



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 27

NEW YORK, N. Y., TUESDAY, FEBRUARY 8, 1938

FIVE CENTS

Craven Opposes Gov't Operation

ASCAP'S FLA. TEST SUIT SET FOR TRIAL MARCH 3

Jacksonville—Ascap suit to test constitutionality of the recently enacted Florida anti-Ascac law will be heard March 3 in Federal District Court, New Orleans. Presiding will be Federal Judges Foster of the Circuit Court of Appeals, Strum of the Western District of Florida and Long of the Northern District of

(Continued on Page 7)

Mass. High Court Bans Airing of Legal Advice

Boston—Broadcasting of "legal advice" in Massachusetts has been ruled illegal by State Supreme Court. Decision, based on a discontinued case "reported" for consideration of its legal aspects by the high court, held that such broadcasting was "contrary

(Continued on Page 7)

Southern Sales Directors Draft Recommendations

Memphis—Broadcast Sales Directors of Arkansas, Louisiana, Mississippi and Tennessee, meeting at the Peabody Hotel here last week, drafted recommendations for submission to the national committee of sales directors, scheduled to meet in Washington the day preceding the NAB convention. Those in attendance at

(Continued on Page 7)

Mutual January Billings

Mutual gross billings for January totaled \$234,352, compared with \$214,038 the previous month and \$212,966 a year ago.

Town Meeting Epilog

Santa Barbara, Cal.—KTMS, NBC outlet here, has built up a big following for its own "Town Meeting" which is aired directly following the network "America's Town Meeting of the Air." Local meet is held in public library, with both local and national questions discussed. Attendance now runs over 300, says Budd Heyde, KTMS manager.

CRITICS' FORUM



QUESTION NO. 6

Should radio be (1) government controlled, (2) government regulated, (3) government censored?

ANSWER

	Yes	No
Government controlled	9%	91%
Government regulated	70%	30%
Government censored	8%	92%

WITH very little qualifying comment, the radio editors and critics of the nation have expressed themselves overwhelmingly opposed to either control or censorship of radio by the government, though favoring by generous margin the present form of regulation as exercised through the Federal Communications Commission. This is the verdict elicited by RADIO DAILY's First Annual Forum.

Out of some 150 radio editors responding, only a dozen or so gave anything but a definite "yes" or "no" reply to this three-part question. The few who volunteered comment pointed out various obvious detriments to public interest that would result from government control or censorship. Two editors pointed to the inferiority of British radio entertainment and the backwardness of radio art in that country under government operation. Another cited the situation on the continent, where the public is permitted to hear only such programs as propaganda-minded governments decree. *Favorite programs, according to types, will be announced in tomorrow's issue.*

McKee Made Vice-Pres. In Erwin-Wasey, Chicago

Chicago—Homer McKee, veteran agency man and president of company bearing his name, has joined Erwin-Wasey & Co. here as vice-president. Robert McKee, secretary-treasurer of McKee agency, which is being absorbed, also joins E-W. Homer McKee was associated with Sears-Roebuck for years, and portion of that account will be handled

(Continued on Page 7)

Central States System Signs With Technicians

Omaha—Don Searle, Central States Broadcasting System general manager, has signed an agreement with ABT negotiators giving the 23 technicians at KOIL, Omaha, and KFOR and KFAB, Lincoln, assurance of a 48-hour, six-day week with minimum wage standards.

Wage scales agreed to by Searle are: technicians, starting at \$130 to \$216.66 for 5-year man; supervisors, starting at \$216.66 to \$238.33 for 3-

(Continued on Page 2)

Sponsoring Tigers Games On Nine Michigan Stations

Official announcement was made in Detroit this week that the games of the Detroit Tigers this summer, except those in New York, will be broadcast over nine stations under the joint sponsorship of Kellogg Co. and White Star Refining Co.

Ty Tyson of WWJ and Harry Heilmann of WXYZ and the Michigan network will be at the microphones. Besides the two Detroit stations the

(Continued on Page 7)

New Station in Toledo Being Dedicated Feb. 27

Toledo—Formal dedication program for WTOL, new local station, is set for Feb. 27 at 1-6 p.m., according to Lester Mitchell, program director. Mrs. Mary M. West is the latest to be added to program department, which also includes Allan Grigsby, Ralph Sisson and Elaine Beeson.

FCC Member Says Public is Best Critic—Urges Radio Freedom

The American system of broadcasting "has been proved beyond question to be the best for our country" and "the operation of all the broadcasting facilities by a government conflicts in many respects with the basic principles of democracy," declared Commissioner T. A. M. Craven of the FCC in a talk Sunday night over CBS.

Speaking to the general public, in an address based on the recent report of the FCC Engineering Department, Craven said he was certain that "the vast majority of thinking people will quickly recognize the perils to our political system of any

(Continued on Page 7)

LUM AND ABNER SIGN WITH GENERAL FOODS

General Foods (Postum), through Young & Rubicam Inc., about March 1 will sponsor "Lum and Abner" on a national network three times weekly. Sponsor will probably take the 6:45-7 p.m. period on CBS immediately following the new General Foods-Boake Carter series which starts Feb. 28 at 6:30-6:45 p.m. on 80

(Continued on Page 7)

"Valiant Lady" Joining CBS "Gold Medal Hour"

Chicago—General Mills is moving "Valiant Lady", serial tested on WGN, to its "Gold Medal Hour" on CBS starting March 7, replacing "Hollywood in Person". New show

(Continued on Page 7)

Underestimated

Boise, Ida.—Having the "recession" in mind, Commercial Manager Walt Weaver of KIDO, in setting 1938 quotas at the turn of the year, put down what he considered a fair figure for January. The figure was a half-inch under normal. Actual results of the past month, however, totaled as much as the combined figures set for January and February.

RADIO DAILY

Vol. 3, No. 27 Tues., Feb. 8, 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

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

FINANCIAL

(Monday, Feb. 7)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

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

Central States System Signs With Technicians

(Continued from Page 1)

year man; senior supervisors, starting at \$238.33 to \$260 top.

Agreement also gives time and a half pay for overtime, six holidays a year, paid vacations and dismissal notice of two weeks.

Ray McGrath, Omaha attorney, and D. J. Dunlop, ABT business manager from Chicago, handled negotiations for the technicians who are ABT members 100 per cent.

CSBS technicians said they would walk out unless demands were met. Searle agreed to demands just in time to avert a strike.



MORE

for your RADIO DOLLAR

INTERSTATE BROADCASTING CO. 730 Fifth Ave., New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Feb. 5 covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks.

