentations as a quiz, aired by business classes, a panel discussion on current events, a condensed version of actual classroom session, and offerings from school music ensembles. First shot by Harrison High School had business students preparing the commercials, and other undergraduates doing the splicing.

Nestle Milk Joins Coast Show

Nestle Milk Products Inc. on Feb. 15 will take a portion of the "Women's Magazine of the Air" participation period on the five NBC-Red Pacific stations plus KFSD, KMED and the McClatchy group, 4-4:15 p.m. (PST), to plug Alpine coffee. Contract is signed for 13 weeks through Leon Livingston Adv. Agency, Los Angeles.

CBS Options Tony Sarg Show

Sound Masters Inc. has sold an option on "Tony Sarg's Puppet Parade" to Columbia Artists Inc. Teddy Bergman, program director of Sound Masters, is to handle all production. The program is an original musical fantasy which deals with the imaginary private lives of Tony Sarg's marionettes.

Mlle. Boulanger NBC Series

Mlle. Nadia Boulanger, French musician and pedagogue, who arrived in this country last week to become the first woman ever to conduct the Boston Symphony Orchestra, will be heard over NBC-Red in a series of four programs devoted to choral music, beginning Saturday at 10:30 a.m.

Remotes for Omaha

Omaha—Omaha radio stations are now broadcasting remote control pickups from local ballrooms as the result of a special agreement reached with Omaha musicians' union.

Foster May is Candidate

Omaha—Newscaster Foster May of WOW has filed for Democratic candidate for congressman on the primary ballot.

Plan was conceived by B. M. Middleton, station sales manager. Millicent Tralle, WFAS women's director, contacts the schools and coordinates programs, while production is handled by Frank A. Seitz in cooperation with George Allen, program director for J. Stirling Getchell Inc., agency which has the account.

"Let's Get Together"

This is quiz for juniors, in which Lewis Wolfe, New York City public school teacher, highlights some historic incident, subsequently inviting questions and asking them of his studio audience, which consists of children between the ages of eight and twelve. Show airs Sundays 12-12:30 p.m. over WINS, New York.

Bruce Quisenberry Honored

Joplin, Mo. — Bruce Quisenberry, special events director of WMBH, has been awarded the local Gold Key from the U. S. Junior Chamber of Commerce for outstanding civic work during 1937. He was chosen as the young man of the city who had been most valuable to his city by a committee of three members of the Joplin Senior Chamber of Commerce, which makes the selection for the junior group.

Sales Heads to Offer Big Agenda at NAB Meet

(Continued from Page 1)

policies that affect sales activities, and the proposed NAB reorganization plan, which is the main purpose of next week's meeting.

Frank R. McNinch, FCC chairman, and Senator Burton K. Wheeler are among speakers who will address the opening session, with President John Elmer presiding. Edwin M. Spence is convention chairman.

Stock Changes Reported

Washington Bureau, RADIO DAILY

Washington—Report of CBS to the Securities and Exchange Commission at the end of last month shows that Harry C. Butcher, chief of CBS here, acquired 125 shares of Class A stock, raising his total to 300; Jacob Paley sold 4,000 of same class to his daughter and now holds 21,458 shares, while Samuel Paley sold 200 of Class A, reporting 18,000 at end of month. In Class B, Samuel Paley reported holding 2,000 shares, and 26,000 voting trust certificates, while Jacob Paley held 33,362 voting trust certificates.

Powel Crosley Jr. gave away 689 shares of Crosley Radio Corp. common, still holding 151,369 shares. Gwendolyn Crosley disposed of 1,378 as a gift and still has 129,532.

Joseph A. Sisto disposed of 4,000 shares of Majestic Radio & Television common stock and now holds only 25 shares. Harry Stein disposed of 300 shares and now holds no equity securities of the company.

MICHIGAN

TEST ANY WORTH WHILE PRODUCT

- on* 8 Stations
- in* 8 Major Cities
- on* 1 Complete Network
- at* One Low Cost

MICHIGAN

WXYZ (KEY STATION) DETROIT

RADIO NETWORK

WOPI "The Voice of the Appalachians"

BRISTOL - TENNESSEE VIRGINIA

GUEST-ING

HUMPHREY BOGART, on Feg Murray-Ozzie Nelson program, Feb. 13 (NBC-Blue, 7:30 p.m.) ANITA LOUISE, same program, Feb. 20; MADELEINE CARROLL, March 6; BORIS KARLOFF, March 13.

