



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 28

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 9, 1938

FIVE CENTS

Baldwin's Parting Blast

RCA NET FOR 1937 ESTIMATED AT 9 MILLION

RCA net profit for 1937 is estimated at \$9,000,000, equal to 41.5 cents a share on the common, compared with \$6,155,900 or 21 cents in 1936, it is stated by President David Sarnoff in a letter to stockholders announcing that annual meeting will be held April 5.

Gross income of the corporation for the year is estimated at \$112,650,000.

(Continued on Page 2)

Phelps Introduces Bill Against Libel Actions

Albany—Bill sponsored by Assemblyman Phelps Phelps, who also is a WMCA commentator, to exempt stations from liability as a result of unauthorized remarks such as ad

(Continued on Page 3)

Canadian Sustainings Take 57% of CBC Time

Ottawa—Time on CBC network is taken up by 57.25 per cent Canadian sustaining programs, 3.3 per cent Canadian commercials, 17.8 per cent U. S. sustainings, 8.9 per cent U. S. commercials and 12.22 per cent sustain-

(Continued on Page 3)

Allis-Chalmers Plans

Allis-Chalmers Co. (farm equipment) will start a new show March 5 on NBC-Blue out of Chicago, Saturdays 10:30-11 p.m. EST. Show will be a musical plus a speaker. Split network of 24 stations, will not bring the program to the East. Agency is Bert G. Gittins of Milwaukee.

Five Shumates

St. Louis—New claimants to the "brothers-in-radio" title are the Shumates of St. Louis and Des Moines. They out-brother the Patts and Starks by one full brother. KMOX accounts for four Shumates—Don, Paul, Louis and Ray—the Shumate Brothers Quartet. Then at the Des Moines end there is Gene Shumate, sports announcer for KRNT and KSO of the Iowa Network.

CRITICS' FORUM



QUESTION No. 7

What types of programs do you like best?

ANSWER

Program	Points
1. Variety	786
2. Drama	514
3. Symphony	494
4. Dance Bands	310
5. Commentators	294
6. Sportscasts	274
7. Novelty	198
8. Forums	153
9. Comedy	130
10. Familiar Music (Popular and Classical).....	90

FOREGOING tabulation, giving the program preferences of nearly 150 of the nation's leading radio editors and critics, and in many cases directly or indirectly reflecting the likes of their readers, speaks for itself.

In connection with the high place accorded drama, it is important to note that hardly any of the editors mentioned serials. This is taken to mean that the preference is for drama of the legitimate category rather than for the continued chapter plays. Comments in other departments of the Forum, relative to the improvement noted in radio drama the past year, strengthen this conclusion.

The same applies to the music division, in which symphony works rate third in the editors' preference list—and then, just to show that the newspaper boys are not ultra-highbrows, they give fourth place to dance bands.

The low position given comedy reflects, more than anything else, dislike of the poor quality of such material that has been hitting the air lately.

Starting tomorrow, the "Squawks" will begin. These are the straight-from-the-shoulder criticisms, observations and peevish by the specialists in radio listening, and are the most interesting feature of the Forum.

New Bill Would Create Program Censor Board

Washington Bureau, RADIO DAILY

Washington—Measure to be filed by Senator Clyde L. Herring in the next two weeks to set up a radio board of reviews within the FCC would take the form of an amend-

(Continued on Page 3)

IRS Adds 2 Stations

International Radio Sales, Hearst Radio subsidiary, on March 1 takes over national representation of WDRC, Hartford, and WORC, Worcester, both CBS stations. Deals were arranged by Murray Grabhorn, g.m. of IRS, with Franklin H. Doolittle of WDRC and Edward E. Hill of WORC.

Store Buys and Donates Sunday Period on WTAR

Norfolk—W. G. Swartz Co., local store, is building up loads of goodwill, and indirectly helping its business, by purchase of a 6 p.m. Sunday spot and donating the time to any social, civic, fraternal or religious organization desiring to use it for promotional purposes. Feature made its debut last Sunday and already is booked up for a month.

Schillin WINS Sales Head

A. B. Schillin of the advertising agency bearing his name has been appointed director of sales for WINS, the Hearst station in New York. Although Mr. Schillin has resigned, the agency will continue.

Hot Final Report is Being Submitted by Managing Director of NAB

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—Declaring that he cannot offer his services to the NAB beyond his present term because "conflicts of interests at times have made the job difficult," Managing Director James W. Baldwin will submit a hot document as his final report to the association when the annual convention opens Monday. Among other things, Baldwin charges NBC and CBS with possible mon-

(Continued on Page 3)

REPLY ISSUED BY SESAC TO NAB REPORT ON MUSIC

Society of European Stage Authors & Composers Inc. (Sesac), in a reply issued yesterday to the NAB report of last Aug. 18 which dealt with the Sesac musical catalog, charges that latter report contained "numerous mistakes, misleading aspects and erroneous conceptions". It is pointed out, first, that the Sesac repertoire consisted of about 19,000 copyrighted compositions at the time of the NAB

(Continued on Page 3)

Husted and Koepf Join WLW-WSAI Sales Staff

Cincinnati—K. Wallace Husted, assistant g.m. of WCCO, Minneapolis, joins WLW-WSAI on March 1 as assistant sales manager in charge of western division, while John Kueling Koepf, promotion manager of Cincinnati Post, joins Feb. 14 as sales

(Continued on Page 2)

One Year Old

A cake with one brightly burning candle is in order at RADIO DAILY today, marking the first anniversary of the radio industry's first and only daily trade paper.

Due to beehive activity in putting Radio Annual to press, there will be no special birthday ceremonies this year. But wait until the fifth anniversary rolls around!



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

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FINANCIAL

(Tuesday, Feb. 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	135	132 1/4	135	+ 1 1/8
CBS A	193 3/8	19	193 3/8	+ 3/8
Crosley Radio	9 3/8	9 1/4	9 3/8	+ 3/8
Gen. Electric	40	38 3/8	40	+ 1 1/2
RCA Common	6 1/8	6	6	- 1/8
RCA First Pfd.	46 1/4	45	46 1/4	+ 1 1/2
Stewart Warner	9	8 7/8	9	- 1/4
Westinghouse	94 1/2	92	94 1/2	+ 3 3/8
Zenith Radio	13 1/2	13	13 1/2	+ 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	+ 3/4
Nat. Union Radio	3/4	3/4

OVER THE COUNTER

Stromberg Carlson	Bid	Asked
	5 3/4	6 3/4

RCA Net for Past Year Estimated at 9 Million

(Continued from Page 1)

up 11 per cent, and net income was \$15,400,000 an increase of 34 per cent. Tax deductions amounted to \$2,100,000, an increase of 85 per cent; patents and goodwill deductions were \$4,300,000, up 3 per cent. Total dividends paid during the year totaled \$6,409,226, paid to 11,790 preferred and 230,659 common stockholders.

Music for Mentally Ill

Syracuse—WFBL's staff orchestra got its most unusual request to date, when asked to perform a radio experiment in an effort to cure a mentally-ill patient at Onondaga General Hospital. Patient lost his memory last fall as result of an auto accident. Recently he showed temporary consciousness on hearing music, so it was arranged for Dick Mulliner and WFBL ork to play his favorite tunes. Doctor's report now awaited.

