



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 29

NEW YORK, N. Y., THURSDAY, FEBRUARY 10, 1938

FIVE CENTS

## Legislators Go for Baldwin Report

### CANADIAN SYSTEM REPORTS \$128,819 PROFIT IN YEAR

Montreal—First annual report of Canadian Broadcasting Corp. presented to House of Commons by Minister of Transport C. D. Howe shows an operating surplus of \$128,819. Revenue from license fees was \$741,666; from commercials, \$130,434, less expenditures of \$95,332, making total revenue \$836,998. Expenditures were \$708,179.

Phil Lalonde, returning from the Canadian Broadcasters Ass'n convention (Continued on Page 3)

### John H. Field Jr. Named Sales Manager at WPTF

Raleigh, N. C.—John H. Field Jr., for the past three years with Free & Peters and also vice-president of their affiliate, Free, Johns & Field Inc., has been appointed sales manager of WPTF, effective March 1, it is announced by Richard H. Mason, manager. Field was at one time with the New York Times and the World advertising departments, also with Scott-Howe-Bowen, early day station reps.

### Father Coughlin Network Boosted to 70 Stations

Detroit—Addition of eight stations of the Oklahoma Network makes about 70 outlets now carrying the Father Coughlin series.

### KRKO Joins Mutual

Everett, Wash.—KRKO has become an affiliate of Don Lee-Mutual network. Station, owned by Lee E. Mudgett, has just observed its first anniversary.

### Quick Change

Philadelphia — Television can take its time in arriving, according to Gene Edwards, WDAS announcer. Gene's been used to introducing Jean Hammill as the "charming blonde singer." The other night, after nonchalantly delivering his usual introduction, Gene turned around and discovered that Jean had transformed overnight into a decided brunette.

## CRITICS' FORUM



### SQUAWK DEPARTMENT

THE three leading complaints of the country's radio editors against radio are directed at the Hollywood influence, commercials and studio audiences. Outspoken comments on these and other topics are given in today's installment of the Forum.

#### HOLLYWOOD

"All the variety shows are full of Hollywood stars who do nothing but talk about their pictures. They are spoiling the movies for the radio audience and the radio for the movie audience. They are excellent on the air, most of them, but when they are on the air they should be radio performers, not movie actors."—MRS. WILLIAM P. BARTON, Greenville (S. C.) Piedmont.

"Principal squawk is the way radio has sold out to Hollywood and its damfool ideas. Variety shows have been ruined by it. 'Good News of 1938,' compared with 'Show Boat,' is the finest example of the way Hollywood has catastrophized radio. Secondary squawk is the way dramatic programs are handled and the lousy scripts they get to work with."—RALPH F. KREISER, Bakersfield Californian.

"Too many radio programs today are nothing but film trailers. Everybody is getting fed up on Hollywood. Best advertising a show can have today is 'This program does NOT originate in Hollywood.'" — WILLIAM MOYES, The Oregonian.

"How long do broadcasters expect to get away with producing Hollywood programs that are mainly movie trailers? Why can't radio stand on its own feet, not Hollywood's?"

"The time may come when something besides names will interest the sponsor. The program and not the name is what interests the intelligent listener.

"A playwright who knows his radio is worth a dozen movie stars when it comes to building a program that is amusing, interesting or even informative."—G. CARLETON PEARL, The Microphone.

"I violently object to the multiplicity of movie stars for the purpose of exploiting coming pictures. It seems that program directors think

talent concoction is a failure without a celluloid star, either a nonentity or a reigning queen. These same stars are seeable and hearable at the nearest movie house, so why perpetrate their chatter on an otherwise interested radio audience?"—MAXINE EDDY, Shawnee (Okla.) Morning News and Evening Star.

"I object to the nerve torturing voice of Martha Raye and all other like performers who think their raucous roaring is individual.

"I am heartily tired of the innumerable 'in the know' gossips who bring uninteresting news of uninteresting Hollywood stars. In fact I am fed up having Hollywood dished up as a daily radio diet."—JANE MOTTAU, Tacoma Times.

"There is the danger of too much Hollywood. Radio sponsors should be warned not to overdo it. Listeners will soon tire of it. Most movie actors are flops as radio stars."—CARL JOHNSON, Tampa Morning Tribune.

"Pet nomination for prize flop of the year is Hollywood's much-heralded entrance into radio. Every effort is being made to drag in the greatest number of stars' names. Players offer practically nothing on the air—the worst hash served up in the name of entertainment is that Metro show. 'Ah, there goes Bill Powell and Joan Blondell—and here's Bruce Cabot, Hiya, Bruce!' spouted a Hollywood m.c. Blondell, Powell, Cabot were in New York City."—CHRIS MATHISEN, Washington (D. C.) Evening and Sunday Star.

"I get so sick of hearing this little darling is from MGM, Fox or Whosits movie lots, where they are producing the end of time, etcetera. And, so darned many of the movie stars sound like dumb 'hams' when they go microphoning. Their curtain speeches are especially inane. Most of their stuff is an insult to the intelligence

### Probers and Advocates of Censorship Make Capital of Statements

By GEORGE W. MEHRTENS Washington Bureau, RADIO DAILY Washington—Sponsors and advocates of radio legislation on Capitol Hill yesterday welcomed the annual report of James W. Baldwin, retiring managing director of the NAB, as giving them considerable new fuel for their proposed bills.

Senator Clyde L. Herring described the Baldwin report as "right up his alley." Herring has arranged for an interview with Baldwin, indicating that the latter "would be a fine man to lead a Senate investigation of the

### HOUGH NOT IN ACCORD WITH BALDWIN REPORT

Harold V. Hough, g.m. of WBAP, Fort Worth, and treasurer of the NAB as well as a member of the association's executive committee, is not in accord with the publicized views of James W. Baldwin as contained in his final report to the NAB, nor do they represent the attitude of the executive committee, he told RADIO DAILY yesterday. Hough, who also is going out of office under

### McDermott to Manage KFH in Wichita, Kan.

Wichita, Kan.—G. B. McDermott, former commercial manager of WMAQ and WENR, Chicago, has been appointed manager of KFH here, succeeding the late Cecil Price. McDermott is a Notre Dame graduate and was with World Broadcasting

### Live Quotations

Detroit—Livestock quotations with sound effects is a new WJR stunt, the idea of Tim Doolittle and his Pine Center gang. Joe, Al and Curly are the sound effects members of the hillbilly troupe, and as they were all raised on the farm it's easy for them to supply imitations of yearlings, calves, pigs or sheep.