Table with columns: Selection, Publisher, Times Played. Lists songs like 'You're A Sweetheart', 'Bei Mir Bist Du Shoen', etc.

Two New Script Classes At University of Minn.

Minneapolis—Two new classes for radio script writers open in the extension division of the University of Minnesota here this week.

The second class, a radio workshop for advanced scripters, gives them opportunity to get dramatizations and character sketches whipped into shape under the direct criticism of class members and visiting professionals from the radio studios.

Hartoney Disk Series For Eastern Stations

Philadelphia—Hartoney Co., makers of Nico cigarettes and nicotine stain remover, is having a series diked by WPEN, with Angelo Palange featured in a program of music and comments, to be placed on stations in Southern Penna., New York and New England.

Mack Millar to Coast

Mack Millar, who handles publicity for Abe Lyman, Ozzie Nelson, Shep Fields, Bob Hope, George Olsen and others, leaves about March 1 for Hollywood, where he will center operations in future.

Andre Baruch Taking Step Andre Baruch, announcer on Kate Smith show, has filed intentions to marry Beatrice Wayne, singer.

Advertisement for 'Day in Review' featuring a portrait of a man and the title in large stylized letters.

DISTINGUISHED

FOR EXCEPTIONAL SERVICE AS A SALES BUILDER FOR A PRODUCT THAT WAS FIRST MARKETED IN DETROIT AND MICHIGAN. A THREE YEAR DRIVE. A BIG JOB — A BIG SUCCESS.

LOCAL, NATIONAL AND WORLD WIDE NEWS

Broadcast each evening (except Sundays) at a time when a review of important news is eagerly awaited by families. The voice of Harold True, narrator, adds the final touch to this popular, tested, successful sales making quarter hour feature.

FULL TELEGRAPHIC SERVICE OF UNITED PRESS RADIO NEWS

KING-TRENDLE BROADCASTING CORP MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK

THE PAUL H. RAYMER CO., Representative

COMING and GOING

FRED WEBER, general manager of MBS, is in Chicago. He is expected back in New York on Thursday.

THEODORE STREIBERT, executive vice-president of WOR, has returned from his Jamaica vacation.

ED CURTIN, NBC press department news editor, has returned to his desk after a two-week vacation.

WILLIAM ROBSON, director of the CBS Columbia Workshop, has left for a two-week vacation in Mexico. During his absence, George Zachary will have charge of the Workshop.

WM. SILBERBERG of WJEJ, Hagerstown, Md., is in New York for a few days on station business. He is stopping at the Hotel Edison.

ALLEN T. SIMMONS, manager of WADC, Akron, and HERBERT V. AKERBERG, CBS vice-president in charge of station relations, have returned to Miami after a Havana trek. Both are expected to be at the NAB convention next week.

KARL O. WYLER, manager of KTSM, El Paso, is in New York.

BEVERLY T. WHITMIRE, manager of WFBC, Greenville, S. C., is visiting in town.

DON CORDRAY, WMCA announcer, made a week-end trip by plane for a family visit at Canton, O., where he got his start at WHBC.

McKay Morris in "Ma Perkins"

Chicago—McKay Morris, prominent stage actor now appearing here in "Tovarich," has been signed for role of Gregor in "Ma Perkins," according to Kirby Hawkes of Blackett-Sample-Hummert agency.

2,500,000 STEADY CUSTOMERS FOR YOU

WE ARE speaking of the Italian Market—2,500,000 Italo-Americans living about one hundred miles around the city of New York. Ordinary sales, advertising and merchandising plans, do not affect this market. If a manufacturer wants it, he must go after it definitely. There is hardly a major market in this country in which brand preference is so confused. For example, if we take the food field, we find this situation: There are 7500 groceries serving the Italian population of New York, New Jersey, Connecticut, Pennsylvania and Delaware, and doing a yearly business estimated well above 200 million dollars. About 80% of this business is done in American goods and only 20% in

imported products. It seems incredible, but in this tremendous amount of merchandise, at the present time, in the Italian Market, there is no brand of any of the following kinds of products that has an outstanding preference—milk, butter, sausages, biscuits, pies, candies, salt, canned fruits and vegetables, domestic tomatoes, cereals, and sugar. In the beverage field there is no outstanding brand of beer or soft drink that is preferred; the brand that is used is that recommended by the grocer. The same is true for cigars, clothing, clothing shops, hats, toilet articles, electrical appliances, automobiles, hardware, etc. An examination of these facts quickly brings to light the ease with which it is possible to cap-

ture this market—to create a leadership for a particular brand with a very modest expenditure, for such an enormous potentiality. Radio Stations WOY, WBIL, WPEN reach and dominate this entire market. Since 1932, without a single exception, any product that has first been advertised through the medium of WOY, WBIL, WPEN, is now a leader in its own field. Here is a market for you, and we are at your disposal to discuss and study your problem in reference to the possibilities of the Italian Market. We are in a position to facilitate and solve your distribution problem, if there is such a problem, for your product. We can supply an estimate on time and talent. The cost is economical. No obligation whatsoever on your part.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York, Tel. BRyant 9-6080

WBIL ★ **WOV** ★ **WPEN**

NEW YORK, 5000 Watts

NEW YORK, 1000 Watts

PHILADELPHIA, 1000 Watts

AGENCIES

CARROLL O'MEARA, Young & Rubicam producer in Hollywood, off to San Francisco to huddle with Legendorf bread account on "Phantom Pilot".

NICHOLAS E. KEESELY has been named assistant secretary of N. W. Ayer & Son, Philadelphia. He was formerly office manager in the agency's New York radio department.

TRACY - LOCKE - DAWSON INC., Dallas, has placed a bi-weekly program, "Roses for Madame" on KSD, St. Louis, for Standard-Tilton Co. (American Beauty Flower). Joe Edwards is account executive. A slogan contest and weekly award of roses are part of the campaign.

JACK LOUCKS, formerly with E. Katz Special Agency, has joined Blackett-Sample-Hummert, Chicago, as assistant to George McGivern, media director.

AAAA Pacific Council

American Ass'n of Advertising Agencies has established a new sectional council called the Pacific Council, embracing territory west of the Rocky Mountains. Officers are David M. Botsford of Botsford, Constantine & Gardner, Portland, chairman; Hunter H. Vinton, Gerber & Crossley Inc., Portland, secretary-treasurer; Edmund M. Pitts, J. Walter Thompson Co., S. F., vice-chairman; August J. Bruhn, McCann-Erickson Inc., L. A., and Richard P. Milne, Seattle. Name of the Western Council has been changed to Central Council.