MARGARET ANGLIN, BARRY WOOD, HOWARD PRICE and LUCIELLE BROWNING, on "Hammerstein Music Hall," Feb. 11 (CBS 8 p.m.)

BURGESS MEREDITH, on Paul Whiteman program, Feb. 11 (CBS, 8:30 p.m.)

JAMES MELTON and NADINE CONNER, on "Songshop," Feb. 11 (CBS, 10 p.m.)

WALTER HUSTON, in "The Signal," on "Your Hollywood Parade," Feb. 9 (NBC-Red, 10 p.m.)

ARTHUR DONOVAN, referee, on Bill Stern's "Sports Scraps," Feb. 13 (NBC-Blue, 11:45 a.m.)

VIRGINIA BRUCE, JOHN CARADINE and JAMES STEWART, on "Good News of 1938," Feb. 10 (NBC-Red, 9 p.m.)

ANNA MAY WONG, GAIL PATRICK, AKIM TAMIROFF, LLOYD NOLAN, in "Dangerous to Know," on "Hollywood Hotel," Feb. 11 (CBS, 9 p.m.)

Further Rise Is Seen In Canadian Radio Fee

Toronto—As Major Gladstone Murray of Canadian Broadcasting Corp. has indicated he must have still another \$500,000 a year for corporation needs, it is predicted that a further increase in radio set license fees will be made. Critics of the boost to \$2.50 which starts shortly declare the charge may eventually reach \$7.50 yearly, the same as in New Zealand.

Meanwhile a probe of CBC finance situation is being talked at Ottawa.

H. G. Horner Appointed

West Coast Bureau, RADIO DAILY
Los Angeles—H. G. Horner, has been appointed managing director of 2GB and 2UE, Sydney, Australia, as well as of Broadcasting Service Association Ltd., transcription affiliate, according to advices reaching Dr. R. L. Power, American representative.

BINGHAMTON—NEW YORK

W N B F

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



● ● ● Miami: Thinking Out Loud (and sometimes talking out of turn) . . . As our train pulled out of Richmond, Va., we gazed thru the windows anxiously looking over the territories that have just been names to this reporter in the column—and we took particular notice of the southern states—because many times people have told us that we're "from Dixie"! . . . Gertrude Berg's wise selection of players for her "Goldbergs" is evidenced in the fact that two of the cast are currently engaged in Broadway productions—George Tobias, who is Mike, is the Russian of Broadway's "You Can't Take It With You," and Everett Sloane, Molly's Sammy, is in the new hit "All That Glitters" . . . Funny that Oscar Bradley once hired a tutor to help him get rid of his heavy English accent—and now this same accent helps him get many laughs (and earn a livelihood) via the Phil Baker show . . . Lee Sims, just before he opened at Loew's State, received a radiogram from the London Symphony Orchestra advising him they are going to introduce his symphony—and would he please appear as guest artist—Sims goes June 1 . . . A wire says the Brewers' Ass'n show featuring Lou Holtz, MR. Richard Himber, Connie Boswell (or Jane Froman) with (maybe) Ted Husing starts on CBS Feb. 14.

● ● ● Funny, but no sooner do we leave Broadway and our domicile than word and news from all parts of the country confronts us down here under the palm trees, such as: Sarabeth Barger of WHO, Des Moines, who is not a singer or actress but just reads commercials—receiving a silver cup for the most pleasing personality in radio by the Humble Boosters—whatever they are . . . Sidney Kaufman, cinema commentator of WQXR, who reviews the reviews of critics, gets fan mail from celebrities and critics . . . Sam Henderson of WORL, Boston, during a street interview offered one buck to the person giving him a live turtle . . . before he could turn around to get his second breath, a man walked up and handed him one, collecting the buck!

● ● ● Wonder if the boys and girls around the office envy this co-worker now—if they could see the torture we're having with this sunburn—which we snatched the first day—for fear that the Floridians would just shower us with attention and keep us out of the sun. Looks like we'll spend the rest of the time between vinegar bathcovers . . . Saw Bobby Feldman, WMCA's nite mayor, diving off the hi-board at the Roney-Plaza pool . . . Joan Abbott looks so sweet at the Dempsey-Vanderbilt with a dark tan and her platinum locks . . . Just heard an interesting bit about Gabriel Heatter from his daughter, Maida, vacationing here. Her dad disappears during the day from his home—and not even his wife or rest of the family knows where he is for eight hours at a stretch. Seems he has a room someplace without a phone and goes there to write his daily air chatter undisturbed by visitors or calls . . . Fields and Hall auditioned their new comedy routine over WEAf for a Chicago meat packer last week and Ann Brae has joined the team for the "giggly" effects . . . Cas Franklin, for the past several months baritone soloist at the Hotel Stevens, Chicago and heard through WBBM, is back in Manhattan and will take a movie test within the next ten days.