(Continued on Page 6)



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

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FINANCIAL (Wednesday, Feb. 9)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Includes rows for Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Westinghouse, Zenith Radio, and OVER THE COUNTER.

WNOX Staff Additions Knoxville—John T. Newman Jr., formerly advertising manager of the Norfolk Virginia Pilot and Durham, N. C., Star has joined the sales staff of WNOX, Knoxville, as an account executive.

Gaylord MacPherson and Russell Hirsch have been added to the announcer staff.

Long-Distance Interview Chicago—E. F. McDonald Jr., Zenith Radio prexy, cruising in the Caribbean on his yacht, was interviewed the other night by Larry Wolters, Tribune radio ed, by short wave radio and wire. Wolters tried to find out the nature of the new gadget to be introduced soon by Zenith, but McDonald wouldn't tell except to say his one-year-old daughter had been working on project since she was six months old.

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

New Bill Would Legalize Contracts With Minors

Albany—Change in the status of artist and manager, where artist is under 21 years of age and classed as a minor legally, is under consideration of the legislature, which has a bill before it as recommended by The Law Revision Commission. At present, a person under 21 can repudiate his contract at any time before reaching his majority by merely writing a letter to his manager. It is believed that much excellent radio and theatrical talent is not being brought out at present due to unwillingness of managers to handle promising material under age.

Varady Returning

Varady of Vienna, returns to Mutual either this Sunday or the following one, 1:30-1:45 p.m. Program will use Bernie Cummings out of Chicago for the first two shows until Ted Weems and orchestra return from a tour. Stations are: WOR, WIP, WGN, WHKC, KWK, WBAL, CKLW, WSAI, WHK, WOL and WCAE. Agency is Baggaley, Horton & Hoyt.

KFEL Gets Basketball Tourney

KFEL, Denver, has obtained the exclusive radio rights to the AAU Basketball Tournament which will be held in Denver, March 13-19. Semi-finals and finals will be aired over Mutual, 11-15-11:30 p.m. Games may be sold by Mutual stations to local sponsors. Chevrolet dealers will sponsor the KFEL broadcasts. Joe Myers and Bill Welch will be the announcers.

WISN Adds News Periods

Milwaukee—With addition of several local periods, WISN now has one of the most comprehensive news schedules in the midwest. Besides his regular morning period at 9:30, Alan Hale, WISN news reporter, now airs daily news at 4 p.m. Headlines are scheduled at 10 p.m. daily and at 5:55 on Sundays. Edwin C. Hill, Kathryn Craven and Boake Carter programs also are heard over the station.

"Howie Wing" Adds on Coast

Sacramento—"Howie Wing", aviation serial which Kellogg starts on Monday over Don Lee network, will be released over McClatchy's KFBK here for supplementary coverage. Kid program is being tested on coast before national release, and a few more stations may be added. N. W. Ayer & Son, Philadelphia, is the agency.

Kemper Succeeds Conrad

St. Louis—Gene Kemper has been placed in charge of all promotion and advertising at KWK, succeeding John Conrad, it is announced by Clarence G. Cosby, general manager.

Katz Representing KANS

Wichita, Kan.—E. Katz Special Advertising Agency is now representing KANS, the local NBC outlet managed by Herb Hollister.

McDermott to Manage KFH in Wichita, Kan.

(Continued from Page 1) System from 1930 to 1933, when he started with NBC as salesman. Russel "Fid" Lowe, who has been managing KFH since Price's death, will remain as assistant to McDermott.

Makelim Adds to Staff

Chicago—Harry Roessing, former insurance broker, has been added to the WHIP sales staff by Station Manager Hal R. Makelim. Robert Kaufman is no longer with the station.

Eleanor Fuller, one of the three girls in the U. S. to hold a first-class radio telephone license, and who was Makelim's secretary at WIND, also has joined him in his new post. Miss Fuller has done pinch-hitting at transmitter and on controls.

Asher and Jimmy to KDKA

Nashville—Asher and Little Jimmy, holders of WSM's all-time high for mail received, 40,000 letters in one week, leave for an indefinite time over KDKA, Pittsburgh. Asher has booked himself and his son solidly from Nashville to Pittsburgh. The act will return to WSM next October for seventh season.

INS Appointments

Appointment of Howard Handleman to chief of the Detroit bureau of International News Service is announced by Barry Faris, editor-in-chief. Handleman succeeds Jack Vincent, who has been transferred to the staff of the Chicago INS bureau.

"Lum and Abner" Date

New General Foods "Lum and Abner" series for Instant Postum on CBS starts Feb. 28 at 6:45-7 p.m., the same night Boake Carter begins his new General Foods broadcast on same web, 6:30-6:45 p.m. "Lum and Abner" will be heard Mondays, Wednesdays and Fridays.

Swing Trio on WHN

Winkin, Blinkin and Nod, vocal swing trio, starts a new series via WHN today at 11 p.m. and Saturdays at 1:45 p.m. They will be assisted by Bernice Allen, former WCAU-CBS singing pianist and arranger.

COMING and GOING

BOB GOLDSTEIN, the agent, sailed on the Queen Mary yesterday for England in search of radio and film talent. In a gangplank interview with Martin Starr over WMCA, Goldstein denied reports that he was working on a deal for a station in Switzerland.

F. CARLETON SMITH, the NBC Presidential announcer in Washington, comes to New York next week to officiate at annual banquet of Universal Order of Fred Smiths, to be aired Wednesday at 9 p.m. over NBC-Blue from Hotel New Yorker.

E. FRANK HUMMERT and MRS. ANNE HUMMERT, vice-presidents of Blackett-Sample-Hummert Inc., sailed on the Queen Mary yesterday for London.

JACK SKINNER, JOHN FITZGERALD, and MEL ALLEN, of CBS press, public affairs and announcing staff, respectively, will leave town tonight to arrange for CBS ski broadcast Saturday from the Dartmouth Winter Carnival, Hanover, N. H.

A. D. WILLARD JR. and WILLIAM MURDOCK of WJVS, Washington, and A. J. KEMP of Radio Sales Inc., New York, visiting WBBM in Chicago.

E. H. SCOTT, Chicago deluxe radio manufacturer, is in New York on business in connection with a new robot set planned by his firm.

CEDRIC FOSTER, program director of WHTT, Hartford, is in town.