Iturbi Pinch Hits for Reiner

Detroit—Sudden illness prevented Fritz Reiner from conducting Ford's Sunday Evening Hour over CBS. Hurried arrangements brought Jose Iturbi from Charleston, S. C., where he played a concert Friday night, to wield the baton. Immediately after the concert Iturbi left for New York.

GUEST-ING

RALPH BELLAMY and CONGRESSWOMAN MARY T. NORTON of N. J., on Kate Smith program, Feb. 10 (CBS, 8 p.m.)

BARBARA STANWYCK, on Chase & Sanborn Hour, Feb. 13 (NBC-Red, 8 p.m.)

ARTHUR GOULD-PORTER, on "Encores and Epitaphs," today (WNEW, 4:30 p.m.)

ENID SZANTHO, Hungarian contralto, on American Banks program, Feb. 14, (NBC-Blue, 9 p.m.)

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

**In Atlanta
THEY LISTEN TO
WATL**



PETTY CASH VOUCHER

Week BEGINNING Feb. 3

● ● ● Thursday... At Penn Station before the Florida Special departs, Barry Wood, Teddy Powell, Lenny Whitcomb, Johnny Augustine, Dave Kent, Willie Horowitz, John Kuneau, Doris Rhodes, Kelvin Keech, John Mayo and Sammy ("That Old Feeling") Fain—who brings a box of candy—for his girl, Sally Fox—are there to bid us farewell—glad to see us go!... On the same platform is Major Albert Warner—without any farewellers around... The choo-choo passes through Baltimore and we spot WBAL's transmitter. Before coming to Washington we ask the porter how long the train stops there—thinking we might phone Arthur Godfrey a second—but our informer replies that the "train only slightly hesitates" in D. C.

● ● ● Friday... A wire arrives in the morning from Zeke Manners and another from Chicago with news that Emil Flindt, who played with Wayne King, is now heard nightly via WIND—and that Herbie Kay and Judy Starr open at the Oriental Theater in Chi.... Toward nightfall the train pulls into Miami... After settling ourselves at the Roney-Plaza, we go with Harry Fox and Jack Robbins to La Conga for dinner and then to the dog races at the Miami Beach Kennel Club, where we spot the Easy Aces and Ricardo Cortez. Desiring to retire early, we depart—only to remember Belle Baker's opening at the Fleetwood... N. Y. is represented by Paul Small of the Wm. Morris office, George Woods, Harry Richman, Barney Ross and his bride, Jack Cohn of Columbia Pictures, Mrs. Nathan Kramer, Mrs. Louis Sobol, Bobby Feldman, Columnist Hy Gardner and others. Then with Miss Baker to the Dempsey-Vanderbilt and a wind-up at the Continental, where Lillian Carmen sings and we note Paul Sabin, Harry Kannen, Terry Lawler and Joe Lewis—and get to bed after 5 a.m.—a fine start.

● ● ● Saturday... Awake early and decide to settle down to business. Carl Erbe, who is Ben Marden's boy up in our parts, but is Dempsey's and Sam Goldwyn's man down here, calls for us and drives over to WIOD, where we call on Headman Daniel Mahoney—but he's out boating—so General Manager Martin Wales' charming secretary, Lois Jordan, takes us through the studios (which will be reported on later along with the others)... Then to WQAM to see Norman McKay—who is out doing a remote show. We meet wordslinger Fred Fowler, who tells us that Fred Borton, the g.m., has a cute story for us... Too late to visit WKAT—so we drive through the islands around here... Jack Rice, pres. of the International Radio Club, phones us with tickets to the races—but we go to see a genuine "hi-li" game. Then to the Royal Palm Club, Esquire Club, Gay 90's, where we listen to Charles King, to the Paddock, where Dan Healy shares the spotlight with Louis Prima's brother, Leon... Learn that WMCA's Bobby Feldman is seriously ill and must delay his return to N. Y.... Wind-up at the Continental Club where we spot Frances Carroll of the Carroll Sisters—who was supposed to take over Ina Ray Hutton's band... To bed after 6 a.m.—nice vacation, eh.

● ● ● Sunday... The phone rings to awaken us. It's Songwriter Al Dubin—the large half of Warren & Dubin. Publisher E. B. Marks is off to the races. Norman McKay takes us to breakfast in our bathing trunks and invites us to watch a new type of "man on the street" broadcast called "Traffic Greeters" making a date for the following day. Also, to appear on Dinty Dennis' Kellogg show Tuesday night... Not having witnessed a pigskin game all fall, we had to come to Miami to see the first of the year—watching the Washington Redskins and Chicago Bears.

TOTAL EXPENSE: 25-cent hatcheck tip at the Royal Palm.

AUDITOR'S REMARKS: Request denied. In warm climate, do you have to wear a hat!

PROGRAM REVIEWS

Chase & Sanborn Hour

John Carter, who assumed the chief vocal spot on the Chase & Sanborn Hour over NBC-Red last Sunday night, has a clear and ringing tenor voice but neither the singing weight nor showmanship personality of his predecessor, Nelson Eddy. Program did not open with the brace of song numbers customarily delivered by Eddy, but was started by a Bergen-McCarthy bit, with Carter coming in somewhat later to sing "Song of Songs" as a salute to Marlene Dietrich, guest of the evening, and doing another number later. Aside from the McCarthy bits, which have not been as funny lately, the versatile Don Ameche is now the highlight personality of this program.

Radio Newsreel

As one of the items in their always interesting "Radio Newsreel" on NBC-Red last Sunday afternoon, Parks Johnson and Wallace Butterworth presented Vincent Lopez, with tenor Billy Scott, in a demonstration of the Lopez streamlined version of "Star Spangled Banner." Streamlining operation consisted of eliminating certain high notes on which some singers are supposed to crack. As far as we're concerned, the revision merely takes the kick out of the songs.

Sedalia Singers

Columbia's Chorus Quest program brought one of the best sessions of its kind to the CBS network last Saturday at 6-6:25 p.m. when the Sedalia Singers, Negro choral group, of Palmer Memorial Institute were heard via WBIG, Greensboro, N. C. All numbers on the program were by Negro composers, and the singing had tone quality, deep feeling and the spiritual sweep that is characteristic of Negro folk music.