The PERFECT MARKET'S
LOUDSPEAKER **WAKD**
ALBANY, N.Y.
Newly Equipped for Super Power

More Seats, Price Hike For KMBC's Barn Dance

Kansas City—Success of KMBC's "Brush Creek Follies", barn dance program, is evidenced by moving of the show to bigger seating space in Ararat Shrine Temple and boost in admission prices, formerly 25 cents, to 40 cents for adults and 20 cents for kids. Fran Heyser and Jimmie McConnell produce the show, with Texas Rangers heading talent.

Switch to Ararat is being publicized by "Chick" Allison, KMBC promotional chief, via taxicab cover placards.

Pushing Albany Measure Protecting News Sources

Albany—A drive to pass the Hall-Thompson bill, exempting newspapermen, including trade paper employees, from divulging sources of information before any State court, tribunal or legislative committee, is scheduled for this week. Senator G. L. Thompson and Assemblyman Leonard Hall are scheduled to press for favorable report from committee.

Bill Lengel in New Offices

William C. Lengel-Literary Associates is moving offices to more commodious quarters at 654 Madison Ave. Bill Lengel, former Cosmopolitan, Liberty and Columbia Pictures editor, now represents one of the most distinguished list of authors in America, handling their work in the literary, radio and motion picture fields.

Honti Introducing "Lita"

"Lita", new tango foxtrot just published by Whitney Blake, will be presented for the first time by Josef Honti on his "Continental Varieties" over NBC-Blue at 3 p.m. today. The number was written by Maud Miller Stevenson.

Harry Hoff Joins Hammer

Harry Hoff has resigned from Consolidated Radio to join Sam Hammer Radio Productions as head of sales department.

Eve Veverka heads the woman's department.

WOR "Hymn Singer"

Norman Gray, "The Hymn Singer", with Louise Wilcher at the organ, starts a new series over WOR at 9:15-9:30 a.m. Saturday. Also will be heard Mondays, 9:45-10 a.m.

WMCA Early Dance Show

A Monday through Saturday dance program at 7-7:45 a.m., with recordings of popular bands, is now being presented on WMCA. Joe Tobin and Sam Brown are announcing.

First in local accounts

in Chicago

WGES

(In the heart of Chicago)

Canadian-U. S. Tangle On Commercial Programs

Ottawa—Delicate yet complicated situation that confronts Canadian and American outlets, networks and commissions involves the use of some Dominion outlets for U. S. network commercial programs while others are being deprived of them. Reason for the latter is that U. S. network stations have contracts protecting them within a certain radius.

Specific case cited is that of KOMO, Seattle, whose owner O. B. Fisher declared that NBC gave him exclusive service within a radius of 125 miles. CBC station, CBR, in Vancouver, is about 123 miles from KOMO. However, neither the FCC in the U. S. nor other government departments as well as the CBC and NBC wish to state flatly that any valid contract exists which may be termed an international instrument. Major Gladstone Murray of the CBC is working out something in effort to end the embarrassment. KOMO does not object to NBC sustainings being heard in Vancouver.

Husted and Koepf Join WLW-WSAI Sales Staff

(Continued from Page 1)

promotion manager, it is announced by Robert G. Jennings, v.p. of Crosley Radio Corp. and general sales manager of the stations. E. C. (Jimmy) Krautters, who moved to the sales department a few months ago, has been promoted to assistant sales manager in charge of service.

Jack Douglas at WJBK

Detroit—Jack Douglas, emcee, formerly with NBC in New York as well as WJR here and WLW in Cincinnati, is now at WJBK emceeing a new morning commercial, "Night Watchman". Douglas expects to originate a couple of new network shows from here. Next week he will appear with the Al Pearce show when it airs from this city.

"Round Table's" 8th Year

Chicago—"University of Chicago Round Table", NBC program, starts its eighth consecutive year next Sunday with its 350th broadcast. Besides being oldest program of its kind, it has about the biggest audience of any daytime educational offering.

Radio Talent at Hotel White

Now being heard daily at cocktail time in the Mary Murray Room of the Hotel White are Peter Chambers, Kathryn Mayfield and Lew Coby. The Murray Hill hostelry presents singers and instrumentalists from the radio field for personal appearances.

Workshop Honors Boy Scouts

Columbia Workshop will pay tribute to the Boy Scouts of America in connection with the organization's 28th anniversary in a special program Saturday entitled "Be Prepared."

COMING and GOING

G. E. ZIMMERMAN, vice-president and general manager of KARK, Little Rock, Ark., is in town.

HAROLD V. HOUGH, general manager of WBAP, Fort Worth, and treasurer of the NAB, is in town for a few days before going to Washington for the NAB Convention next week.

MARTIN B. CAMPBELL, general manager of WFAA, Dallas, is another visitor in town.

KERN TIPS, manager of KPRC, Houston, arrived in town yesterday.

FRANK RYAN of CKLW, arrives in New York tomorrow on a business trip.

HAVEN MacQUARRIE and his "Do You Want to Be An Actor?" heard Sunday nights on NBC-Red, go back to the Coast after the Feb. 13 broadcast.

MRS. ALBERT SPALDING, wife of the violinist, arrives in New York today on the Ile de France from abroad.

RUDOLPH SERKIN, pianist, sails today for Europe, accompanied by MRS. SERKIN and URSULA SERKIN.

MME. KERSTIN THORBORG, Metropolitan Opera contralto, and her husband, GUSTAF BERGMAN, sail today on the Washington for the other side.

ADOLF BUSCH, violinist, and MRS. BUSCH also are passengers on today's outgoing Washington.

SONDRA KOSTNER, radio actress, and ELEANOR LANCASTER, are motoring to New Orleans for Mardi Gras on Feb. 25. Trek is being made in a trailer—radio-equipped.

MEFFORD RUNYAN, CBS v.p., left Hollywood on Monday for San Francisco to continue his inspection tour of western CBS. Donald W. Thornburgh, v.p. in charge of Coast operations, accompanied Runyan.

LESLIE LIEBER, CBS publicist in New York and an on-and-offer with the "Saturday Swing Club", is in Hollywood for a month of look-around from the Hollywood Roosevelt.

SAM SLATE, contact for James A. Greene & Co., Atlanta, is in town to work on new Nehi show which starts on NBC March 11.

4 More Canadian Stations Are Signed by Weed & Co.

Weed & Co. has been appointed American representatives of four additional Canadian outlets. One is CHNS, Halifax, effective Feb. 21. Station is 1,000-watter managed by Major Coates Borrett and is a basic member of the Maritime and CBC networks. Other stations are CKPR, Fort William, Ontario; CFAR, Flin Flon, Manitoba, and CKBI, Prince Albert, Sask. The last three stations mentioned are to be represented immediately.

NORTHWEST'S LEADING RADIO STATION
OFFERS
KSTP LIFELIKE RECEPTION
NEW TRANSMITTER
INCREASED COVERAGE
BASIC RED NETWORK
25,000 WATTS
MINNEAPOLIS SAINT PAUL

BALDWIN IS SUBMITTING HOT FINAL NAB REPORT

(Continued from Page 1)

opolies and recommends creation of a radio board of review.

Under the NAB reorganization plan, which is the main objective of the convention, the post of managing director is eliminated, with a paid president to be appointed instead.

The proposed Havana treaty, Baldwin declares in his report, would make it possible for nine NBC stations and four CBS stations to increase their power to 500,000 watts or more.