FCC ACTIVITIES

HEARINGS SCHEDULED

Feb. 21: Clinton Broadcasting Corp., Clinton, Ia. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited. Burlington Broadcasting Co., Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited. Mar. 9: WLAP, Lexington, Ky. CP to change frequency and increase power to 1270 kc., 1 KW., unlimited. Pawtucket Broadcasting Co., Pawtucket, R. I. CP for new station. 1390 kc., 1 KW., unlimited.

NEW BUSINESS

KNX, Los Angeles: Universal Camera Corp. (Univex), news; Swift & Co. (Allsweet Margarine), participation. WOW, Omaha: Brown & Williamson Tobacco Co., Ralph Wagner, sports. WQXR, New York: Aeolian Co., programs, through Brown & Tarcher; Coty, Inc., spots, through Brown & Tarcher; Intourist (travel bureau), program, through L. D. Wertheimer Co.

Indiana Teachers Radio Clinic

Indianapolis—A radio clinic and speech arts festival is being held Saturday at Indiana State Teachers College. Judith Wallter, NBC mid-west educational director, will be a speaker at the joint luncheon.

NBC AFFILIATE WKY OKLAHOMA CITY REPRESENTED BY E. KATZ SPECIAL ADVERTISING AGENCY. Includes circular logo: has the power to sell Oklahoma's power to buy.

## WASHINGTON LEGISLATORS HOP ON BALDWIN REPORT

(Continued from Page 1)  
radio industry." The senator is reported to be drafting a bill that will put more teeth in the FCC in the matter of censorship, and he agrees with Baldwin's idea of a national board of radio review.

On the House side, Congressman Lawrence Connery endorsed Herring's suggestion about drafting Baldwin as congressional counsel in a probe.

Phillip G. Loucks, member of the NAB reorganizing committee, would make no statement. He said the job of drafting the reorganization report is not yet completed, and it is up to the convention to decide on its acceptance or rejection.

Baldwin was out of the city.

## Hough Not in Accord With Baldwin Report

(Continued from Page 1)  
the reorganization plan after serving the NAB for two years, said he favored new blood coming into the association and that he was not a candidate for any office.

"I'm being eliminated, too, but I'm not going to cry about it," said Hough. "The NAB has been very good to me, and I appreciate it. The executive committee has made mistakes and deserves criticism instead of issuing attacks. I am sure that Baldwin's opinions are not shared by the executive committee."

Other NAB members contacted yesterday agreed with Hough that the Baldwin report, aside from being ill-advised for a man in his position, was neither justified nor based on fact.

Hough, whose work as NAB treasurer was praised at the last NAB convention, is in New York for a few days, leaving tomorrow for Washington.

## WSB-Georgia Promotion

Atlanta—WSB, the Atlanta Journal 50,000-watter, is cooperating with the city of Atlanta and the state of Georgia in a big campaign to attract the interest of the nation to Georgia. The "Welcome South, Brother" drive was started ten days ago, with three weekly broadcasts at 10:30-11 p.m. CST. The Journal's "Voice of the South" tells about the attractions of Georgia, and musical entertainment is contributed by WSM.

## Quick-Finding

Boise, Ida.—A 15-second announcement on station break time over KIDO recovered a stolen car in five minutes the other day.

## NEW PROGRAMS—IDEAS

### "Mother Hubbard's Cupboard"

Hubbard Milling Co. has this one, airing over KDAL, Duluth, on behalf of Mother Hubbard Energy breakfast food. A half-hour morning show, logged as "Mother Hubbard's Melody Cupboard," it presents Carol Heath as the philosophic old lady of the nursery rhyme, and Leland McEwen, organist, with Bill Harrington doing the commercials and trading words with Mother Hubbard—also with her pet pooch, Rascal. Song requests, submitted by listeners, are placed in the cupboard for drawing. If a number is drawn, person who submitted it gets a package of breakfast food. If a number is drawn that McEwen can't play, pooch (on wax) starts to bark. Show is now merchandising aprons for 25 cents plus Energy sales slip, and by way of a plug, Sam L. Levitan, station special events director, had waitresses in town's leading restaurant decked out in the outfit. Sign at cashier's cage explained the deal.

### "My Error"

New type question and answer program, with studio audience asked to detect errors in grammar, fact, and pronunciation, starts next Thursday over WINS, New York, under guidance of W. Curtis Nicholson. Mr. Nicholson has been syndicating newspaper series entitled "The Right Word."

## Canadian System Reports \$128,819 Profit in Year

(Continued from Page 1)  
tion in Ottawa, reported favorable reaction to the proposal that an independent nationwide network, with license fee on sets reduced to \$1 a year, replace the CBC. The plan will be urged on the government.

Harry Sedgwick, Toronto, was re-elected president of the association. New board of directors includes: Phil Lalonde, Montreal; Gordon Love, Calgary; Harry McLaughlin, Winnipeg; Frank Elphickle, Edmonton; Col. J. L. Rogers, Charlottetown, P.E.I., and Stewart Neill, of Fredrickton, N. B.

### WIBX Lifts Sausage Tastes

Utica, N. Y.—Since last November, Gold Medal Packers had been selling one pound of Grade A sausage to five pounds of Grade B. WIBX and radio reversed that ratio in exactly eight weeks. All sales promotion is handled by the station, which, incidentally, is in possession of a long term Gold Medal contract.

### Forum Switches to WBIL

"Public Service Forum," heard in the past on WOV, switches to WBIL this Sunday and continues weekly thereafter at 8:15-8:45 p.m. Hartley W. Barclay will be this week's guest speaker, his topic being "More and Better Jobs." Barclay wrote the article attacking the NLRB which started an extensive controversy.

### Public Schools Sponsored

Sponsored by First National Bank of Longview, Texas, KFRO of that city is airing weekly half-hour feature logged as "The Voice of the Longview Public Schools." Programs come direct from auditorium of school in charge of each broadcast. Different phase of school activities makes up each show, with Longview High School Band, one of state's outstanding aggregations, taking major spot. Announcements of show, in form of circular resembling a check, have been issued by the bank, in addition to descriptive folders sent out with regular monthly statements.

### Melody Contest

Old time airs, as sung or played by competing soloists or groups, provides new novelty over KFOX, Long Beach, Cal. Show is of the "amateur" type, with merchandise prizes awarded. Modern acts are not eligible, but the contest is open to hill-billy or "cowboy" candidates.

### Child Problems

Dramatic medium has been chosen for this new "child problem" program, airing over KDAL, Duluth, under auspices of Parent-Teacher Association. Sketches written by members of organization, present problems of parents in bringing up children. Title is "Your Children—and Mine."