Producers Shifted

West Coast Bureau, RADIO DAILY
Los Angeles—John Christ, J. Walter Thompson producer, takes over production on the Feg Murray-Ozzie Nelson show from Robert Brewster, who switches to the production chore on Pond's "Those We Love," handled by the same agency.

**Another Way to
Tell the KVOO Story!**

K V O O .
Tulsa, is the
most powerful station
between St. Louis,
Dallas and Denver, covering
the heart of the Triangle. More
population, more radio sets and
more spendable income than any
other Oklahoma station! 25,000 watts.
N.B.C. Edward Petry and Co., Rep.

COLUMBUS, O.

Bill Wallace, chief announcer at WCOL, steps up to the post of production manager, with Bill Hamilton becoming chief announcer. Eleven local boy scouts will operate this station next week as part of the Boy Scout Week, according to Ed Bronson.

Jay Jackson, former WCOL announcer, is now with WBNS.

Several programs which passed away recently: Rose Kaye's "Social Whirl," WBNS, and the transcribed "Linda's Love" at WHKC. The Dinkledorfers, failing to land a sponsor, are leaving for other parts.

Announcer's Handbook

Salt Lake City—The KDYL Announcer's Handbook, written by R. T. Harris while he was production manager at the NBC-Red outlet, will be made available to all stations in the country in a few days, according to Harris, who now conducts his own advertising agency here. Book of more than 30 pages, loose-leaf, has been revised to fit any station.

WFIL Staff Meetings

Philadelphia—To acquaint salesmen with what station has for sale in shows, WFIL plans weekly staff meetings called "Know Your Station". All sustaining shows are being disked and run off before the sales force for criticism and suggestion as well as discussion of sales technique. Idea comes from WFIL planning board consisting of Joe Connelly, John Clarke, Dave Tyson, Erva Giles, Margaret Shaffer and Jack Steck.

Dolberg Succeeds Carney

San Francisco—Glenn Dolberg, program manager of KFI and KECA, Los Angeles, for the past six years, has been appointed NBC program manager here, succeeding Kenneth B. Carney, who resigned to enter the advertising field in Hollywood.

Horn & Hardart Renewing

Horn & Hardart on Feb. 20 will renew its WABC children's program, 10:30-11:30 a.m., for another year. Agency is Clements Co., Philadelphia.

D. R. Sheehan Dead

Montreal—D. R. Sheehan, 52, continuity writer for CBC here, died at his home yesterday.

FCC ACTIVITIES

APPLICATIONS RECEIVED
Nathan Frank, New Bern, N. C. CP for new station. 1500 kc., 100 watts, unlimited.
Emporia Broadcasting Co., Inc., Emporia, Kan. CP for new station. 1370 kc., 100 watts, daytime.

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

Greetings from Radio Daily

February 8

Don Ball

Truman Bradley Irving Kaufman
Frank E. Mason Charles Sears

NEW PROGRAMS—IDEAS

WAIM's "Sounds of Industry"

A novel program of advertising is being effectively used by Lawrence & Brownlee, insurance agents of Anderson, S. C., over WAIM. Program is known as "Sounds of Industry" and begins each week with the sound of a fire alarm, with the fire fighting equipment leaving the station. Each week the sound made by some local industry is recorded and broadcast and is the feature of a clever contest.

Program was originated by G. Paul Browne, publicity director of the station, and Roger Skelton, assistant engineer of the station, who record the sound effects and write an insur-

ance dramatization of some actual claim paid by this insurance agency.

WIOD's "Tourist Register"

WIOD, Miami, NBC outlet for the southern resort city, rings the bell with a morning program titled "Tourist Radio Register." The program features comparative temperature readings from representative northern cities, and suntanned vacationers hear with delight of below zero thermometer readings, eight-foot snowdrifts, icy streets and frozen cars in their home towns. By telephoning a special switchboard setup in the station to handle calls, visitors "write their name on the air" to let other vacationers know they have arrived in the sunny southland.

SAN ANTONIO

Eighty-six smalltown newspapers are cooperating with KTSA in "Home Town Editor," with Johnny Boyer conducting. He reads excerpts from the papers.

KABC's new home in the Milam Bldg. has three studios, an audition studio, announcer's studio and solo studio.

KFRO, Longview, Tex.

Preparing for the coming political season, station is installing RCA transcription cutting equipment so that speeches of political candidates can be made. Music teachers and schools also are being notified that the equipment is available for recording students' work.

Wally Ford, conducting "Man on the Street", last week encountered a man who was nearly 15 feet tall—and interviewed him with a step-ladder.

WKRC, Cincinnati

Neild Sampson, formerly of WHP, Harrisburg, Pa., is a new member of the announcing staff.

"Choosing a Career" is a newly started series on Saturdays at 6:45 p.m.

Gladys Lee, staff pianist and organist, composed the theme melody heard at the start and close of "Secret Diary", station's latest script show.

KOIN-KALE, Portland, Ore.

Latest addition to the KOIN-KALE announcing staff is Robert Colvig, formerly at KGA, Spokane, and KORE, Eugene, Ore.

Edward SeCoure, bass singer and member of the KOIN vocal staff, is receiving congratulations on the birth of a 7½-pound daughter, Patricia Kathryn. Mother and daughter doing fine.

Renewing Lombardo

General Baking Co. through BBD&O on Feb. 20 will renew Guy Lombardo for 52 weeks on the same 26 CBS stations, Sundays, 5:30-6 p.m. Sponsor has had the CBS spot for the past eight years.

PHILADELPHIA

Cortese Trio, from Arcadia International Restaurant, has joined the WIP ork roster.

There is an epidemic of man-in-the-street interviews here. KYW, WFIL and WIP all have 'em, and all seem to be getting results.

WPEN, which is changing from strictly foreign language to a higher percentage of English programs, reverses the usual procedure and is trying to revise its advertisers' minds from their foreign commitments to English.

KQV, Pittsburgh

Bob Pritchard, man-on-street, did such a good job for his sponsors that they had to stop advertising for a month to catch up on orders.

Joe Vilella has finished Pittsburgh's second orchestra popularity poll, with Guy Lombardo again winning first place and Sammy Kaye second in the national contest, and Joey Sims and Barry Blue in the local contest. Some 50,000 votes were cast.

Lou Kaufman, commentator and crusader, is stirring up plenty interest with his daily 1 p.m. program.

Donald Novis disks are being sponsored by Max Azen, furrer.

WPTF, Raleigh, N. C.

Bob duFour of U. of N. C. has been put on the staff as apprentice announcer.

Deep River Choir from Shaw University returns next month in a new series of negro spirituals.