● ● ● From WMC, Memphis, comes word that the program dept. there is awaiting with bated breath the decision of the National Safety Council as to what city wins the 1937 Council award . . . Seems that if Memphis wins, WMC can claim a substantial share of credit. The station on its own initiative established four weekly safety program series in addition to several special event broadcasts and a spot announcement campaign . . . Furthermore, the report states, since no other Memphis station presented safety broadcasts on regular basis, WMC feels it's entitled to a lion's share because of its radio activities in this field.

★ F. C. C. ★ ACTIVITIES

APPLICATION GRANTED

WMMN, Fairmont, W. Va. CP to increase power to 1 KW., 5 KW. LS. 890 kc., unlimited.

APPLICATION DENIED

Gomer Thomas, Bellingham, Wash. CP for new station. 1420 kc., 100 watts, unlimited.

T. E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts, 500 watts LS., unlimited.

John C. Hughes, Phenix City, Ala. CP for new station.

HEARINGS SCHEDULED

Feb. 9: Harry M. Ayers, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

S. B. Quigley, Mobile, Ala. CP for new station. 1200 kc., 100 watts, daytime.

Roberts-MacNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Feb. 11: WAPI, Birmingham, Vol. assignment of license to Voice of Alabama, Inc. 1140 kc., 5 KW. shares time.

APPLICATIONS RECEIVED

City of New York Municipal Broadcasting System, New York. CP for new high frequency station. 26,100 kc., 100 watts.

Laredo Broadcasting Co., Inc., Laredo, Tex. CP for new station. 630 kc., 500 watts, unlimited.

Midwest Broadcasting Corp., Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

EXAMINERS' RECOMMENDATIONS

Pacific Radio Corp., Grants Pass, Ore. CP for new station. 1320 kc., 500 watts, daytime, be denied.

WACO, Waco, Tex. CP to increase power to 100 watts, 250 watts LS. be granted. 1420 kc., unlimited.

Church of Jesus Christ of Latter-Day Saints, Salt Lake City. CP for new international short-wave station. 6020, 9510, 11710, 15170, 25675 kc., 50 KW., unlimited, be granted.

W. H. Kindig, Hollywood. CP for new station. 710 kc., 500 watts, limited, be dismissed.

Dozen U. S. Commercials Signed by Canadian Chain

Montreal—A dozen big U. S. commercials are among accounts signed the past month by Northern Broadcasting Co. for its three stations, CFCH, North Bay; CKGB, Timmins, and CJKL, Kirkland Lake, according to Don L. Bassell, manager of the local office. Shows include Jell-O, Chase & Sanborn Hour, "Kraft Music Hall," Rudy Vallee, "One Man's Family", "Carnation Contented Hour", Borden (Rush Hughes), Lifebuoy's "Big Sister" and Al Jolson, Rinso's "Big Town". Tucketts Tobacco and Bee Hive also have joined the schedule.

Roy H. Thomson, president of Northern, is back from a month's vacation in Florida.

Spend yours
Where the Money is!
WABY
COVERS THE
CAPITAL DISTRICT
ALBANY, N.Y.

HEINZ MAGAZINE OF THE AIR

Under the Musical Direction of

Mark Warnow

Featuring



CHANNING POLLACK . *Playwright & Philosopher*

MORTON BOWE *Popular Tenor*

THE HEINZ ORCHESTRA *and* CHORUS

and

GUEST STARS



EVERY SUNDAY 5:00 to 5:30 P. M. *Eastern Time*

OVER THE COLUMBIA NETWORK

FROM COAST TO COAST



MARK WARNOW

Managed Exclusively by

THE COLUMBIA ARTISTS, INC.

PROGRAM REVIEWS

Kate Smith Hour

Abbott and Costello, new comedy team which made its debut last Thursday night on the Kate Smith program over CBS, has a good style of delivery for radio effectiveness. It's the old vaudeville cross-fire formula, which always is good when the material is, and in this instance the comedy stuff was half fresh and half vintage. With the right break in the way of gags, the new combination ought to click well.

Another swell item on the program was the "Affairs of Anatol" skit with Miriam Hopkins and James Rennie. Tom Richley, vibraphone artist, and Mrs. Hortense Odlum, head of Bonwit-Teller store, also provided entertaining and interesting bits. Jack Miller's band and the Ted Straeter singing group rounded out the Ted Collins production.