"I hold that therein lies one of the greatest dangers that has ever faced the American broadcasters," Baldwin states. "The possibility of a monopoly in broadcasting by NBC and CBS is obvious. If NBC is allowed to operate its nine stations and CBS its four stations with 500,000 watts or more, they will be given a virtual monopoly on broadcasting in the U.S."

Commenting on character of radio programs, Baldwin states that shows in bad taste can never be excused and places the blame for poor programs on advertising agencies, whom he declares have been given a free hand to hire script writers.

"It is my belief that the failure of broadcasters to accept the responsibility in this matter will be ample justification for the FCC to adopt regulations governing this subject," says Baldwin. He recommends creation by the network affiliated broadcasters of a board of review which would serve in an advisory capacity on all network shows.

Proponents of radio legislation are expected to make use of the Baldwin report.

Canadian Sustainings Take 57% of CBC Time

(Continued from Page 1)

ings from BBC, according to Major Gladstone Murray, g.m. of CBC.

Delegates to the Canadian broadcasters convention here were told that an average of only eight and a half hours weekly is taken by U. S. commercials, giving CBC \$120,000 a year, while about \$250,000 a year in programs had been rejected.

Gladstone added that U. S. programs are of such high caliber that CBC would be glad to have them even with the advertising deleted.

New Authors' Agency

Center & Johnstone have opened a talent agency, handling authors, at 285 Madison Ave.

LUCILLE & LANNY

LINWOOD GREY

"2 voices and a pianny"

Now appearing with Fred Allen

TOWN HALL TONIGHT

Arrangements by Lanny Grey

Management NBC Artists Service

NEW PROGRAMS—IDEAS

Melody Puzzle Variation

A variation of the melody puzzle idea is being used successfully for the second year by KVI, Seattle-Tacoma, for the Tacoma Philharmonic Orchestra. Last year the half-hour program each Sunday brought such a response that it has been started again this year. Recordings of familiar classical numbers are played, a brief description of the composer, his life and the qualities that characterize his music is given, then listeners are invited to send in their lists of the names of the selections. First five sending in correct answers receive tickets to the next Philharmonic concert.

Ruben Gaines, KVI announcer, who was formerly business manager of the Philharmonic, handles the broadcasts.

Reply Issued by Sesac To NAB Report on Music

(Continued from Page 1)

report, whereas NAB gave the number as only about 5,000; that later additions to the Sesac catalog bring the number of compositions to about 25,000 at present; that the NAB report contained "a number of questionable and erroneous advisory statements of a legal nature"; that Victor Herbert's "Badinage" is in the Sesac repertory, not Ascap's as suggested in the report, and that about 50 additional stations have acquired the Sesac license since the report and up to Jan. 1.

Sesac says it has received hundreds of unsolicited letters from stations praising its repertoire and music. Commenting on the intention of NAB to issue a supplementary report, Sesac says this would be "useless and meaningless until the first one has been corrected."

The NAB report was a voluminous tome of 444 pages. Sesac's reply takes up 28 pages.

Frisco Expo Dispute

San Francisco—With airchiefs from the major nets and indie outlets in northern California agreed that broadcasts from the Treasure Island site of the 1939 International Golden Gate Exposition should be non-exclusive, plans for erection of a \$400,000 broadcasting auditorium by the California Exposition Commission seemed temporarily blocked by internal disputes over right to spend the money for radio and over control of broadcasts. Legal opinion will be consulted.

Would Curb Rights Society

Montreal—A resolution urging curbs on Canadian Performing Rights Society, which he terms a "legalized racket", has been presented to the Manitoba Legislature by W. R. Sexsmith, with considerable Dominion sentiment behind him.

KIRO "Question Box" Grows

Some 400 spectators gathered at Third and Pike in Seattle, the other evening to watch the fun on KIRO's "Question Box" program, conducted by Maury Rider and Al Botzer.

While the program is not unique in context, it appears that the questions on this particular edition are super-sticklers, for the prize money has mounted each week, until there's \$20 in the "kitty"—not a bad take for answering only four questions correctly.

Program is sponsored by Eastern Outfitting Co., who award a merchandise prize for each set of four questions, complete with correct answers, accepted for use on the program, as well as a \$5 bill to each contestant who answers one complete set of questions correctly.

New Bill Would Create Program Censor Board

(Continued from Page 1)

ment to the Communications Act and provide the same penalties now imposed under the law. Aimed particularly to protect children from "unfit" programs, the bill calls for broadcasters to submit programs voluntarily to the federal board for approval.

DELEGATIONS ON THE WAY FOR THE NAB CONVENTION

Norfolk—A larger than usual delegation will represent WTAR at the 16th annual NAB convention in Washington, Feb. 14-16. It will include Campbell Arnoux, g.m.; John New, sales manager; Ralph Hatcher, sales promotion director, and Lee Chadwick, continuity head.

Fort Worth—Harold V. Hough, g.m. of WBAP and treasurer of the NAB, has gone to New York for a few days before proceeding to the NAB convention.

Detroit—Lynne C. Smeby, technical supervisor of WXYZ, leaves Sunday for the NAB convention in Washington.

Salt Lake City—S. S. Fox, g.m. of KDYL, and J. M. Baldwin, chief engineer, have gone east for the NAB meet and to look over new equipment.

Phelps Introduces Bill Against Libel Actions

(Continued from Page 1)

lib statements on quiz and interview programs, was filed in the lower house yesterday. Measure has strong backing by stations and advertising agencies.

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

AGENCIES

ALVIN AUSTIN CO. has been named to handle account of Eastern Wine Corp., California wine firm. Radio will be among media to be used in promotional activities. Emil Mogul is account executive.

ROBERT G. PATT, formerly associated with Campbell-Ewald, has joined Free & Peters Inc., Chicago, radio reps.

ROBERT BURNS & ASSOCIATES INC., new agency, has been organized and has offices at 221 North La Salle St., Chicago.

CRAMER-CRASSELT, Milwaukee, is reported giving up the Maytag (washing machines) account. Numerous Chicago agencies have been soliciting the account but none has been announced as successor. Maytag Co. offices are in Newton, Ia.

RADIAD SERVICE, Chicago, has moved to new quarters at 612 N. Michigan Ave.

KGVO, Missoula, Mont.

Manager A. J. Mosby and Chief Engineer Tom Atherstone made a motor tour of station's coverage to check reception since installation of new Truscon radiator. Findings were very o.k.

Marguerite Hood, co-director of radio extension division of Mont. State University which functions through KGVO facilities, has been invited to address National Conference of Music Educators in St. Louis, March 27-April 1.

New setup of "Boos and Bouquets" programs includes H. F. Kane, speaking in behalf of listeners; Ann Dunne, presenting bouquets, and Jimmy Barber, accepting comments and making necessary remarks.

WICC, Bridgeport

Joe Lopez, Mack Parker, Sherman Reilly and Jud LaHaye will be the "fearless four" on the new Wednesday evening show known as "Tompkins Center" from New Haven.

Dorothy Whitehead of press department birthdayered Sunday.

WNBC, New Britain

Bobby Jones, warbler, has turned salesman on the staff.

Program Director Hal Goodwin and family have moved to a home in the suburbs.

Representatives of three denominations will have International Brotherhood Day as their topic when they air Feb. 20 at 2 p.m.