Castleberry Food Products starts "Castleberry Riddle Man" here this week, with Wesley Wallace, station's production manager, as the Riddle Man.

Shakespeare's "As You Like It" will be presented in streamlined form Feb. 11 by the Carolina Playmakers.

Metzler with CBS

Al Metzler, formerly manager of George Lottman's New York office, has joined Columbia Artists as publicity contact. He succeeds Ed Supple, who resigned yesterday.

OKLAHOMA

Max Baer, former heavyweight champ, featured in WKY broadcast while visiting in Oklahoma City.

Elliott Roosevelt, Hearst radio pres., named colonel on acting governor James E. Berry's staff.

Father Coughlin programs begin on Oklahoma Network, being fed to eight state stations by special network.

"Teller of Curious Tales," 15-minute spot of five to six weird stories is new thrice-weekly series on KTOK, sponsored by Lee Radio Co. with Leslie Beck as narrator.

Maurice, wife of Waymond Ramsey, KOMA program director, recovering satisfactorily from an operation.

David Fris, KOMA, laid up with flu.

Harry Edwards is new KOMA man on transmitter staff.

WHN, New York

Four Harris Brothers, swing quartet, started a new series at 11 p.m. last night.

Irving Fields, pianist, now playing nightly at Hotel Elysee.

Irene, youngest member of Drew family, has joined her singing brothers, Morton and Ed, heard Wednesdays at 7:45 p.m.

A new Jules Verne series, "Mysterious Isle," presented by WPA Federal Theater radio division, starts today at 6:15 p.m.

**FOR SALE!
Complete Studio
and Master Control
EQUIPMENT**

One of America's leading radio stations is moving into new quarters and offers for sale its present complete system for the operation of five studios.

Composite equipment now in use has been maintained to highest standards of present day efficiency. Components include such famous names as Daven, U. T. C., Kenyon, Ferranti, Cornell-Dublier, Aerovox, Westinghouse, General Radio, Weston, R.C.A., Stromberg-Carlson, I.R.C., etc.

Can be sold complete or knocked down.

Also available are a number of RCA condenser microphones and Western Electric 600A microphones.

Write or wire for itemized list. Complete layout can be inspected in actual operation.

Box A-129, RADIO DAILY
1501 Broadway, N.Y.C.



GUS EDWARDS is preparing to launch another show, employing the formula for which he is noted, and is presently auditioning juvenile entertainers for the forthcoming "Talent on Trial."

Bill Goodwin is reported asking for release from his recently-signed exclusive contract with the Wm. Esty agency, which does not expire until December, 1939.

George Jay pried into the private lives of song-writers Jack Lawrence and Arthur Tinturin yesterday on KFWB's "Hollywood Matinee." Also guesting for Jay was Gloria Rich, Republic Pictures starlet. Wednesday's quizguest will be the Galli Sisters. Last week Lee Wiley, Clarence Muse and Katherine DeMille and Anthony Quinn aided Jay with interviews and songs.

Fox Case, West Coast head of the CBS public relations department, is back at his KNX desk following a trip to San Francisco, where radio execs met with officials of the Golden Gate International Exposition. NBC and Mutual were represented at the conference, as well as independent broadcasters and representatives of the Northern California Broadcasters Assn.

Leo Tyson, KMPC general manager, has a new one in "Agency Pre-Vue" on which he auditions four 15-minute programs which he believes are salable for agency approval. Announced as a regular weekly feature, Thursdays at 2-3 p.m.

Universal Camera Corp. is sponsoring the 10-10:15 a.m. Sunday news period on KNX for one year.

Ernest Jarvis has been appointed assistant to Marion Karol, KNX continuity editor. Jarvis has been assigned to night duty checking scripts and other material.

Milton Berle's deal for a new program to be sponsored by the Crescent Cracker Co. has fallen through because the sponsor wanted the show to emanate from New York and Berle is tied here by picture commitments to RKO.

KMPC has a new program, "Let's Share the Day," featuring Reginald Gorton, winner of an Eddie Duchin's recent singing contest; Arthur E. Sutton, station program director; and Paul Tompkins, staff organist, at 11:45 a.m. each Tuesday and Thursday. Sutton had a similar program for many months on CKLW, Windsor, before emigrating to Beverly Hills.

Harriet Harris, triple-threatening at KFWB as actress-writer-director, appears on more programs than any other individual at the Warner station. Portrays various characters on "Curtain Calls," "Amateur Authors" and "Your Los Angeles," in addition to writing and directing her own "Grandmother's Fairytales."

ORCHESTRAS - MUSIC

ADRIAN'S Orchestra has been renewed on the Zenith Foundation show, heard Sunday nights over CBS from Chicago, according to word from A. Biggie Levin.

Mark Warnow has moved his office and staff from the 16th floor to the 13th floor of the CBS building. Larger quarters enable him to place his extensive music and recording library in the same office.

Joe Rines and his orchestra begin a series of transcribed programs for a cigaret sponsor (20 Grand) March 14. The show will be broadcast over 150 stations, three times weekly. The Pickens Sisters will do vocals.

Johnny Johnson and his "nodding rhythm" orchestra are now being heard Wednesday and Sunday nights at 1 a.m. from the Village Barn via WOR.

Joe Reichman, currently playing an engagement at the Mark Hopkins Hotel in San Francisco will be held over for an additional four weeks.

Standard to Augment Music Library Service

West Coast Bureau, RADIO DAILY
Los Angeles—Gerald King, Hollywood head of Standard Radio, announces that an increase of 150 per cent in Standard Library monthly releases will be put into effect on April 1, guaranteeing to subscribers a minimum of 100 additional new titles each month with which to augment the basic library of standard classics, semi-classic and perennially popular numbers. Another feature of the plan is that current releases will be grouped according to type of material, and subscribers permitted to order complete or partial service according to their needs. King refers to the new plan as Standard's "tailor-made service."

Celebs in WKAT Series

Miami Beach—John Oliver La Gorce, president of National Geographic Society and prominent local resident, was lined up as initial speaker on new thrice-weekly WKAT series sponsored by the City. Others to be heard expected to include Hi Phillips, George Ade, Harry Richman and Mark Honeywell, with invitations also to Major Albert Warner, Damon Runyon, Gar Wood, Jack Dempsey, Nicholas M. Schenck, Arthur Kudner, Bernard Gimbel, W. K. Vanderbilt and others.