Cities Service Hour

Dr. Frank Black took over from Rosario Bourdon the baton on the veteran Cities Service last Friday night over NBC-Red, with soprano Lucille Manners continuing as star vocalist and Robert Simmons of The Revellers coming in for a featured vocal spot. Program in general does not deviate from the previous successful pattern. Dr. Black handled the orchestral end with plenty of sweep and color, equally efficient in semi-classics and in more popular renditions. Miss Manners did beautifully in "La Habanera," "Blue Room" and other numbers, while Simmons made nice work of his numbers, including "I Still Love to Kiss You Goodnight," and in duets with Miss Manners, such as "They Didn't Believe Me" and "Can I Forget You," and there was added vocal effectiveness by the chorus. All in all, a fine program.

"Streets of New York"

These dramatizations by the New York City WPA radio unit, aired over WINS at 3:30-4 p.m. on Fridays, revive incidents in the early history of the big town and its development along metropolitan lines to the present day. First episode, "Fifth Avenue," gave glimpses of famous old hostleries such as the Fifth Avenue and the Albert, also noted

School Days

Seattle—KVI of Seattle-Tacoma always has at least one member of its staff going to college and working a shift. Jerry Geehan, sports announcer, is finishing up at College of Puget Sound. Nick Porozoff, announcer, is a junior at the U. of Wash. Jim Wallace, chief engineer, is taking graduate work for a M.S. degree. Betty Kuhl and Dorothy Ann Simpson of business office also were taking about 12 hours each for their degrees when they started in at KVI.

RADIO PERSONALITIES

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

HERB HOLLISTER

OUT in Wichita, the folks consider Herb Hollister, general manager of KANS, just about tops as a live-wire, aggressive young man with the ability to do things. Word to the same effect also has spread around the country, for Herb's 100-watter made news last year when, at the age of six months, it went NBC—and Herb personally made news by being elected to the NAB board of directors.

Born Sept. 11, 1899, in St. Louis, Herb began tinkering with radio some 15 years ago when he started a radio shop in Emporia, Kan. Later he moved back to Kansas City, where he spent his youth, and owned and managed WLBK for five years before going to Wichita. The record he established in building up KANS is one of the success stories of that region.

Hollister also is a partner with Don Searle, newly appointed general manager of Central States Broadcasting System, Omaha, in the ownership of KMMJ, Clay Center, Neb.

He married Elizabeth Atteberry in 1923 and there is a Herb Hollister III.



Did big buildup job on 100-watter

Inter-Office Survey

Philadelphia — Following out an idea of Benedict Gimble Jr., WIP president, who believes that the families of station employees constitute a fair cross-section of the radio audience, WIP is now conducting an extensive survey of the 68 employees on its staff to ascertain their likes and dislikes.

personages of the day as well as the shanty folk who were ousted to make way for progress, and finally down to the modern thoroughfare and more recent events and celebrations that took place on it. Production and acting are good.

Briefly

Maurice Spitalny, new musical head at KDKA, Pittsburgh, went over the NBC-Blue network Friday after the news period at 6 p.m. in a program of dinner music that had plenty of unobtrusive enjoyment in it. Though hardly a fair opportunity for Maurice to spread himself, the program was very pleasing.

Mitzi Green scored on Paul White-man's show over CBS last Friday night, singing "Thanks for the Memory" and later doing some of her clever impersonations. Miss Green has matured considerably in professional adeptness and talent, and sounds mighty good.

Alice Rcmsen added some vocal enjoyment to the "Death Valley Days" serial on NBC-Blue last Friday night. Cast as a saloon singer in the western pioneer days, she brought back memories with a rousing rendition of "Tarara-boom-de-ay."

Those Rexall transcriptions, "Coast to Coast Frolic," with Walter Cassel, Willie Morris, the Don Voorhees orchestra, Don Ross as emcee and Jean Paul King commentating pack a lot of stuff into 15 minutes.

News While It's Hot

Pittsburg, Kan.—It happened just across the street from the offices of KOAM. Two members of the staff were eye witnesses.

There was a shot, screams. A man pursuing a woman across the sidewalk. More shots. A man fell, fatally wounded. Woman collapsed under a hail of blows from the killer's gun. Four bystanders pinned the murderer to the pavement.

Five minutes later, KOAM was on the air with a news flash. Within 50 minutes, the special events and news departments had a 15-minute program on the air, with an eye-witness account of the shooting and a report on killer's confession in police headquarters.