## NASHVILLE PAPERS END CONTRACTS WITH RADIO

Nashville—Apparently as an aftermath of Governor Browning's action last week, when he bought radio time to issue a statement because he claimed the newspapers deliberately misrepresented certain facts about his visit with the President, all contracts between two local papers and three stations were suddenly terminated Tuesday. WSM was given 30 minutes' notice by Nashville Banner to discontinue "Banner News Hawk", twice daily newscast. WSIX was given less than five hours' notice to fill two spots formerly taken by the Banner. The Tennessean cancelled its Sunday comics program.

James Stalman, publisher of the Banner, told RADIO DAILY that there was no special reason for unexpected move, and that friendly relations existed between press and radio.

### Grady Cole's Life Saved

Charlotte—Quick thinking by Martha James of WBT staff probably saved the life of Grady Cole, commentator, when a gunman accosted him at the elevator. Miss James distracted the gunman's attention for a moment. Cole jumped in the elevator and the operator quickly slammed the door shut.

There's Only One Radio Station  
in Bay City-Flint-Lansing  
-Jackson-Battle Creek-  
Kalamazoo-Grand Rapids  
.....These, plus  
DETROIT  
WXYZ (Key Station)  
comprise the

MICHIGAN  
RADIO  
NETWORK  
Primary Coverage to 8 Major Markets

D'ARTEGA

AND HIS  
ORCHESTRA

Exclusive Management  
JACK LAVIN

PARK CENTRAL HOTEL NEW YORK

## AGENCIES

**CHARLES R. MARSHALL**, Charles S. O'Donnell and Gordon E. Hyde has been made vice-presidents of J. M. Mathes Inc.

**VINCENT DRAYNE**, the advertising man whose writings started Dr. H. P. Davis at Westinghouse thinking about commercial broadcasting and led to the founding of KDKA, has been made a vice-president of Ketchum, MacLeod & Grove Inc., Pittsburgh. He has been an account executive with the agency for 13 years.

**GEORGE GARRITT** on Feb. 15 will resign from the radio production staff of Young & Rubicam to join the radio department of Lord & Thomas and will work on the Lucky Strike shows.

**R. D. HOLBROOK** has been elected a vice-president and member of the board of directors of Compton Advertising Inc., it is announced by Richard Compton, president.

**AL CARTER**, A. Bratter, S. Fink, W. Kaufman, M. Prozan, H. Finfer, C. Kracht and N. W. Beck, all of the Schillin agency, are joining A. B. Schillin at WINS, where he is now sales director.

**McCANN - ERICKSON**, Chicago, gets the Maytag Co. account.

### WOR Facsimile Tests Get Under Way Today

WOR's first experimental facsimile demonstrations were scheduled to start early this morning under the station's FCC permit to operate over its regular channel between 2 and 6 a.m. The W. G. H. Finch system is being used, with J. R. Poppele, station's chief engineer, directing the service.

First broadcast is primarily to a special facsimile receiver in the Bamberger store, Newark. Poppele says receivers at present cost about \$125, but under mass production can be had for \$35.

### WSM Starting Facsimile

Nashville—WSM will start its facsimile broadcasting the last of this week. The 50 experimental sets have been placed in various parts of the country.

#### LISTEN TONITE TO DORIS RHODES

6:45 P. M. WABC-CBS Network  
MANAGEMENT  
COLUMBIA ARTISTS, INC.

#### CARL BIXBY

Creator, writer, director or producer of successful network radio programs.  
P. O. Box 84, Manhasset, L. I., N. Y.



● ● ● Miami Beach, Feb. 9—PERSONAL Postcards To: Alfred McCosker: Deal for X-Mayor Jimmy Walker to go on the air as a six-time weekly commentator at \$5,000 per via MBS is to be settled with Bond Clothes or a gasoline firm... Will Yolen: Dorothy Dey went on the air last night via WIOD stating that your boss, Phillips H. Lord, and we "were swimming together, had lunch, dinner and visited the night spots thus settling our feud." What Feud?... Gabriel Heatter: Your "We, the People" show is destined to leave the airwaves in the middle of May to return in the fall... H. Norman Schwartzkopf: "Gangbusters" will fade for eight weeks this summer—the first fadeout it's had... William Paley: Your boy, Ted Husing, will return to town with a complete set of dishes initialed "T. H." He swiped them from the Towers Hotel here... Harry Link: Just learned that you won \$12 on the nags here—not \$12,000 as reported... Members of the MPPA: Your general manager, Harry Fox, hasn't won anything yet. He even lost nickels in the slot machines... Shep Fields: Mack Millar, your press agent, will turn over his N. Y. office to either George Lottman or Monte Proser... Earle Ferris: Steve Hannegan sends you his love.

● ● ● Murray Arnold, publicity director of WIP, Philly: One of the boys here just returned from Havana told us this story which we thought might interest you since it concerns itself with Jim Tisdale, one of your engineers, who vacationed there recently. Jim was on a sight-seeing tour of the city and a guide pointed to a statue, stating that "this monument was erected to the dear memory of that famous and beloved Americano, Calvin Coolidge, the President of NEW YORK"... Secretary of the Navy Swanson: Sam Parker, wordslinger at WIOD, was assigned to cover the yacht races here—but got seasick and Bill Murphy and Bill Crosby, editor of Rudder mag, subbed. Here's the pay-off: Sam was formerly a member of the U. S. Asiatic fleet!

● ● ● Jack Adams of Erwin-Wasey: Now that you have Arthur Godfrey on the airwaves for Barbasol, don't you think you oughta remove the name of "Listen to Singin' Sam" from your billboard posters?... Murray Baker: Your sister, Belle, goes to work in London next month. She is now doubling between a club and theater—a fine way to vacation... Jonie Taps: Here's where man bites dog—Louis Bernstein is teaching Jack Robbins to swim... Paul Whiteman: Chamber of Commerce here would like to pay the wire charges to bring your Chesterfield show here... Blackett-Sample-Hummert: The Easy Aces, who wrote themselves out of their script show to vacation here for three more weeks—are hearing themselves on the air via WIOD, the NBC outlet—which uses transcriptions of their live show three weeks later... Edgar Bergen: Charlie McCarthy is the only one receiving billing at the Lincoln Theater in "Goldwyn Follies"... Richard Himber: Just heard that your National Brewers' show will start Feb. 21... Darryl Zanuck: Goodman Ace recently attended a preview by invitation and then stepped to the manager of the theater before the picture was over—and asked for his invitation BACK.