● ● ● Miami, Feb. 8—MIAMI MEMOS: Ted Husing arrived yesterday with Betty Lawford. He packed his trunk with clothes and took an overnight bag for the train trip. On his arrival here he remembered that he forgot to ship the trunk—so he's without clothes.... Phillips H. Lord has the room next to ours at the Roney. He plans going to Cuba.... Understand that Playwright Irwin Shaw is preparing a show for Roger White office.... A travel bureau takes over the time vacated by the Tim and Irene show on MBS the 13th.... Willie and Eugene Howard are due here shortly to prepare for a radio show produced by Lester Lee.... Some one here related that Nat Abramson of the WOR artist bureau just bought a 400-acre place up in the Catskills—and it was named "10 Per Cent Acres".... Jack Thurston made a big event out of christening the new organ at WQAM today.... Heywood Broun and Quentin Reynolds are slated to appear on Dinty Dennis show tomorrow night. We went on a little while ago with Songwriters Al Dubin and Joe Burke—who hadn't been talking to each other for years—and had the two big kids kiss and make up before the mike. Jack Robbins is throwing a cocktail party for them at the Dempsey-Vanderbilt to further commemorate the event.... Goodman Ace, who has been betting on everything around—and losing plenty, made a "mind bet" the other day, according to Jane Ace—and now he's lost his mind!

● ● ● In a room at WIOD there are two framed pictures. One is of Ozzie Nelson and his crew taken Jan. 21, 1932—when he was picked up from the beach for the Lucky Strike "Okay America" series. The other is of Rudy Vallee and Eddie Cantor taken Feb. 5, 1931—a Chase & Sanborn show.... Station has a studio-theater seating over 200 including the balcony.... When escorted through the studios of WQAM, Norman McKay and Prexy Fred Borton instructed the guides to deliver two types of propaganda—according to the time of day one is passing through. If it's night-time, you're told that the studios look better in daylight—and vice versa.... Station has a beautiful audition room overlooking the bay, and the walls are done up in murals of the sea.

● ● ● Freddy Martin and his band, playing at the Royal Palm—which has the most beautiful girls, dances and music we've ever seen even in the N. Y. spots like Billy Rose's, Casino, Paradise, etc.—have been renewed despite the fact that Freddy has been confined to the hospital in serious condition since his arrival. He left the hospital bed yesterday for home—where he'll be another two months.... Because Ascap isn't recognized in Florida and publishers refuse to send music down here, picture press agents are hustling orchestrations under their arms to the places—so as to get song plugs for pictures.... Eddie Cantor and his troupe plus Ted Lewis play Philadelphia March 16-19 with Eddy Duchin, Shep Fields and Morton Downey slated to go there April 27-30.... Incidentally, Eddy "The Great's" opening at the Grove in Hollywood brought down the house, according to Californians visiting here. With Dorothy Lamour, Frances Langford, Virginia Verrill, Del Casino and Sam Coslow, among those helping Eddy click.... Jerome Kern, fully recovered, is working with Oscar Hammerstein II and Otto Harbach on "Gentlemen Unafraid"—about West Point.

● ● ● W. C. Handy has just completed a deal with Paramount for the title "St. Louis Blues," bought for \$2250.... Columnist without portfolio Dorothy Dey is on the air via WKAT twice weekly from the Dempsey-Vanderbilt.... Joe Copps, publicity director for Miami, had Floyd Gibbons on the air last night on his "Men of Miami Beach" show which features visiting personalities thrice weekly over WKAT.... Hester Peabody, formerly with WHDH, WCOP and WBZ, has a show here called "What's in Your Name".... Bettye Lee Taylor, program director for WKAT, has a "Hits of Yesteryear" show with Helen Hockett, ass't to Frank Katzentine, running a program for the local power and light company called "Sunshine Sally."

GUEST-ING

ALICE WHITE and BUSTER CRABBE, on "30 Minutes in Hollywood," Feb. 13 (Mutual, 6 p.m.)

ALBERT SPALDING, with Indianapolis Symphony Orchestra, Feb. 19 (Mutual, 9:30 p.m.)

TEDDY GRACE and BOB GIBSON, on "Ray Block's Varieties," Feb. 10 (CBS, 3 p.m.)

CONSTANCE BENNETT, with Tyrone Power in "I Will Be King," Feb. 13 (NBC-Blue, 9 p.m.)

JOHN DOS PASSOS, on "Book-of-the-Month-Club Concert," tonight (WQXR, 8 p.m.) IRITA VAN DOREN, same program, Feb. 10; MARCIA DAVENPORT, Feb. 11; ALLEN NEVINS, Feb. 12.

TED LESSER, Paramount talent scout, on "NBC Jamboree," Feb. 10 (NBC-Blue, 10:30 p.m.)

CONSUELO DE LAMAR, soprano, singing from Cuba, and SARA ALLGOOD and WHITFORD KANE in "Mr. and Mrs. Whelan at Home," on "Magic Key," Feb. 13 (NBC-Blue, 2 p.m.)

PHYLLIS KRAEUTER, cellist, on "Rising Musical Star," Feb. 13 (NBC-Red, 10 p.m.)

ENID SZANTHO, contralto, with Philadelphia Orchestra, Feb. 14 (NBC-Blue, 9 p.m.)

GUILA BUSTABO, violinist, with New York Philharmonic Symphony Orchestra, Feb. 13 (CBS, 3 p.m.)

OLIVIA DE HAVILAND and GEORGE BRENT on "Your Hollywood Parade," Feb. 16 (NBC-Red, 10 p.m.)

ROBERT BENCHLEY, on Kate Smith Hour, Feb. 24. (CBS, 8 p.m.)

FELIX KNIGHT, on Leo Reisman-Schaefer Beer program, Feb. 10 (WEAF, 7:30 p.m.)

GINGER ROGERS and DOUGLAS FAIRBANKS JR. in "Brief Moment", on "Lux Radio Theater", Feb. 14 (CBS, 9 p.m.)

Barton to Speak

Congressman Bruce Barton will speak on "The Heart of Lincoln" over CBS on Sunday, 2-2:15 p.m., as part of the web's observance of Abraham Lincoln's birthday.

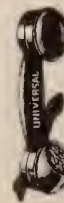
BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Greetings from Radio Daily

February 9

Chester Lauck Chares Marshall
Mrs. Mack Millar Walter Preston
James Rich Wilmer Walter



UNIVERSAL HAND SET

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

Microphone Division

UNIVERSAL MICROPHONE CO. LTD.

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

PROGRAM REVIEWS

"American Portraits"

As an NBC Educational Feature, this new series on the Red network, Saturday 9:30-10 p.m., is a cavalcade of the lives of men and women who figured in American history. Biographical dramatizations are being presented in cooperation with the New York University Hall of Fame, subjects being chosen from those who have been honored by representation in the rotunda of the N. Y. U. Hall of Fame. Source of material otherwise is fully credited and the first "portrait" on the list was that of Andrew Jackson. All of the scripts will be done by Raymond D. Scudder of the NBC continuity staff and based on the Dictionary of American Biography which has just been completed after 10 years of research.

First program, if any indication of what is to follow, should make the series one of the best of its kind to date. Story was clearly told, with the aid of narrator and dramatic cast plus a little incidental music and a mixed chorus. It was easy to follow the story and for the listener to retain a chronological order of events in the life of Old Hickory. This type of show would lend itself admirably to any history class with the loudspeaker right in the classroom.