Howe Defends Canadian Tax

Montreal—In a letter to Mayor Day of Toronto, Minister of Transport C. D. Howe explains the increased annual tax on radio sets by declaring that the policy is considered the best and least expensive to the public in the long run.

Louis Satchmo' Armstrong, Lil Armstrong, and Clarence Williams have written a new tune entitled "Satchel Mouth Swing." Satchmo' has recorded the tune for the Decca. Other numbers recently published by Williams include "Be A Little Bit Careful," safety song, and "My Days Are Just An Interlude."

Lang Thompson and his Orchestra have returned to the Commodore Perry Hotel, Toledo, and will be heard over NBC-Blue via WSPD.

Vincent Lopez and his Orchestra are due in New Orleans on Feb. 16 to open the new supper club of the Jung Hotel. Benny Pollack and his orchestra are back in New Orleans' Blue Room for four weeks. Take the air over WSMB, WDSU and WWL. Earl Dantin and his cocktail ensemble are continuing in the bar of the Monteleone, according to the management.

King's Jesters go into Michigan Theater, Detroit, on Feb. 27 after closing long run at LaSalle Hotel, Chicago.

Canadian Representative Appointed by Star Radio

Star Radio Programs has signed All-Canada Radio Facilities Ltd. as its exclusive representative throughout the Dominion. Sales and representation of Star programs and services to Canadian stations will be handled directly from All-Canada's main office in Toronto and branches in Montreal, Winnipeg, Calgary and Vancouver.

H. R. Carson is managing director of All-Canada. Star Radio is being represented at the Canadian Association of Broadcasters meeting in Ottawa by G. F. Herbert, manager of All-Canada.

Television Course

Spring term of N. Y. University will include a course giving historical background, recent progress and future development of television. Classes will be held Tuesdays at 6 p.m. under Prof. H. H. Sheldon.

Television and the radio engineer also will be the topic of a talk on Thursday at 8:15 p.m. in Havemeyer Hall, Columbia University, by Alfred F. Murray, engineer in charge of Philco television research. A demonstration of apparatus will accompany the talk.

RCA World's Fair Exhibit

Exhibit planned by RCA at the New York World's Fair calls for a building shaped like a huge radio tube, 136 ft. long on a base 190 ft. wide. Entire front of two-story structure will be of glass. Exhibit will house working models of various radio devices and experimental television broadcasts.



PAT FLANAGAN, WBBM sports announcer, and Mrs. Flanagan planning a Panama Canal cruise for end of February. Disembarking at Los Angeles, Pat will visit the White Sox and Cub camps before returning here for another season of sports-casting.

Everett Mitchell, senior NBC announcer, and Ranch Boys entertaining at Daily News Travel show at Stevens Hotel.

Curley Bradley of Ranch Boys back at work after throat ailment.

Jim Crusinberry, WBBM sports editor, is vacationing in Los Angeles. Buck Weaver, news editor is writing "Sports Huddle" series during Jim's absence.

Harry Mason Smith of Radio Sales Inc. is back at his desk after a month suttanning in Florida.

Del King, former announcer with WJJD, has joined the WLW-WSAI staff.

Judge J. M. Braude, who broadcasts Safety Court proceedings over WJJD, off on a month's vacation.

John Harrington, WBBM newscaster, leaves Feb. 12 for a vacation in Hollywood at home of Joe E. Brown with whom he broadcast baseball last summer here.

WGN now presenting seven weekly audience shows from its 600-seat auditorium. They are "On A Sunday Afternoon," Henry Weber's "Pageant of Melody," Northern Trust Company's "Northerners," American Tobacco's "Kay Kyser Musical Klass," "Melodies from the Sky" with Harold Stokes, Thursday Evening "Concert Revue" and "Curtain Time" on Friday.

WQAM, Miami

Joe Mitchell Chappell, author of "Heart Throbs" and other books of poetry, formerly heard on Colonial Network, is doing a daily stint here under Red Cross Drug Department Store banner.

Puritan Dairies bankrolling dramatized "Robinson Crusoe" serial.

Fred Fowler, announcer, is now being referred to as "Cap" since his purchase of a 24-foot motor launch.

Representatives of every station in Florida attended monthly meeting of Florida Association of Broadcasters in Daytona last week. Representing WQAM were Fred W. Borton, president, and Fred Mizer, general manager.

Norman McKay, WQAM program director and Transradio Press representative, absent from the station last week, covering A. F. of L. powwow in Miami, Biltmore Women's golf and Surfclub tennis.

Bob Baker orchestra, WQAM house band, takes over at the Biscayne Kennel Club.

**Southern Sales Directors
Draft Recommendations**

(Continued from Page 1)

the sixth district meeting were Carter Parham, WDOE, Chattanooga; F. C. Sowell, WLAC, Nashville; Jay P. Beard, KBTM, Jonesboro; J. C. Liner, KMLB, Monroe, La.; A. M. Gottschall, WSMB, New Orleans; Hoyt Wooten, WREC, Memphis; Bob Alburty and Eugene Pournelle, WHBQ, Memphis; Wiley Harris, WJDX, Jackson, Miss.; J. C. Eggleston, WMC, Memphis; O. L. Smith, WNOX, Knoxville; W. A. Kirkendale, WMPS, Memphis; O. W. Jones, WQBC, Vicksburg, Miss.; J. A. Barry, KFPW, Fort Smith; W. P. Beville, WWL, New Orleans; Harben Daniel, WSM, Nashville; S. A. Cisler and Howard Shuman, KTHS, Hot Springs, and Louis Draughton and Winston McClellan, WSIX, Nashville.

Harben Daniel, of WSM, presided at the meeting.

**Mass. High Court Bans
Airing of Legal Advice**

(Continued from Page 1)

to the statute" defending the "policy of the Commonwealth."

The question of broadcasting legal advice arose in 1936 in the petition of three Boston lawyers to enjoin a broadcasting station here from continuing "good will court" and "court of common troubles" programs. Later the programs were dropped.

Calif. Regional Net Biz Up

Sacramento — KFBK, local McClatchy station, received a total of four broadcasting hours weekly of new business during January from California Radio System. New shows are "Hollywood in Person," five daytime quarter hours weekly for General Mills; "Dr. Friendly," five daytime quarter hours weekly for Kruchen Salts; "Hollywood Health and Beauty Magazine," three daytime quarter hours weekly for Lady Alycia Cosmetics; "Voters Council," Sunday afternoon quarter hour from The Townsend Club, and "House of Vision", a Sunday afternoon half hour for Progressive Optical Co. of California.