"Waiting for Lefty" on WQXR

"Waiting for Lefty," the Clifford Odets one-acter that attracted considerable attention on the New York stage a few seasons back, will be presented in the WPA Federal Theater Radio Division's "Contemporary Theater" series tomorrow night at 9:15 over WQXR. Arun Foxman is directing.

Leo Fischer Four A's Treasurer

At a meeting of the international board of the Associated Actors and Artistes of America, held Friday afternoon, Leo Fischer, was elected international treasurer, to succeed Otto Steinert, who resigned. Fischer is executive secretary of the American Guild of Musical Artists.

Atlas-KFWB Deal

West Coast Bureau, RADIO DAILY

Los Angeles—Herbert R. Ebenstein, president of Atlas Radio Corp., now in Hollywood, announces a deal has been consummated with KFWB as local outlet for release of Atlas programs and exclusive franchise holder for the Los Angeles territory.

PROMOTION

Sales Boosts on Bible Dramas

Sunday Players Bible dramas, Mertens & Price production now heard on about fifty American, Canadian Hawaiian and Australian outlets, is supported by elaborate sales plan, including announcement copy, gift booklets, miniature Bibles, Catholic prayer books, newspaper publicity, photo and mat service, show-print posters, and portable reproducing units which are made available for churches and other organizations desiring play-backs of the programs.

Sponsors in many cases rate the portable unit on a par with the broadcasts because of personal contacts made possible through presentation of the disks to special groups. First Federal Savings & Loan has four playbacks in constant service.

Cellophane Dollars

Dollars wrapped in cellophane are finding their way around Longview, Texas, in a promotion by KFRO. Idea is a "buy-here" variation, with the wrappers bearing such notation over station's imprint and slogan. Distribution, says station president James R. Curtis, is designed to make "citizens of East Texas more conscious that the radio station is a part of the community and that the money earned by the radio station is spent in the home territory."

WLBC, Muncie, Ind.

E. Pierre deMiller, news editor, has his eyes on facsimile news transmission. DeMiller has added to his department a complete photo outfit.

Donald Burton, owner, has inaugurated new era of programs. Station has undergone a complete revision of scheduling with many new programs to be added as others fade from the airlines. Ottis Rousch, chief announcer and Carl Noble, musical director, collaborating on many of the new programs to be on the airwaves this week.

Francis "Jake" Higgins, special events announcer, finally has revealed his new wrinkle for his "Sports of Today" program, daily feature. Higgins has studio crammed once-a-week with members of the Magic City Rifle League for discussion on the fine points of shooting. Higgins says he's going to stage a William Tell exhibition for his air listeners soon.

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

Greetings from Radio Daily

Feb. 6

Johnny Allen Wolf

February 7

Alan Devitt

Lewis Charles



ORCHESTRAS - MUSIC



BASIL LOUGHRANE, production director of "Margot of Castlewood" and "Cabin at the Crossroads" for Lord & Thomas, was pressed into service as announcer on both shows when Charlie Lyon, regular, was summoned to hospital because of sudden illness of wife.

Vincent Pelletier, free lance announcer, takes over the "Kay Kyser Musical Klass" for Lucky Strike tomorrow. He replaces Russ Russell. Jack Latham of American Tobacco Co. and T. Wells of Lord & Thomas came out from New York last Tuesday to get show started.

Russ Perkins, WAAF baritone, has launched a new series titled "Song Webs."

Don Bolt and Sylvia Stone have a new one on WAAF titled "Sentimental Journeys." Bolt reads verse, Miss Stone sings and Estelle Barnes provides instrumental interludes.

Jack Baker, NBC tenor, has been assigned permanently to the "Breakfast Club." Fran Allison and Annette King are heard on alternate weeks.

Irma Lyon of NBC piano team of Marlow and Lyon to make guest appearance with Illinois Symphony Orchestra in concert on Feb. 13.

Leonard Dubkin, radio press agent, has opened quarters in Merchandise Mart.

Morrey Lipsey, MCA radio chief here, back at work on a full day basis again after long sick siege.

Little Lucy Gillman who plays leading part in Swift's "Junior Nurse Corps" out of hospital following appendectomy and plans to be back on air in another week.

H. A. Bezazian is battling for Don Foster (Will Irvin), radio editor of Daily Times, who has gone to Havana on vacation and picture taking expedition.

Charles Carroll, imported from Hollywood to headline the new "Margot of Castlewood" series, admits that he is really Charles Bradt of Jackson, Mich.

Bob Guilbert, headliner of Iodent's "Don Winslow," back to Mount Vernon, Ia., to help dedicate Cornell College's new theater which has a radio studio as an adjunct.