William M. Kiplinger

Heard periodically on the American Banks program over NBC-Blue on Monday nights, William M. Kiplinger of Washington is far and away the most sane, sensible and meaty commentator on the air as far as business economics are concerned. With no leaning to hysteria, one way or another, but in a soft-spoken manner that inspires confidence, Kiplinger packs more authoritative and substantial information into four or five minutes than some commentators try to put into a half hour. What's more important, Kiplinger talks with the quiet assurance of a man who knows what he's talking about. Because of the letter service which he supplies from Washington, he probably isn't interested in a weekly sponsor. But if he were, plenty of industrial firms would have a great bet in him.

WPG, Atlantic City

"Midnite Patrol," mystery dramas by Operator A. Harry Zoog, return to the air at 11:15 p.m. Sundays.

Benny Bishop, announcer-tenor-emcee, has a new Sunday sponsored program, "Music and Flowers," with organolog by William H. Jackson.

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

"Your Writing Reveals"

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

ORCHESTRAS - MUSIC

HERB GORDON and his ork, heard over CBS from Albany's Ten Eyck Hotel via WOKO on Tuesday and Thursday at midnight, may switch to NBC-Blue via WABY. Gordon was in New York early this week conferring with Rockwell O'Keefe.

Victor Arden, the Chevrolet "Musical Moments" maestro, will be tendered a party Sunday at Leon & Eddie's.

Bill McCune, who now wishes to be known as Will McCune, brings his Staccato Styled Music to CBS starting Saturday at 5:30-6 p.m., from Hotel Bossert, Brooklyn. Heretofore McCune has aired over Mutual. His vocalists will include Marc Young, Dorothy Howe, Vincent Laydell, Hal Atkinson and Staccato Styl-ists.

Carl Hoff, who begins his fifth CBS "Hit Parade" series on Feb. 12, will return to that program in two weeks instead of the six weeks as previously reported. Hoff is booked with Al Pearce for a week in Cleveland and one in Detroit and comes back to New York immediately after that.

CRA band activities: Johnny Hamp opens today at Netherlands-Plaza, Cincinnati, for four weeks . . . Lou Breese booked for four weeks at Nicollet Hotel, Minneapolis, through Chicago office . . . Al Jahns will be at the New Kenmore, Albany, through Feb. 25; deal made by William Burnham of New York CRA office . . . Harry Candullo set by Dick Stevens of Cleveland office for

two weeks at Commodore Perry Hotel, Toledo, starting Feb. 16 . . . Ferde Grofe brings his ork to Buffalo Theater, Buffalo, Feb. 11 for two weeks . . . Marvin Frederic opens today at Syracuse Hotel, Syracuse . . . Harold Stern held over for another month at St. George Hotel, Brooklyn . . . Harold Nagel extended at Providence Biltmore.

Clarence Williams' songs, "I've Found a New Baby" was recently chosen as a criteria for swing by the Academie Francaise of France.

Bill Kearns, one of the NBC Kidoodlers, has written a new tune titled "Jam-a-Doodle," which has been recorded for Vocalion. The novel NBC foursome will be the guests of Happy Lewis on his WINS broadcast Friday at 11:30 a.m.

James C. Petrillo, Chicago musicians' head, has bought a summer residence at Fontana, Wis., on Lake Geneva.

Theodore Romhild, former "Carnation Contented Hour" conductor, has composed a symphonic number titled "Contemplation." It is dedicated to Irma Glen, NBC organist.

Edgewater Beach Hotel notified CBS that it is terminating contract within month providing for sustaining pickups.

Bobby Morro and band are the latest addition to WPEN's night club of the air, with music emanating from Frankie Palumbo's in Phila.

OKLAHOMA

W. C. Gillespie, v.p. and g.m. of KTUL, Tulsa, principal speaker at meeting of Tulsa Furniture Guild on subject of advertising.

Allan Clarks Orchestra opening ballroom engagements in new Skirvin Tower Crystal Ballroom. Clark directs WKY staff ork.

John Blatt, promotion manager for WKY, Oklahoma City, and KLZ, Denver, is in Denver on business.

Miss Jim Pettway, secretary to M. H. Bonebrake, WKY advertising manager, set for middle-aisling next summer.

Quaker Oats Farm Program

Chicago—Quaker Oats will launch new series titled "Man on the Farm" for Ful-O-Pep Foods on WLS at 12:30-1 next Saturday through Benton & Bowles, Chicago. Show is designed for farmers by farmers and will be broadcast from Ful-O-Pep experimental farm near Libertyville, Ill. Ed Aleshire is account executive.

Bob Hope Signs Writer

Wilkie Mahoney, stage, screen and radio gag writer, has been signed by Bob Hope, under personal contract, to collaborate on all his future scripts for "Your Hollywood Parade" on CBS.

SPRINGFIELD, MASS.

During the days of flood fears last week, WSPR had a regular flash service available through the co-operation of the Flood Information Bureau of the Public Service Associates. This was the first test of the practicability of the new bureau.

WSPR is now taking Mutual's "30 Minutes in Hollywood" on Sundays.

A new string sextet aired over WMAS on Sunday for the first time, making another addition to the WMAS classical programs.

WSGN, Birmingham

"WSGN Variety Hour" starts new series soon to be piped from Pickwick Club, popular nitery."

Bob McRaney, production manager, is busy these days trying to get new ideas for his special events dept. Recently, he interviewed Tallulah Bankhead, actress, on her wedding date.

WILLIAM SCOTTI

and
The Sweetheart Rhumba Quartet
(instrumentalists)
Featured by Manhattan Soap Co.
W E A F

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

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

Coming Events

Feb. 13: Broadcast Sales Directors meeting, preceding NAB convention, Washington.

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

March 3-5: Hearst International Radio Sales meeting, Chicago.

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

WGH, Newport News

Entirely modernized in equipment and furnishings, studios and executive offices of WGH have been moved into the newly constructed downtown Melson Building.

Raymond P. Aylor Jr., chief engineer, visited New York to secure additional data on station's Finch Facsimile installation.

A comprehensive schedule of rebroadcasts is in effect, the latest series including the sustaining productions of WOR, Newark. This completes the three-station affiliation of WGH with WOR, WLW, WSM.

WTHT's Speed Covering Fire

Hartford, Conn.—Eighteen minutes after the sounding of call for apparatus, WTHT, broadcasting division of The Hartford Times, was broadcasting the first three-alarm fire in Hartford in more than a decade.

Station has no portable transmitter but through efficient work of Chief Engineer Richard K. Blackburn and splendid cooperation of telephone company, hook-up was made on phone through private residence across the street from fire. Program Director Bob Martineau was at the mike.

Bob Carter Celebrates

Bob Carter celebrates his first anniversary as chief announcer of WMCA on Saturday. Staff is honoring him with a dinner at the Hotel Woodward.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

**K A T E
S M I T H**

THE KATE SMITH HOUR

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



VICTOR YOUNG is in the throes of composing a tone poem, "Columbia Square," which will be heard for the first time when the new CBS studios are dedicated and opened for business at the new location, "Columbia Square."

J. Walter Thompson office in Chicago has contracted for Swift & Co. participation in the KNX noon edition of Fletcher Wiley's "Housewives Protective League," Monday through Friday, with deal running for one year in the interests of Allsweet Margarine.

Irv S. Brecher, scripter, now under a contract to Mervyn Leroy, has been loaned to do the Frank Morgan comedy sequences on the MGM "Good News of 1938."