Four Years in KSTP Spot

Minneapolis — Four years on the "Polly the Shopper" participating program on KSTP is the record of Royal Laundry here. It has been using three participations a week in the 15-minute shoppers' program, the maximum permitted by the station. The 625th broadcast will be Feb. 10, making it the program's oldest participant in point of continuous broadcasting. Luther Weaver and Associates are the agency.

WROK ROCKFORD, ILL.
1410 KC.
IS THE RADIO
VOICE IN NORTHERN ILLINOIS AND SOUTHERN WISCONSIN

☆ **PROMOTION** ☆

"To Our Advertisers" on KIDO

A Sunday promotional program directed and dedicated "To Our Advertisers" started Feb. 6 as a new feature on KIDO, Boise, Ida. Each week one of the local business house advertising managers is invited to appear on the program for a short interview.

Another new department is the "Question Box" which attempts to answer any listener queries pertaining to radio.

KVI Santa Helps Store Win Prize

Montgomery Ward in Tacoma, which won first prize this year for the largest sale of toys in any Montgomery-Ward store in Western Washington or Oregon, competing with 14 or 15 other stores in the contest, attributed its huge sales to the daily 15-minute Christmas program over KVI, in which Elvin Evans, KVI salesman, played Santa Claus in the store's toy department and broadcast his interviews of the youngsters. Hundreds of kiddies brought parents to Montgomery Ward to see Santa and the great increase in toy sales

**Lum and Abner Sign
With General Foods**

(Continued from Page 1)

stations with a repeat at 8:45 p.m. Carter network is the largest five-a-week daytime series to be signed for the air in recent years. "Lum and Abner" finish their airing for Horlick's on NBC Feb. 25. Benton & Bowles has the Carter account.

**Sponsoring Tigers Games
On Nine Michigan Stations**

(Continued from Page 1)

Tiger web includes WELL, Battle Creek; WBCM, Bay City; WJIM, Lansing, WOOD - WASH, Grand Rapids; WFDF, Flint; and WIBM, Jackson.

Braun Joins Small Co.

West Coast Bureau, RADIO DAILY

Los Angeles—Bob Braun, who resigned as head of the Thomas Lee Artists Bureau last week, has joined the Small Co. as head of the radio department, succeeding Pete De Lima, resigned, who came to the company from the CBS artists bureau nearly a year ago. De Lima will announce his new affiliation during the coming week.

4 Spots—47 Dresses Sold

Joplin, Mo.—Manager of the Arkay Shop recently picked 54 dresses from his stock, placed a special price on them, and advertised them with four spots spread over two days on WMBH. No other advertising was used, not even a placard in the store, but in those two days 47 of the dresses were sold, and manager admits there was no reason for the other 7 to be sold.

resulted. Mail order business also shot up—many orders even being sent to KVI.

Community Service

Community service programs and the persons who took part in them in broadcasts over KFAB-KFOR in the past year provided copy theme for a full page ad recently taken by stations in the Lincoln (Neb.) Sunday Journal and Star. Subjects ranged from the National Peony Show to the Christmas Seal Sales Campaign. Joe di Natale was the promotion man.

Newcomers Welcomed

New residents of Fort Worth, Texas, receive personal invitations to visit the WBAP studios and witness a program in a new promotion just originated. Letter urges newcomers to listen to the station regularly and keep posted on its programs through columns of Fort Worth Star-Telegram. Lists are obtained from local Chamber of Commerce.

**"Valiant Lady" Joining
CBS "Gold Medal Hour"**

(Continued from Page 1)

will be aired from WBBM studios, with Joan Blaine and Francis X. Bushman handling. Ed Smith, radio director of General Mills, set the details here yesterday. Sandra Michael is author; Knox-Reeves agency.

Sell Election Returns

Des Moines — Iowa Broadcasting System has sold the Feb. 12 election returns, on hotly contested City Manager issue, to French Glass & Paint Co. over KSO-KRNT. Glen Law and Ken Brown will be at mikes.

Network also has sold to Manbeck Motor Co. the local section of bowling series between Ned Day, Olympic champ, and Lowell Thomas, March 5-6, with Gene Shumate and Gaile Hayes announcing. Other sections of tourney will be conducted in Chicago, St. Louis and Milwaukee.

Jackie Heller Gets License

Chicago—Jackie Heller, tenor, and Ruth Greeley, former "Vanities" dancer of Morristown, N. J., have applied for marriage license. Reported they expect to marry March 1.

Chorus Quest from KDAL

Duluth—The Feb. 26 broadcast of Columbia's Chorus Quest over CBS at 6 p.m. EST will originate at KDAL here. Local entrant is the Duluth State Teachers' college choir.

Richard Brooks at New Time

Richard Brooks, WNEW news commentator, will be heard on his program, "The Little Things in Life," at the new hour of 7 p.m. on Tuesday, Thursday and Saturday.

**Government Operation
Is Opposed by Craven**

(Continued from Page 1)

scheme for government operation of broadcasting."

"The constitutional guarantees of free speech and a free press are the pillars of democracy," Craven said. "To these I would add a free radio. All must be safeguarded and preserved."

"A critical audience is the best assurance of continuously improving radio programs. Broadcasters and sponsors will not, and under a competitive system they cannot, long tolerate a type of program that does not win public acceptance. And for my part, I would prefer to entrust this progressive improvement to the collective judgment of the great mass of radio listeners rather than undertake to authorize any governmental agency to lay down fixed and rigid requirements of program content. The function of government, in addition to policing the channels of the air and assuring a fair allocation system, is to make certain that real competition does exist in broadcasting."

**Ascasp's Fla. Test Suit
Set for Trial March 3**

(Continued from Page 1)

Florida. Ascasp will be represented by its general counsel, Schwartz, Frolich & Finkelstein of New York, and Frank J. Wideman of West Palm Beach and Washington.

**McKee Made Vice-Pres.
In Erwin-Wasey, Chicago**

(Continued from Page 1)

by E-W. Other accounts moving over include Bunte Bros., Link Belt and Hercules Life Insurance. Chester Vail, v.p., continues to head local office.

Martin May Join Federer

Lincoln, Neb.—Reggie Martin may join forces with Howard Federer, general manager of Westland Theaters, for a west coast radio station. Martin recently resigned the station manager job with KFAB-KFOR here, and Federer used to have WDAG, Amarillo (now KGNC).