● ● ● John Royal: WKAT down here has its studios and building occupying a place built like a patio—without buttons to push, or elevators to use, to see anybody. They have a show called "Church of Good in Christ," which emanates from a colored church. Program carries spiritualism and Voodooism of the West Indies. This is the show that features Parson ABRAHAM COHEN, the colored preacher... Major Bowes: Bettye Lou Taylor has a "Rising Stars" show here now... Frank Katzentine: We liked the "cat" cemented into the stone of the station's call letters... Sam Lyons: Benny Fields and Blossom Seeley just arrived—and it started to rain... Donald Flamm: Bobby Feldman, slightly recovered, is hoping to leave tomorrow... Private Note to the Auditor: Hialeah hasn't been so good to us—so please remit by return air-mail.

## GUEST-ING

ED EAST and RALPH DUMKE, on "National Barn Dance," Feb. 12, 19 and 26 (NBC-Blue, 9 p.m.)

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

MARY SMALL, guest of Bob Brenner on initial "Mike Notes," today (WNEW, 9:15 p.m.)

ELIZABETH PATTERSON, on Radio Harris program, today (WOR Mutual, 6:45 p.m.)

DAVID MARSHALL of Railroad Magazine, on Syd Hayden's "Everybody's Hobbies," Feb. 11 (WNYC, 5:15 p.m.)

CHARLIE TEAGARDEN, on "Swing Club," Saturday. (CBS, 7 p.m.)

JAY HODGES and REINALD WERRENATH, on "Hammerstein Music Hall," Feb. 18. (CBS, 8 p.m.)

JEAN SABLON, on "Lucky Strike Hit Parade," Feb. 19. (CBS, 10 p.m.)

JOE COOK, on Al Pearce show, Feb. 15. (CBS, 9 p.m.)

PATSY KELLY, on Al Jolson show, Feb. 15. (CBS, 8:30 p.m.)

DR. STANLEY HIGH, on "Headlines and Bylines," Feb. 20. (CBS, 10:30 p.m.)

ROY ATWELL, on Joe Penner show, Feb. 20. (CBS, 6 p.m.)

### KDKA Sustaining Head

Pittsburgh—Clarence M. Pettit, formerly with Baldwin Piano Co. in Denver, has been placed in charge of programming of sustaining presentations at KDKA as the latest move of Station Manager A. E. Nelson to reorganize studio personnel. Pettit will develop educational, civic and special events programs. Derby Sproul continues in charge of commercials.

Four new programs start from KDKA this week: "Mr. and Mrs. Detective," Wednesday nights; Dick Fulton, tenor, with Bernie Armstrong, organist, Thursday nights; Janet Ross in "Ten Leading Career Women of Pittsburgh," Fridays, and Paul Gannon, tenor, Fridays.

### James Crocker Joins KRLD

Dallas—James Crocker, director of Gulf Radio Facilities last summer at the Pan-American Exposition, has joined KRLD as announcer.

### GEORGE GRIFFIN

Lyric Baritone



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



Management NBC Artists Service

**PROGRAM REVIEWS**

**"FAMOUS FORTUNES"**

General Shoe Co. (Fortune Shoes) WOR-Mutual, Tuesdays, 7:45-8 p.m. INTERESTING "AMERICAN TYCOONS" SERIES AND PLEASES DESPITE TIME LIMITATIONS.

First of a new series devoted to famous business tycoons is well produced and acted. Initial program left room for only one improvement, the addition of another 15 minutes.

Main idea of show is to present a dramatization of the founders of the huge fortunes which are in existence today. First story concerned itself with the start of Commodore Cornelius Vanderbilt, and the rise of the Vanderbilt fortune during his life. Mark Hawley, acting as narrator, guided the story through its continuity swiftly and accurately, but listener could sense a shortage of time. Sid Walton handled commercials, John Bates produced, and Bob Stanley and his orchestra supplied musical background.

**Richard Brooks**

Richard Brooks moved into a new time period Tuesday night, and will be heard in the future at 7-7:15 p.m. Tuesday, Thursday and Saturday over WNEW. In his first broadcast in the new spot, Brooks meandered from his usual style to present, in rapid fire manner, a summary of the biggest news events of the day. Commentator continues to use his own ingenuity on most of his airings, something that few others bother with. Announcer on Tuesday show read headlines of stories to be used on show, and Brooks followed up with the actual accountings and observations.

**LINCOLN**

Bill Dietz, former head salesman with KFAB and KFOR before Reggie Martin was brought on two years ago as station manager, has been brought back to his old position by the new g.m., Don Searle. Dietz was in the radio agency business during the interim.

Bill Edholm, with KFAB-KFOR sales force here, was moved to the Omaha studios this week.

Jim Cox is the new head of the KFAB-KFOR continuity department. Used to be topped by J. Gunnar Back, now resigned.

**Simon and Lipset in Deal**

Under a deal just concluded, Ben B. Lipset will represent the Simon Agency acts for all radio engagements, and the Simon Agency will represent Lipset's acts for theater, hotel and club engagements.

**DON KERR**

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

☆ **PROMOTION** ☆

**Memory Book Prize**

A copy of Don Blanding's book, "Memory Room," is the prize offered for each "memory" dramatized on "Thanks For The Memory," a weekly CBS Pacific network program originating at KOIN, Portland, Ore.

Listeners are invited to submit details of their favorite memories, and from these one is presented in dramatized form when the show is aired each Sunday at 10:15 p.m. PST.

With string ensemble and six vocalists, the show uses the theme, "Thanks for the Memory" from "Big Broadcast of 1938."

Henry Swartwood of the KOIN

staff writes the scripts and produces the shows.

**WCAE Exploits Poll Winners**

WCAE, the NBC-Red outlet in Pittsburgh, ran an effective half-page ad in Sunday Sun-Telegraph to exploit the fact that the first five winners in RADIO DAILY'S nationwide poll are heard over that station. Pictures of Edgar Bergen-Charlie McCarthy, Jack Benny, Rudy Vallee, Bing Crosby and Fred Allen were part of the layout used by the "station of stars." Further promotion along this line is planned by the station.

**OKLAHOMA**

An entire page in last Sunday's Tulsa Tribune was devoted to Bob Wills and his Texas Playboys who are celebrating their fifth year over KVOO, Tulsa. They have established popularity record with 1,664 regular daily broadcasts. They have also made 80 Brunswick recordings.

Red Good Shoe programs begin Feb. 11 on KTOK featuring Jim Danning's Forest Rangers, 15 minute transcribed show.