Oscar Bradley's orchestra, again renewed on the Phil Baker broadcasts, will accompany Baker to New York when the comedian leaves here next month.

Uzia Bermiani's Gypsy Orchestra furnishes a new KMTR musical program on Monday and Friday nights at 8:30.

Mark Kelly will stick his chin out by predicting the winner of the hundred grand Santa Anita Handicap, March 5, on his Thursday night sportscast over CBS Pacific Coast.

"The Immortal Mortals" is the intriguing title of Manly P. Hall's new KFAC program on Thursday nights, 9:30-10. Hall has Lal Chand Mehra assisting him on the program.

Art Fulton of Associated Cinema Studios won \$5 on the KNX "What Would You Have Done?" program last week. He planked it down as a first payment on a new radio the very next day.

All-Canada Radio Facilities Ltd., Calgary, has taken the 65 quarter-hour transcriptions of "Percy and Potts in Hollywood" for release in Western Canada. Series is produced by Associated Cinema.

KFAC initials "Experience Exchange" Saturday at 4-4:30 p.m., with Steven Clensos airing experiences and problems which listeners submit for discussion and advice.

The Hal Styles "Help Thy Neighbor" program found jobs for 4,000 (not 400) in its first year.

KHJ-Don Lee net will air California Opera Co. performances from the Shrine Auditorium on a twice-weekly schedule starting March 4.

David O. Alber Expands

David O. Alber, publicity director, has moved into larger offices at 9 Rockefeller Plaza, Radio City. He will continue to specialize in radio publicity campaigns of a nationwide nature. His newest campaign centers on Morton Downey.

Other clients include Tony Wons, Jane Pickens, Emil Coleman, Mark Warnow, Victor Arden, Benay Venuta, Robert Simmons and Ken Sison.

★ PROMOTION ★

School Mailing

Furniture outfit, using the Harry Earnshaw "Count of Monte Cristo" ETs over KSL, Salt Lake City, has planned a mailing to local literary clubs, libraries, and English classes of junior and senior high schools, announcing series and making available 16-page booklets of the Dumas story. Listening synopsis of the entire tale will be included.

Plug Educational Features

Attractive index-folder of its important educational features has been issued by WSM, Nashville, station of the National Life and Accident Insurance Co. Airings receiving mention in the folder, with two-month

ALBANY

Program sponsored by The Evangelist, Albany Catholic Diocesan weekly organ, begins over WABY next Sunday.

WOKO will broadcast Pete Emma's accordion band at 4:30 p.m. Feb. 9 and 16, featuring Tommy Ippolito.

Snedden Weir, studio manager of WOKO-WABY, will address the Business Women's Institute on the subject of radio Feb. 14.

WABY is included in NBC's Blue network carrying the Friday night fights from Madison Square Garden, sponsored by Adam Hats.

WHOM, Jersey City

Dolores Cassinelli is now heard nightly except Friday in popular songs of Italy and light operatic classics of today. By coincidence, she is sponsored by Cassinelli Macaroni Co., but there's no relation.

While specializing in foreign language programs, station gives listeners many programs in English, including a series of Sunday afternoon broadcasts from the Rescue Mission in New York, also the "Irish Echoes" all-request program on Saturday nights, sponsored by Daniel Reeves stores.

Larry Reilly, Irish character actor, does an all-Irish program every Sunday evening at 10-11.

From in front of station's New York studio comes the "Sidewalk Reporter," with Ray Marshall presiding, every Tuesday and Thursday.

WTAR, Norfolk

Henry Cowles Whitehead, conductor of Norfolk Symphony Orchestra, has been chosen as musical director of the station. He continues with the symphony group.

Caleb T. Saunders, local physical culture expert, is airing a new series of five-minute shots called "Hints on Health." Rumor has it that General Manager Campbell Arnoux and Sales Manager John New have dropped a good deal of avoirdupois in Caleb's gym.

Jane Burton, secretary, resigned to take a position for a sponsor, with Eilene Wynne succeeding her.

resume of broadcasts slated for each, are: "Story of the Shield," juvenile series presenting dramatizations of heroic exploits; "Adventures That Made America," program for high school students, reenacting important moments in American history; and "America Looks Ahead," an adult offering interpreting international developments.

Map Offer Pulls

Offer of a world map, free to listeners, drew more than 5,000 replies after three announcements on WHN, New York, recently. Offer came from ex-Congressman George H. Combs, Jr. station news commentator heard as a daily sustaining feature.

KANSAS CITY

Myra Clark is scripting a 15-minute daily program of gossip, night spot news and music, "In Town Tonight," over KXBY.

Gertrude Wilkerson has left the KCKN staff and gone to Amarillo, Tex., to join her husband, Bob Stahl. Frances Ford succeeds her on the Bliss Syrup commercial.

George Couper Jr. of KXBY sales staff is back from Chicago.

Listerine Brushless Shave is sponsoring Jerry Burns' sports review on KXBY. H. W. Kastor, Chicago, is the agency.

Russ Crowell and wife of WHB "Modern Choir" landed in hospital by auto accident.

Kenneth Kay, singer, added to WHY early morning show featuring Jim Cliff and his hillbilly music.

WBAL, Baltimore

Station has arranged to be official voice of Advertising Club of Baltimore. Principal speech at club's weekly meetings will be recorded and reproduced over WBAL.

Maryland Congress of Parents-Teachers has started a series of safety programs.

"Cremo Treasure Hunt," rapidly growing Saturday night feature, expanded last Saturday night by increasing the second half to 30 minutes. Paul Dumont network personality, assisted Garry Morfit, head huntsman, and Joseph Littau led a 17-piece orchestra. More than 2,000 persons crowded Ridgely Hall for the event and about 500 had to be turned away.

WHK-WCLE, Cleveland

H. K. Carpenter, v.p. and g.m., addressed the Cleveland Cornell Club on "Behind the Microphone."

Clara St. Clair, auditioned by Dick Powell at the recent auto show, appeared with Louis Rich on "Tales of Vienna" Sunday.

Ruth Parks, organist, presents a new Sunday program titled "The Magic Console."



DON THOMPSON, NBC production director, whose "Last Public Appearance" appeared in Liberty mag not so long ago, has been notified that his story was awarded a bonus prize of \$100.

Libby foods took "We Are Four" off WGN after a run of several years.

Joe Gallicchio, formerly orchestra leader for Amos 'n' Andy, has returned to Chicago and has taken over the orchestra on the National Farm and Home hour during illness of Walter Blaufuss, regular leader.

Arthur Peterson has been added to cast of "Story of Mary Marlin."

Joan Winters and Connie Osgood added a regular lineup of Quaker Oats "Margot of Castlewood."

Tom Fizdale, who recently added Falstaff Beer "Public Hero No. 1" and General Mills "Valiant Lady" to his local list of clients, is sick at his home here.

Lillian Gordoni Radio Party on WSBC now sponsored by R. & B. Clothing Co. Gordoni show also is aired on Station WCLS, Joliet, by the Boston Store. Helen Burns in charge of the Joliet show.

Lou Jakobson will produce and Pierre Andre will announce Varady of Vienna series on Mutual starting Sunday Feb. 20.

Ward Cahill, formerly of WBBM news staff, is now authoring "Skelly Court of Missing Heirs" for Blackett-Sample-Hummert.

Ernest Graham is a new man on WIND engineering staff.

Bob Griffin, NBC actor, back from New Orleans vacation.