Saphier Opens Coast Office

West Coast Bureau, RADIO DAILY Los Angeles—James Saphier, who has been sizing up the Hollywood scene for the past month or so, opens offices in the Taft Building, Hollywood and Vine, Monday.

WALT FRAMER

Freelance originator of RADIO SWAPS HEARD DAILY OVER WWSW Pittsburgh, Pa.

PAUL WHITEMAN and Raymond Scott have just completed a unique musical alliance whereby Whiteman's Orchestra will be the first to play, in full orchestral arrangement, the modernistic new tunes created by the prolific composer of such hits as "Powerhouse" and "Twilight in Turkey." Whiteman will air the music on his Friday CBS programs. The new arrangement requires Paul's arranger, Joe Glover, virtually to spend more time with the Scott Quintet than he does with the Whiteman ensemble, in order to make orchestration changes from quintet to full orchestral style.

If all the musical scores which Ralph Slade has arranged were placed end to end, they would reach more than ten miles, and Slade says he can furnish the proof. Slade, in addition to being arranger, also conducts his popular mid-western orchestra heard twice weekly over WMT and every Tuesday over the Iowa Network, WMT plus KSO in Des Moines.

Sammy Robbins and his new swing band, which recently opened a limited engagement at the Emerson Hotel, Baltimore, have drummed up the best biz there in months.

Jerry Livingston, maestro - composer, has had his contract extended at Laurel-in-the-Pines for the rest of the season.

Ace Harris and the Sunset Royal Orchestra are touring the eastern seaboard down south until the middle of the month, then go to the Cotton Club, Cincinnati, for two weeks.

WISN, Milwaukee

Household Finance Co. sponsor of the regular morning News Flashes broadcast Mondays through Saturdays at 9:30, has renewed for 52 weeks effective Feb. 28. Alan Hale, news commentator, will continue to give the latest in local and national news.

A special all-German program was presented on Sunday, 10:30-11:30 a.m., featuring Milwaukee Singing Society, oldest organization of its kind in Wisconsin. Max Niggermeier, Elsie Schmidt, Mary Brandl and Jack Soine, all well-known in German musical societies in Milwaukee and Wisconsin, sang solos. Program was under direction of Bernard Hofmann, president of Steuben Society and president of Federation of German-American societies in Wisconsin.

WPAY, Portsmouth, O.

Mrs. Emma Carolyn Smith, lyric soprano, heard Mondays and Thursdays at 9 p.m., is a newcomer to the schedule who is making a hit.

A program especially designed for shut-ins is being aired daily at 4 p.m.

Jimmy Dorsey's crew, with June Richmond as vocalist, play Palace Theater in Chicago this week. Then they do several one-nighters before coming to the Hotel New Yorker.

Abe Lyman, whose Californians' orchestra currently grace the airwaves on the "Waltz Time" show and is heard several times weekly via WOR from Billy Rose's Casa Manana, has added two vocalists to his organization. They are Frank Parrish and Olga Sardi and will be heard doing the vocals during the Lyman broadcasts from Casa Manana.

When the Phil Baker series returns to New York, bandsman Oscar Bradley will find himself one of the town's busiest persons. In addition to his radio work, he is scheduled to make theatrical and hotel appearances, and he is set for a series of musical movie shorts.

Lyn Murray's Four Clubmen are now being heard on a twice-weekly sustaining series on WABC. In addition to the Clubmen, Lyn also has the 20-voice mixed chorus on the "Magazine of the Air" commercial, and the vocal septet which frequently guest stars on the Al Pearce program.

Al Donahue is airing nightly at 11 from the Colony Club, Palm Beach, over WJNO.

Blue Barron, young Cleveland orchestra leader who made his New York debut at the Green Room of the Hotel Edison last month, has augmented his orchestral aggregation with engagement of the Three Blue Notes, vocal trio. Barron and his orchestra have been signed to a recording contract by Victor.

WIBW, Topeka

Ezra Hawkins, hillbilly comedian and star of the hour-long "Kansas Roundup," found out something about his wide popularity last week when he celebrated his 37th birthday, with presents and greetings coming from far and wide. Ezra, whose real name is Ed Keen, has been with WIBW off and on since 1928 for a total of four years. His programs feature hillbilly comedy and songs, homey humor and philosophy and square dance fiddling.

WIBW believes in showing the advertised product to potential customers who visit the studios. So a small chick brooder holding 25 small White Rock chicks is stationed in the lobby of the "home station"—the only station of its kind that is located in what was formerly a private home. Product advertised is Purina Chick Startena.