Mrs. Edgar T. Bell, wife of WKY's secretary-treasurer, and Mrs. Gayle Grubb, wife of station manager, in Mexico City.

Joseph W. Lee, g.m. Oklahoma Network and KTOK, set for emcee on full hour Oklahoma University Alumni Show over network. Lee is secretary of the Alumni association.

Neal Barrett, manager KOMA, during 1937 wore out 5,700 miles of transportation in search of talent, business ideas, etc.

Artists Bureau has been established at WKY to handle outside spots for station talent. Bureau is under direction of Hal Scher.

Carolyn Montgomery, songstress, set on 4 p.m. spot on KTUL.

Paul Aurandt, announcer KOMA, engaged to Ruth Peterson.

**Additions at WOR**

Ted Malone is joining WOR writer-producer staff and brings his "Between the Bookends" from CBS to Mutual starting Feb. 28 at 8:30 a.m.

John D. Foster, formerly of WLW, has joined WOR sound effects staff under Fritz Street. Sidney Walton, recently with WHN, has joined announcing-production staff.

**Engelman Suit Settled**

RCA and several of its subsidiaries which had been named defendants in a Federal court action for \$250,000 damages by Abraham J. Engelman, settled the suit out of court yesterday. Engelman claimed he invented a new method of using the radiotron and was to receive 2½ per cent of the profits.

**Toscanini Holds Over**

NBC yesterday confirmed reports that Toscanini would be held over for an additional broadcast, March 5.

**SAN FRANCISCO**

Van Fleming, NBC producer of "I Want A Divorce," and other local shows, turns instructor for one night a week starting March 10 when he opens a course in radio continuity writing at the U. of C. Extension Division.

Grace Joyce, who recently began a program of "Musical Cocktails" with Clarence Hayes, will drive up from Del Monte once a week, where she's singing with Freddie Nagel's band.

Cliff Engle, emcee of "Good Morning Tonight," variety show, enjoying the first vacation in a number of years—because now he has only one program a week.

Ira Smith, KSFO's Farm Reporter, editing a 4-page "Farm-Market-Reporter," sponsored by wholesale fruit and produce merchants in conjunction with his daily radio column.

Leon Churchon, former KYA program manager, has been named radio chief of the Federal Theater Players.

Bob "Oscar" Reichenbach, CBS promotion expert in H'wood, up briefly for KSFO visit.

**"Valiant Lady" Supporting Cast**

Chicago—Ed Smith, radio director of General Mills, has set the following cast to support Joan Blaine in "Valiant Lady," which the company is putting into its Gold Medal Hour on CBS to replace "Hollywood In Person" starting March 7: Francis X. Bushman, Judith Lowry, Frank Dane, Sally Agnes Smith, Olan Soule, David Gothard, Ken Griffen, Ainsworth Arnold, Butler Mandeville, Cecile Roy, Ed Prentiss, Orrin Brandon, Mora Martin.

**Wilkins Joins WMCA**

Bernie Wilkins, formerly associated with WNEW and the Yankee Network, has resigned from the latter to join WMCA sales department.

**ORCHESTRAS MUSIC**

**C**ELIA SALOMAN, concert pianist and teacher, will give another recital over WNYC on Sunday at 1:15 p.m. Program will be devoted to compositions of the modern Russian school.

Ray Hamilton, WNEW's singing organist, has received so many requests for "valentine" musical selections that he is planning special Valentine Day programs on both Feb. 12 and 14.

Brunswick has just released "Start the Day With a Smile," recorded by Merle Pitt and his orchestra with Alan Courtney doing the vocal. Courtney, incidentally, penned the tune.

Rudy Schramm, director of NBC Orchestra in Washington is a tireless worker. Besides rehearsing daily and performing miracles with his newly organized orchestra over WRC and WMAL, Schramm spends his time composing music. Last week he had three of his compositions accepted by Warner Bros. for publication. They were the theme songs of three network shows, "The World Is Yours," "The Brave New World" and "Let Freedom Ring."

**INDIANAPOLIS**

WFBM adds Associated Recorded Programs Service to its schedule.

Methods of organizing a radio program over a chain system were described to members of Indianapolis Rotary Club by Eugene S. Pulliam Jr., vice president of WIRE.

Jack Harding, heard over WFBM in feature broadcasts, is featuring a Travel Tour of Indiana on daily Farm Hour.

**Club Elects Howard Loeb**

Flint, Mich.—Howard M. Loeb, station manager of WFDF, has been elected second vice-president of the Flint Advertising and Sales Club.

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



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

Call  
for  
**BRINCKERHOFF**  
RECORDINGS  
29 W. 57th St. PL 3-3015


**CRITICS' FORUM**

(Continued from Page 1)

of a 12 year old mind to which they believe they are talking down to—or up to, which is it?"—MARY LITTLE, *Des Moines Register & Tribune*.

"Isn't there any other city in the United States but Hollywood? Movie stars are heard in every kind of broadcast from Aunt Maria's recipes to visits to the zoo. A recent survey showed movie stars on 23 of 24 hours daily broadcast.

".....and Jimmy Fidler, and I do mean Jimmy."—DAVE DRYDEN, *Spokane Press*.

"Radio has made a mistake in going Hollywood. Majority of movie names fall flat over the air and can't compare with radio's own stars. Variety programs make mistake in making an hour a hodge-podge, trying to get everything into an hour. Too many dramatic 'bits' from movies and stage plays clutter up ether programs. Radio has too many vox pop and amateur programs, trying to kid the public into thinking such stuff is entertainment. This is only a cheap attempt on the part of a sponsor. Too much laughing on the part of emcees and stars when they face mike. Announcers who still insist on stilted speaking should be thrown off the air."—DOROTHY DORAN, *Akron (O.) Beacon Journal*.

#### COMMERCIALS

"Principal cause of national baldness soon will be dramatized plugs—hair is being pulled out in living rooms from coast to coast. Worst offender on the networks—Jergens Lotion. Most painless advertising—Jello. Kidding the product and working plugs into the banter on variety shows is the most worthwhile advance yet made in selling by radio."—CHRIS MATHISEN, *Washington (D. C.) Evening and Sunday Star*.

"Commercial announcements. (a) The type that takes 10 minutes of a 15 minute program proving that Goat-bugle's Soap Chips make diswashing an adventure. (b) Obviously phoney testimonials. These range from the baseball player who has 'always eaten Ducky-wuckies' to the movie star who would rather be caught without her ermines than to be found not bathing in a certain soap. (c) Commercials that feature three act dramas with a moral proving a certain product 'is the best'."—DAVE DRYDEN, *Spokane Press*.