WWJ, Detroit

Dorothy Spicer has joined as Household Adviser. She will broadcast a program every morning from Monday through Friday.

Wayne University is identifying itself prominently with broadcasting activity in the high frequency station in Detroit, W8XWJ, of The Detroit News. Sixteen members of the Wayne Broadcasting Guild are announcing and script-writing, and in addition other students are participating each week in the two Guild broadcasts over the station.

WTMJ, Milwaukee

Detective Sergt. Joseph Downey, chief of New York's pickpocket squad, appears on Charles Nevada's "Last Word In Sports," to tell how he handles crowds at big Gotham sporting events.

Ina Ray Hutton, the "blonde bombshell of rhythm" and troupe of 18, play the Futuristic Ballroom with broadcasts over WTMJ.

Jack Martin, staff organist, is recovering from injuries suffered in a fall on slippery streets.

NEW BUSINESS
Signed by Stations

WWL, New Orleans: Bond Bread, ETs; SSS tonic.

WMAQ, Chicago: United Airlines, through J. Walter Thompson Co., daytime temperature reports.

KDYL, Salt Lake City: Welch's Grape Juice, Irene Rich; Sperry Flour, "Dr. Kate"; Campana, "Grand Hotel".

WNEW, New York: Carter Medicine Co., spots, through Street & Finney.

KHJ, Los Angeles: Ovaltine, "Little Orphan Annie", via Mutual, starting Feb. 28. Mon. through Fri.; Kellogg Co., "Howie Wing", starting Feb. 14, Mon. through Fri.

WFIL, Philadelphia: Lever Bros. (Spry), spots, through Ruthrauff & Ryan.

KSL, Salt Lake City: Gen. Foods, Boake Carter; Utah Banks, ETs.

KSL, Salt Lake City

"Sunday Evening on Temple Square," station's longest sustaining, takes on a new production setup on its return to airways. Earl J. Glade, creator of the popular feature, which has been on the air eight years, again heads production. Talent includes Frank W. Asper, organist; William Hardiman, violinist, and guest soloists. Glade also handles direction and announcing.

Gladys Wagstaff Pinney, continuity writer, vacationing at Sun Valley.

Gene Halliday directed the KSL concert ork for local Rotary's 27th anniversary.

Logan Garment Co., scheduled for a drama show, switched to a new KSL merchandising campaign. Using entire KSL Concert Orchestra, Gene Halliday directing, in "Fashions in Melody," with mixed vocalists, variety of music and dramatized commercials. Lennox Murdoch heads production. W. E. Featherstone placed the 52-week account, 30 minutes each Tuesday following Al Jolson. Leonard Strong is announcer.

WBRC, Birmingham

Bill Edwards, spieler extraordinary, is leaving soon for new position with WLW, Cincinnati.

Leland Childs, announcer, father of seven-pound girl named Carol Lee.

J. C. Bell, g.m., returns from Miami after two-week vacation.

Station formulating plans to air "Old Time Singing Convention" from the municipal auditorium each Sunday afternoon.

Fred Smith, ace sports announcer, has returned from New Orleans, where he attended a coaching school.

WAAW, Omaha

"Metz Melody Hour" is a new Sunday program from stage of Sokol Hall, with public admitted. Metz Bohemian Orchestra is featured, with "Hi" Schneider as emcee.

WAAW is the only local station offering news bulletins every hour on the hour. Complete details follow in six daily newscasts.

Time and temperature reports are aired every 15 minutes.

PITTSBURGH

Ted Weems demonstrated what a commercial radio buildup really can do by packing them in six days straight at the Stanley.

Curly Miller and his Ploughboys held a big farewell party on WWSW before going to WDOD.

Newscaster Norman Twigger of WCAE has shelled 10 pounds since resuming handball workouts with Jimmy Murray at the Downtown "Y."

KDKA, "Pioneer Broadcasting Station of the World," plans a big celebration the last of this month for The Pittsburgh Post Gazette, first newspaper on the air, when the Post Gazette moves into its new \$1,500,000 building. A spot has been reserved on the program for Darrell Martin, America's first radio editor.

Hotel William Penn has about decided to close its Italian Terrace Room on Feb. 15. Lawrence Welk, the band playing there now, is seeking a new name for its theme song.

The WCAE studios have been completely renovated — and re-acousticated.

Don Bestor's violinist, Eddie Dieckmann, has left the band and is back home under consideration for a few commercial programs.

WBT, Charlotte

Under an AFM agreement, Johnny McAllister has been appointed contractor and musical director for station, with 12 musicians hired. There will be three musical groups, the other two being under direction of Pete Martin and William S. Greene.

FCC license for two short wave stations has been obtained, and J. J. Beloungy, chief engineer, says the two new mobile transmitters will be ready for use in a month.

"Freshest Thing in Town" has been set on station for Carolina Baking Co.

First juvenile artist to be featured on the station is Billie Anne Newman, 11-year-old singer, with Jack Phipps, piano and organ, and Pete Martin, xylophone and vibraphone accompanying.

Three "name" bands being heard over station this week while they're in town—"Fats" Waller, Will Osborne and Bunny Berigan.

WDBJ, Roanoke, Va.

Announcer Bob Youse, while reading a news bulletin a few days ago about the six-hour filibuster speech of Senator Pepper of Florida, called him Dr. Pepper. Slip was caused by the fact that Bob announces the "Dr. Pepper" soft drink program three times a week.

Bob Avery, chief engineer, is attending the engineers' convention in Columbus.

Jimmy Schwartzell, bass fiddle player of the house band, is teaching Announcer Irving Sharp to play.

Paul Reynolds, announcer, is seriously considering a ground course in aeronautics. Paul already pilots a plane.

The Time

NEXT MON. -TUES. -WED.

The Place

WASHINGTON, D. C.

WILLARD HOTEL

The Event

NATIONAL ASSN.
OF BROADCASTERS
CONVENTION

Everybody

WILL BE THERE
INCLUDING
RADIO DAILY
WITH SPECIAL EDITIONS
EVERY DAY

PHILADELPHIA

Norman Sichel has written a new script, "Behind Closed Doors," to be heard over KYW.

Peggy Morgan now being heard over WPEN in songs.

Rhoda Bennett's KYW Forum will introduce a new feature with guest stars.

"Thursday at Three" makes its bow on WFIL, featuring Frances Land, Mackey Swan and Thelma Freifelder.

WPEN "Organ Parade" is now featuring Rose Gross.

Hugh Walton, WCAU announcer, will have a song published by Irving Berlin Co.

Betty Dickert, secretary to Leslie Joy, KYW manager, has written a script for presentation by the Philly Advertising Women. She will also have a leading part in the show, over WFIL.

Mac Parker, WCAU commentator, will have well known Philadelphians pinch-hit for him while he is in Florida.

Burton Lambert, sales representative for Hearst Radio, has been appointed to the KYW sales staff by John Hammond, sales manager. Lambert succeeds G. H. Jaspert who resigned.

Jack Hutchinson is now singing over WIP.

WFIL's Jack Steck and Florence Bendon inaugurate a new series, "Cookie and Kitty."

"Talent Scout" is the title of Angelo Palange's new program over WPEN.

Norris West, assistant program director of WCAU, has arranged a series of featuring choirs and glee clubs of various colleges.

Jim Harvey will conduct a new KYW feature, "Camera Club."

Howard Jones is now the announcer of WIP's "Street Interviews."