Ed Oliver, whose full name is Ed Oliver Letson, is now heard in the role of singing announcer every Sunday at noon, with Elsa Schlangen at the organ.

GEORGE ROBERTS, a director of Associated Cinema Studios, is in town from San Francisco for a stay of ten days or so.

Mary Cook Cowerd, talented blind soprano well known for her concert work, will be heard on the KEHE "Concert Miniatures" program in an informal recital of old and new favorites.

KSL, Salt Lake City, Utah, has bought the "Count of Monte Cristo" series of 130-quarter hour transcriptions from Earnshaw Radio Productions for sponsorship by Standard Furniture Co. Sponsor plans to run two episodes together as a half-hour Sunday afternoon feature.

"The Book of the Month Club," a new KHJ-Don Lee program, will be inaugurated as a new feature of the "Radio Campus" series, heard each Monday afternoon at 4:45.

Mr. and Mrs. Edward Niles of Seattle, Washington, are in town on a surprise visit with their radio announcing offspring Ken and Wen Niles. Two other sons are Law Professors at New York University and Loyola University, Los Angeles, respectively, and the senior Niles cracks that all his boys turned out to be lawyers or liars.

Phil Baker joins Bing Crosby, Al Jolson and other figures of the entertainment world whose racing colors are flung to the breeze at Santa Anita. Phil's bought a couple of hosses . . . and won't heckler Bottle have fun!

KFAC announces a new Wednesday and Friday program at 4:00-4:15 p.m. conducted by "The Soldier of Fortune," who, it seems, is a "musician, singer, actor, writer, world-traveler, philosopher, counsellor and advisor" . . . but remains anonymous.

The new KHJ-Don Lee symphony concert series employing 75 musicians under the baton of Elias Breeskin, and billed as "Hollywood Serenade," will bow over the Mutual network on Thursday at 7-7:30 p.m. Breeskin, who was the organizer of the Pittsburgh Symphony, and its conductor from 1925 to 1930, will be featured as violin soloist. Ted Bacon, formerly of the Portland symphony, will be assistant conductor; Mischa Russell, concert master, and Emil Gesterberger, chief arranger.

WOR "Consumer Quiz"

"Consumer Quiz Club," with Fred Uttal as emcee, starts today at 12:45-1 p.m. over WOR, sponsored by R. H. Macy & Co. Program will be heard five times weekly.

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY

CI 6-2200

LINCOLN

Harry Harvey, chief engineer for KOIL, KFAB and KFOR, is out, as result of policy changes now being effected by Don Searle, g.m. Succeeded by Mark Bullock, moved up from being in charge of KOIL. Charles Winkler, Harvey's assistant in charge of KFAB, is also out and will join Dee Dirks, Sioux City, Ia.

Jim Cox has been appointed head of KFAB-KFOR's continuity department. Fills the vacancy of J. Gunnar Back, resigned.

Reginald B. Martin, former KFAB-KFOR station manager, will attend the NAB convention in Washington, and after that expects to locate on the coast.

Radio Registry Branches Out

First appointment under expansion plans of National Radio Registry Ltd. is the placing of Philadelphia area coverage under William F. Smith. Managing director Chester Stratton will devote more time to outside sales and contacts, with Lou Frankel handling publicity and promotion. National Radio Register, monthly classified directory of radio people, will hereafter charge 25 cents a copy or \$2 yearly. Doris Sharp and Sylvia Lowey remain in charge of the telephone-secretary division.

Major Angas on WOR

Major L. L. B. Angas, noted economist and stock market analyst, will be heard over WOR at 10:30-11 tonight on "Cures for the Present Business Recession." Talk is being made at 3:30 this afternoon from the Bamberger store in Newark and will be recorded for airing tonight.

Gilmore Oil Renewing

Gilmore Oil, through Botsford, Constantine & Gardner, Los Angeles, on Feb. 18 will renew the "Gilmore Circus" for another year on five NBC-Red Pacific stations and KMED, Medford, Ore. Show is a variety program, Fridays, 9-9:30 p.m. (PST).

Charles W. Stone Dies

Schenectady—Charles W. Stone, 63, consulting engineer for General Electric and long identified with the development of radio, died last week after a long illness. He was active in the affairs of RCA since its inception.

ONE MINUTE INTERVIEW

BERT LYTELL

"One of the advantages radio serial drama has over the theater, from the actor's point of view, is the fact that on the air no actor is in danger of going stale in a role. Because each performance is built upon a new script the demands on an actor's alertness and concentration are just as rigorous on his hundredth appearance before the microphone as they were on his first."