"We all know that radio is conducted for profit, but the listener pays the bill by buying advertised

## ★ GOAL IS LACKING ★

RADIO has no goal. It is a hodge-podge of this and that, thrown together without rhyme or reason and conducted quite generally without regard to any stated policy. No change can be expected under the existing commercialism.

Stations sell time without noticeable discrimination and advertisers employ their time pretty much as they please. This results in a complete absence of direction. Unless one knows schedules intimately, he cannot know when or where he can hear anything he may be specifically interested in.

A few sponsors recognize a responsibility to the public and their programs reflect a desire to cater to taste and culture. The remainder know and care only what the sales department reports. If a popularity poll or a Crosley report shows that their program is widely listened to, they are satisfied they are doing all right.

I think Columbia has gone farther than any major broadcaster with which I am acquainted in guiding its programs for the best interest of the public.

It has always been my belief that broadcasting is a privilege and carries with it an obligation. I do not believe that those responsible for putting programs together should be guided by what the public clamors for in its mail or indicates in the numerous polls. A station director with a sense of what is good for the public doesn't need the help of such artifices to determine what he shall broadcast. We don't say his programs will have the largest audiences, but he will have the best listeners.

A common evil of the network system is competition. It is not possible for a single listener to hear more than one program at a time, yet the competitive nature of broadcasting frequently brings two worthwhile programs to the air at the same time. Sometimes one good program is scheduled simultaneously with another for the sole purpose of breaking up an audience.

Radio has within its power the direction of public interest and reaction. It is the most powerful arm ever devised to mold the habits and opinions of a whole people. Its use in that respect to date has been small, except in the way in which it promotes the sale of coffee, toothpaste and nostrums.

A firmer direction by the FCC is needed. I would even go so far as to believe that a control such as the Securities Commission holds over the exchanges would be desirable. Radio needs a "big stick," to be wielded by a powerful committee. Until someone or something gives it direction, purpose, and imbues it with a sense of responsibility, radio won't get anywhere or serve the useful purpose for which it seems so obviously designed.—HENRY P. LEWIS, *Springfield (Mass.) Union*.

articles. Why then, must we listen to those absurd 'quickie' commercials—the sponsors pay nothing in entertainment—sandwiched in between good programs, which must carry the load? They are unfair to both listeners and the good programs, which invariably follow. Too—emcees have the habit of 'blessing' everyone on the program. The entertainers get handsomely paid for their stint, even though they may need a fictitious 'build-up' for their best work. Overdoses of studio applause detracts from the show, using up good air time that listeners would enjoy. The Bing Crosby-Bob Burns show is the best on the air in this respect." — RICHARD M. GREENWOOD, *Lafayette (Ind.) Journal and Courier*.

"To me, the commercial announcements are too long on most programs.

"The Jello program has given the commercial end a new twist that is not only pleasing, but I am sure it is bringing better results. If more sponsors would can the cut and dried commercials and give it some life, more radio listeners would want to hear the announcements.

"Give the listener something he wants to listen to, and he'll listen."—TED NOEL, *Wichita Eagle*.

"In majority of broadcasts, the commercials are too long, stupidly handled—an insult to the intelligence of the listener—I hope. The smart sponsor will make them un-

obtrusive."—MARIE COCHRAN, *Toledo News Bee*.

"Long commercials—Unbelievable commercials—Commercials in poor taste. Barnum may have been right but claims made for some products are TOO strong." — JOHN CAMERON SWAYZE, *Kansas City Journal Post*.

"Too much commercial gab and not enough goodwill advertising."—NICK KENNY, *New York Daily Mirror*.

"Too much advertising in an indirect way, cropping up as poor jokes in star programs. Sometimes commercial announcements are too long as in Major Bowes at times."—W. J. MCGURTY, *Utica (N. Y.) Observer-Dispatch*.

"Would like to lodge bellyache against advertising method of having characters express gratitude for product in play form—canned hokum fools no one. Orchestras aren't given enough chance."—NED CHEW, *Oklahoma News, Oklahoma City*.

"Most commercials are too long; commercials on patent medicine programs claim too much. Can't somebody stop them?" — CARL OCHS, *Catholic Daily Tribune, Dubuque, Ia.*

"Commercials are overdone, especially on the Procter-Gamble shows, and most transcribed features, for

that matter. If dialers would refuse to dial these shows until the plugs were brought within reason it would serve the sponsors right." — BOB HALL, *San Francisco Call-Bulletin*.

"Too much advertising, on some of radio's best programs—which is the one and only reason I would favor government control."—HAZEL A. ANDERSON, *Lynn (Mass.) Daily Evening Item*.

"Advertising spiels are just so much detriment to every program. I wonder the sponsors don't cut them severely. Who cares whether soap is such and such, or that cereal is such and so, or that this certain car is a great so and such proven by such and so. Again I ask, who cares? Public disapproval of the long advertisement yarns, bears testimony to the fact that no matter how highly a product is cracked up by a smooth tongued announcer, they are not interested in anything beyond the actual program itself."—A. WALLACE GRAY, *Plainfield (N. J.) Courier-News*.

#### STUDIO AUDIENCES

"Cut out applause! Make comics leave out gestures and humor visible only to studio audiences."—LETTITIA J. LYON, *Binghamton (N. Y.) Sun*.

"Those studio audiences have gotten out of hand, and comics are mugging for a handful of audience, letting a couple of million people wonder what is going on.

"Too cockeyed much mutual admiration of screen star and emcee. Too much plugging of movies." — CLAUDE A. LA BELLE, *San Francisco News*.

"Studio audiences, the appeal to them with costumes and the phony applause; long-winded and silly commercials are glaring faults in radio. But above it all is the feeling of strain that permeates all shows, a feeling that if a cue is missed or the show goes a split second beyond its time, all is lost.

"A little more informality without too much intimacy could correct this. Bing Crosby's show achieves a feeling and air of naturalness and spontaneity that is refreshing as a summer breeze and which might be strived for by many other programs." — ROBERT M. SHEPHERDSON, *Peoria (Ill.) Journal-Transcript*.

"Why in hell do they insist upon letting a few rubber necks spoil the studio broadcasts with their ill-timed applause and that laughter when there's nothing worth laughing at?"—E. D. KEILMANN, *Capper Publications, Topeka, Kan.*

#### PROGRAMS

"Most of the variety programs are too over balanced with too much attention paid to the building up of individual stars and pictures and not enough attention to the assembling of an entertaining program.