Manning Hall at WPEN is planning a new series, "Quaker City Follies."

A. W. Dannenbaum, WDAS president, and Pat Stanton, v.p., both laid up by tonsillitis.

WDAS is taking quarter-page ads in local dailies calling attention to its extensive sports programs. Buzz Davis and Lanse McCurley are chief commentators.

Philadelphia Record has been added to list of local papers used by WDAS to publicize its programs.

ONE MINUTE INTERVIEW

HERBERT R. EBENSTEIN

"With the recorded show it becomes possible to produce a program and then hold it back until a carefully planned exploitation and advertising campaign, such as Atlas Radio Corporation's 'press book' idea suggests has whetted the public appetite. Thus every radio station will find a ready-made audience awaiting its broadcast. This idea is not new in the entertainment world—but, its practice has not yet been reached in radio."

★ Coast-to-Coast ★

ELINOR SHERRY, WOR singer, is tentatively scheduled to begin her personal appearance tour at the Michigan Theater in Detroit. Dates are being set by the WOR Artists Bureau.

Lawson Zerbe is playing featured roles in the "True Story" dramatic series, heard on Friday at 9:30 p.m. over NBC-Red, in addition to appearing in seven other leading air shows.

"The WSPR Jamboree" is a new program now airing nightly, 6-6:30, over WSPR, Springfield, Mass. It features Irma Serra singing to transcribed music; ET's of leading orchs and eight minutes of news by Howard Keefe. Ed Tacy is emcee.

Edward C. Ames, news commentator at WSPD and an assistant professor of English in the University of Toledo, has been named executive secretary of the Hospital Service Association of Toledo, a full-time post.

KOBH, Rapid City, S. D.

First of new series of interviews with interesting people brought to light Maude Ruynan, mezzo-soprano visiting relatives in Rapid City. Miss Ruynan, formerly associated with Chicago and San Francisco opera companies, was heard last season over NBC and CBS networks. Program handled by Bernie Barth.

New commercial started last week features "Fred Farnum" in a twice daily spot for Tri-State Milling Co. extolling merits of Tri-State feeds and offering current market quotations as well as authenticated information regarding poultry and live-stock feeding.

"Farm and Ranch Hour," formerly one-half hour sustainer and since first of the year a full-hour daily show, tops list of audience preference. Fan mail for Bert Houchins averages 10-25 letters daily in addition to phoned requests. Program disseminates authentic information from County Agricultural agents and features discussions of farm and ranch owners.

WIOD, Miami

The Vagabond Microphone, handled by Announcer Sam Parker, formerly of the U. S. Asiatic Fleet, makes a radio tour of the H. M. S. Apollo, British warship visiting in Miami harbor. Accents from five different sections in England prove entertaining to WIOD audience.

"The Tourist Radio Register," where new arrivals "write their names on the air," draws heavy fan mail.

"Bill the Time Keeper" mails his photograph to members of his early morning radio audience.

Jack Dempsey's Miami Beach Restaurant contracts for a series of evening broadcasts.

Perry Lafferty, WBRY music director, inaugurates a three-a-week organ recital from the Hotel Taft, New Haven, this week.

Edith Jackson, secretary to Bert Hauser, NBC station promotion manager, has tendered her resignation effective Feb. 15. She plans to be married to Raymond B. Price at Glen Ridge, N. J., later in the month.

Milt Brandl, WISN's (Milwaukee) Early Risers Club announcer, is in the habit of receiving requests to play certain pieces for new-born babies and people of all ages, but when he received a request last week to honor a centenarian with "Dear Old Dad," he felt rather honored.

Miss Barry Farrell, secretary to John Bates when he was commercial program manager of WOR and now secretary to Frank Braucher, vice-president in charge of sales at the station, will join Bates in the latter's own production organization on Monday.

WGAR, Cleveland

WGAR's Cultural Institute, under the direction of Mrs. Jennie K. Zwick, has resumed the "Your Town" series on Saturday evenings. It's an open forum with Mayor Burton and his cabinet discussing and answering questions asked by listeners who attend the broadcasts.

Announcing staff enacted a surprise on Sidney Andorn gossip purveyor and theatrical commentator, by taking over his program last Thursday. The occasion was Andorn's third anniversary on WGAR for the same sponsor, Standard Brewing. Telegrams of congratulation were read, Walberg Brown's orchestra serenaded, and the announcers took turns interviewing Andorn.

Maurice Condon has been chosen as emcee for the Cleveland Food Show, Feb. 10-18. Bobby Breen of the movies heads the show.

Under the impression that Franklin Lewis, WGAR sportscaster, was "riding" him during hockey broadcasts, Jean Pusey of the Cleveland Barons Hockey Team came to the studios bristling with belligerence and threatening violence to Lewis. Lewis immediately drafted Pusey as guest for his early evening sports chat.

KTMS, Santa Barbara

Opening of new Montgomery-Ward store here was featured by a remote broadcast, with Bill Randol as emcee and Budd Heyde interviewing the first customers, salespeople, etc.

Inaugural show of "Kiddie Kapers," with talent chosen from Santa Barbara and vicinity, drew big mail response from listeners, who were asked to vote for their favorites on program. Success of first program has paved way for increase in local production.

ST. LOUIS

John Conrad, who last week left his KWK publicity-promotion post, left Monday by plane for the coast. Station Supervisor Ray Dady has not yet announced a successor.

More than 300 radio performers from 24 state championship contests are expected to take part in the national championship contest for hill-billy bands, fiddler, etc., at the 1938 Radio Stars Jamboree in Municipal Auditorium next Sunday.

F. A. Meyer, formerly with Federal Bake Shops, Inc., has joined WEW sales staff.

Funeral services were held Monday for Olin F. Gibson, widely known pianist, who had worked on many stations hereabouts.

WXYZ, Detroit

Lynne C. Smeby, technical supervisor, leaves for Washington on Sunday to attend the NAB convention and on general business matters for the station.

Ralph Webster, member of engineering staff, is in Columbus for two weeks attending the Ohio State University short-course for broadcast engineers.

Bernard Schultz has been added to the engineering staff.

Charles Livingstone, assistant dramatic director at WXYZ, Detroit, and his wife, Harriet, local film actress, have adopted a son. The name is Russel Livingstone. A shower, to which both men and women members of the WXYZ staff are invited, is to be staged by the time this gets into print.

WBLK, Clarksburg, W. Va.

Engineers W. P. Heitzman and E. L. Darsey are remodeling the transmitter site and doing an attractive job.

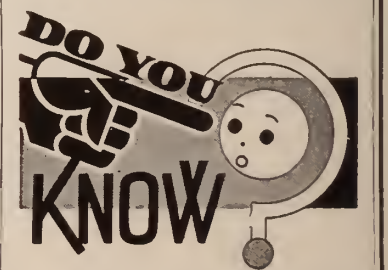
Joe Hurget, chief announcer, getting quite a bit of listener interest with his sports newscasts.

Blair Ubanks, sports announcer, drawing fan mail by his mike work on basketball games.

Jack Welsh is doing a good job with his musical clock program, but Percy the pet canary on the show is beginning to outstrip him in mail.

Due to a rug sponsor with a two-hour show, station has been signing on at 5 o'clock lately.

All DX letters are answered, and so far station has been heard in 43 states and several countries.



Jack Benny's program appears on the biggest week-to-week commercial network in the history of radio—more than 110 stations.