★ Coast-to-Coast ★

L. Daniel Blank, regional director of the Central Branch of Atlas Distributing Corp., will address the meeting of the Janesville Rotary Club, Janesville, Wis., Feb. 21, on showmanship in business. Meeting will be under the direction of Robert W. Bliss, publisher of the Janesville Gazette and owner of WCLO, who franchise Atlas' 28-programs in that area.

Film version of "The Lone Ranger," based on the radio serial originated at WXYZ, Detroit, and the Michigan Radio Network, will be shown at the Criterion Theater on Broadway starting Friday next.

Ruth M. Sheehan, who has taken over the "Homemakers' Club" program on WIP, Philadelphia, under the radio pseudonym of Annabelle Adams, not only is a kitchen and general home expert but also a radio actress of long experience. She played the title role in "Sally at the Switchboard" for over a year, directed children's programs under Sears-Roebuck sponsorship, had her own "Homemaking Highlights" on ETs and has been engaged in numerous other radio activities.

Winkin, Blinkin and Nod, swing trio formerly on WTAR and WCAU, was heard Saturday on WHN and

WORL, Boston

Zionist organization of America is sponsoring a Sunday series at 4:30-4:45 p.m.

Breaking radio silence of the past, C. F. Hovey Co., department store, has signed up for two commercials daily.

Beth Lefavour and Peter Roche start a Sunday drama series with "Marriage by Arrangement," by Roche.

Dick Bates emcees broadcasts direct from Sportsmen's Show.

WBT, Charlotte

Johnny McAllister, better known as "Dad Briarhopper" for his daily hill-billy program, renewed old acquaintances when the Celtics, nation's leading basketball team, were in town for a game. Johnny used to play professional basketball in New York and often played against the famous quint.

Johnny and his Briarhoppers, heard six days weekly, have begun making personal appearances again and will be out on the road at least four nights weekly with the popular hill-billy show.

Royal E. Penny, sales manager, has returned from a three-day business trip to Washington and Baltimore.

Modern Food Fading

Modern Food Process "Dog Heroes" on NBC-Blue will sign off Feb. 27.

the WLW Line. The Negro trio also recently was heard in a series on WNEW.

Helen Claire, young dramatic actress, who has been starred in many radio shows within the last five years, will play the role of a newspaper candid camerawoman in the "Grand Central Station" play next Friday over NBC-Blue network at 8-8:30 p.m.

Mrs. Franklin D. Roosevelt, Lady Astor and other noted women will discuss "The Role of Women in the Modern State," in a special broadcast originating in five different nations of the world on Feb. 25 over NBC-Blue. Program will be heard at 3-3:30 p.m. under auspices of the International Federation of Business and Professional Women.

Ted Hammerstein and his music hall, set for another year on 44 CBS stations for American Home Products (Anacin), through Blackett-Sample-Hummert, will continue along the same pattern as the present show.

Benay Venuta is making a stage appearance in Philadelphia this week, so Marcella Hendricks takes her place on Vick Erwin's "Musical Cartoons" on WOR-Mutual tonight.

WESG, Elmira, N. Y.

A remote broadcast from the banquet hall of the Mark Twain Hotel last week brought to WESG microphones such baseball luminaries as Rip Collins, Chicago White Sox, Tommy Richardson, president of the Eastern League, Clyde Sukeferth, new manager of the Elmira team in the Eastern League, and others. Bill Pope, WESG sports announcer, handled interviews.

"Rhythm Rhapsody," featuring Norman Meservy, prominent local vocalist and band leader, has resumed a quarter hour commercial twice weekly.

So popular is "Quik Quiz" (street broadcast) that the sponsor has decided to remote it one day a week from a distributing city 60 miles away from Elmira. The quiz is aired four days a week from Elmira and piped one day a week from Hornell, N. Y. Program is handled by Glenn Williams and Hal Wagner.

Doris Hevener Bolvig, former Elmira, now of Brooklyn, featured CBS television pianist, played two quarter hour programs from WESG studios during recent visit to home town.

10th Year for Minstrels

NBC Minstrels, heard over NBC-Blue on Wednesday at 10:30 p.m., this week celebrate their 10th year. Gene Arnold, interlocutor, and his two endmen will repeat the same script used at the original broadcast in 1928.



Radio Daily believes that anything that is worth doing is worth doing WELL—That's why Radio Annual will be a great reference volume covering completely a great industry.



To be distributed complimentary next month to Radio Daily subscribers as part of Radio Daily service.