*... Did you know
that the instructors
in The School of Radio
Technique are well-
known men constant-
ly engaged in radio
productions?*
GEORGE MARSHALL DURANTE, DIR.
R. K. O. Bldg. Radio City, New York

SAN FRANCISCO

Dudley Manlove, former vaudevillian and announcer, streamlines by train to New York to appear on Dave Elman's "Hobby Lobby," tomorrow.

Rush Hughes has finally gotten over his cold which he got in Chicago recently and which was aggravated by his trip west in the cab of the stream-lined U. P. train "City of San Francisco." The trip, however, was worth it. Rush spied plenty.

H. E. Middlebrooks, transmitter specialist, with other CBS experts, here from Hollywood.

Van Fleming, NBC producer, practically chosen for a new commentary show in the making.

Ruth Farber, 13-year-old San Francisco contralto, won the Bennie Walker (Holsum Bread) Amateur Finals and will get an air trip to New York and a week's stay at the Waldorf-Astoria Hotel from the agency, Leon Livingston.

Allen Shepherd is doing the announcing for Durkee's "My Secret Ambition," emceed by Tom Brennehan, which emanates from the Palace Hotel on Sunday nights for CBS coast release.

Gordon Mooser has been transferred from KEHE to KYA, where he's chief accountant.

Billie Byers, NBC actress, will return to "Hawthorne House" Feb. 16, broadcasting from a wheel chair. An auto accident, in which she received a broken leg and a cut face, caused Ted Maxwell, author of the Wesson Oil serial, to write her out.

KQW (San Jose) has lost E. L. Barker, manager there, to the NBC sales department.

Dick Wynne, KYA announcer, presents the 8 a.m. news edition at the outlet, Clarence Myers, press chief, the mid-day and mid-afternoon flashing, and Dick Deasy, announcer, does the final night edition at 6:15.

CANADA

Harry O'Donnell of CKY is broadcasting weather bulletins over CBC western network.

Charles Jennings has been named CBC chief announcer in Toronto.

Mercer McLeod, Vancouver, B. C., program director of CBC, has been transferred to Winnipeg to produce the Sunday show, "Tudor Manor."

Johnny Craig, commercial representative at CKX, Winnipeg, recently did some pinch-hitting as hockey announcer.

★ Coast-to-Coast ★

SCORING a double news scoop within an hour, Iowa Network's news staff flashed first reports of Gov. Nelson G. Kraschel's decision to run for reelection as governor rather than for senator as had been the popular belief. Iowa's first news of the decision came when Glen Law, IBS newscaster, aired it over KSO-KRNT. Within the hour, Ken Brown, special events director, had rushed a line into the governor's office and had the first personal message broadcast on the subject by the governor, over the same stations.

Jim Randolph's new "Tangled Tunes" program on KRNT, Des Moines, rechristened "Riddles in Rhythm" just before it hit the air, drew a tremendous response from listeners who kept him busy reading their letters and entries all week. Aired Saturday nights from a local tearoom, show features a medley of four tunes whose names suggest a fifth tune title.

Wally Townsend, CKLW (Windsor-Detroit) staff pianist, is back on the job again after several weeks' illness minus 30 pounds and plus a mustache. During Townsend's absence, Roy Milne took over the piano duties.

Flying mud held no terrors to Lornie Wilkinson and Al Michel, WHBY and WTAQ sports announcers when they collaborated in presenting a sportscast of the first mud wrestling match ever held in Green Bay, Wis., for through cooperation of the city fire department both announcers were fitted out with firemen's helmets, slickers and boots.

WJAG, Norfolk, Neb., recently received an unusually high tribute from the family of an 87-year-old woman who had just died in a nearby town. The old lady's last few years had been made brighter by WJAG's programs.

Lee Goldsmith, studio manager at WCKY, Cincinnati, is mourning the theft of his auto.

Frank Barden, dramatic baritone,

does a third guest shot on Pepper Upper show next Sunday at 5:30 CST over Dr. Pepper-Dixie Network.

Walter Weaver, commercial manager of KIDO, Boise, Ida., is without a home these days. Two small daughters have smallpox.

An interview with Byron "Whizzer" White, Colorado University's All-American quarterback and the nation's leading scorer last fall, highlighted a series of broadcasts presented during Eleventh Annual Elks Boxing Tournament by KFEL, Denver. Broadcast was handled by Bill Welsh, with Frank Bishop of the KFEL staff doing the between-round commentary.

Voice of Aaron Feinstein, formerly of Schenectady and a WGY dramatic player but now airing daily from KZRM, Manila, has been picked up on short wave sets around Schenectady.

Approaching its second year, KSL's "Midnight to Dawn Review," seven hours of music, mirth and melody each Saturday and Sunday a.m., has established all-time record for sponsorless, plugless broadcasting. The

KANSAS CITY

Myra Clark has been added to the KXBY continuity staff by Miss Margaret Hillias, program director.

Joe Negeim, vocal artist recently returned from Arabia, has joined KMBC.

Sol Bobrov and Val Tatum have been added to the WHB musical staff. Besides working in a daily quarter hour feature, "The Romancers," Bobrov will continue as WHB musical director.

J. Allen Jacobs, recording engineer for KMBC, left Friday night by plane for Philadelphia and New York to visit recording laboratories.

Ray Moler, KMBC technical supervisor, went to Columbus to attend a ten-day conference of broadcast engineers at Ohio State University.

George Couper Jr. of KXBY sales staff is in Chicago on business until the middle of next week.

KXBY is trying a novelty on early morning time program, "The Waker Uppers," using a feminine voice, Margaret Hillias, as an aid to regular announcer.

Clarence Rand, orchestra leader who formerly worked for WHB, stopped off on his way to Chicago from the coast.

Salt Lake City show is and has been entirely sustaining except for goodwill salutes to listening communities and DX clubs. Radio newspaper readers were apprised of the fact in Geoffrey Archer's column in the San Francisco Daily News. The program without a plug thus got a plug.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

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



COlumbus 5-7366-7

Mr. William B. Stuhler
Young and Rubicam, Inc.
285 Madison Avenue, N. Y. C.

My dear Mr. Stuhler:

During the year 1937, Young and Rubicam has bought \$3,526,430 worth of time on NBC and CBS. This figure marks your company as one of the leading advertising agencies in the radio field.

Your past record proves that you have produced some of the finest shows on the air. May we help you maintain this high standard by supplying you with the finest in recording?

A telephone call will bring a sample to your office.

Very truly yours,

Kenneth W. Howard
Sales Manager.

KWH/amh

CBS AFFILIATE

KLZ

Representative E. Katz Special Advertising Agency

DENVER