"Too much repetition by radio of the same type of program. For instance, did you ever try to dial away from a speaker only to find every

Lawson

Zerbe

PL 3-2600

station spouting a speaker? Or a football game? Or a band? BLAH!"—**NICK KENNY**, *New York Daily Mirror*.

"'Colossal' programs — Shows studded with stars to impress listeners but lacking in material and production." — **JOHN CAMERON SWAYZE**, *Kansas City Journal-Post*.

"Too much talking. Listeners hear conversation all day long. They want entertainment for relaxation to get away from it all, etc. Give us music and more programs like Ameche's, Benny's and Bing Crosby's where things are not as serious as they seem.

"Leave off smutty jokes. Children listen in, too, and the air should be kept clean. There's nothing risqué about some of the topnotchers—Benny, Charlie McCarthy, Eddie Cantor."—**TURNER JORDAN**, *Birmingham News*.

"There are entirely too many programs being built glorifying Hollywood. What's the matter with featuring some of radio's good singers and orchestras, or comedians—people who strictly belong to radio—rather than movie stars who 'get by' strictly on their movie fame?

"'Hollywood Hotel' was an excellent program when it first started, but since then its standard has fallen off very much, and too many other programs have been built along its lines.

"Let's have some originality!"—**CHESTER BROUWER**, *Fort Wayne Journal-Gazette*.

"I still do not like to have the sudden changes made in program without notice. Care should be exercised to put on program as scheduled. After all, it's the radio audience that counts, not the studio audience. I dislike the applause that fills the air and prevents the listener from knowing what is going on. There is so much sameness in the program. You seldom hear a new star, but each sponsor seems to vie with the other in presenting guests. You hear them first on one show and then on another. There is lots of good talent that never gets a break. Also most of the radio audience can spell simple words without the assistance of the announcer and most of them are not hard of hearing so that the announcer need not yell. If radio would just calm down it would be more enjoyable."—**INA WICKHAM**, *Davenport (Ia.) Democrat and Leader*.

"Programs have become too stereotyped for one thing. The weekly programs vary so little—even the sustaining shows—that tuning a dial for something 'new' is becoming exceedingly difficult. Seems broadcasters are content to get into a slump and stay there.

"Radio moguls will not listen to 'new ideas' until those ideas have been proved. How are you going to 'prove' an idea until you give it a chance? That's why hundreds of individuals trying to 'sell' an idea are starving.

"I think radio needs a 'house cleaning' of a lot of its executives who

★ **BIG CITY CONCENTRATION** ★  
**T**OO much New York, Chicago and Hollywood—especially Hollywood. What's the matter with Boston, Cleveland, Washington, New Orleans, Miami, St. Louis, Minneapolis, etc.? I still don't think New York, Chicago and Hollywood ARE America.

Too many local stations afflicted with network-itis, taking anything that comes over the wire but not attending to their primary duty of serving their communities. A station should be the voice of its own community. That's why it's licensed to broadcast.—**ROBERT M. HOFFMAN**, *Syracuse Herald*.

are content to 'leave well enough alone.' And what a house cleaning that would be!!"—**WILL BALTIM**, *New Brunswick (N. J.) Daily Home News*.

"There are too many Hollywood ballyhoo programs. Who gives a hoot? Hollywood and film stars aren't the only persons in the world. There are many fine constructive programs. We need more of them. Too much third rate drama. We need good dra-

matic programs and not so many of them. Cut out about half of the serials. Thousands of listeners would appreciate light or classical music in the later hours when one can usually get nothing but jazz bands. More originality needed in programs. The way it is now, one goes Hollywood and they all do the same, with the result that we have a lot of second rate programs. Cut out a lot of this gag stuff. Most of it's so overdone it isn't even funny,

let alone fresh." — **HARRY W. MOODY**, *Illinois State Journal, Springfield, Ill.*

"Imitation in musical presentation, comedy formula, and production—causing stagnation, saturation and monotony. Hollywood shows over-stuffed with names."—**PAUL KENNEDY**, *Cincinnati Post*.

"Radio, to my way of thinking, has lost sight of its primary reason for existence—entertaining the millions of listeners. Concentration seems to be solely on selling something. I have a feeling that if performers and scripters would start thinking about their entertainment obligations, programs would be improved considerably."—**HERBERT KENNEY JR.**, *Indianapolis News*.

*The Squawks will continue tomorrow.*

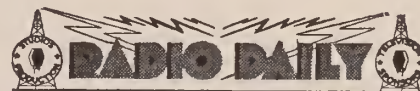
# You Can't Sell 'em If You Can't Reach 'em And You Can Reach 'em If You



**"A  
 TEST  
 WILL  
 TELL"**

**ADVERTISE  
 REGULARLY**

IN



## SAN ANTONIO

Beeman Fisher, WOAI manager, is on a three-week trip to Chicago, New York and the NAB convention in Washington. He returns Feb. 28.

Terrell Sledge, WOAI salesman, has resigned.

Guy Savage now doing the daily "Voice of the Crowd" for KABC.

Steve Wilhelm of Wilhelm Adv. Agency plans to reopen Beethoven Halle about Feb. 19 with a Saturday night barn dance, 20-people floor show, also dining and dancing, with broadcasts weekly.

Schmick, formerly of Payne Adv. Agency, replaced Mrs. Ivy Mae Olivari as sec. to George Johnson at KTSA.

Lamoyne Flaherty is the new featured vocalist with Ernest Hauser's KSTA Staff Orchestra.

Lenox R. Lohr and Keith Kiggins of NBC stopped off here a few days ago and conferred with Hugh A. L. Half, prexy of Southland Industries.

## WFTC, Kinston, N. C.

Frank Harden recently started a new series, "Hints to the Housewife," but has turned over the reins to the more appropriate hands of Mrs. H. T. Gray.

Aunt May conducts a Birthday Party for kiddies twice weekly.

Jimmy Barber as "Uncle Henry" reads funnies for kids on Saturday nights.

Bob Wasdon of commercial department drops into the studio once a week to do a program of old musical favorites as "Happy Bob."

Bessie Ballard, staff organist, recently started a new "Afternoon Melodies" series.

Jack Siegle and Frank Harden have stirred up interest with a feud on the late "Dancing Party."

A special Greek program twice weekly, featuring all-Greek music, is gaining listeners. Pete Balofas is emcee.

## WAPI, Birmingham

New studios are now completed and open to the public.

Dick Foster, production manager, is announcing weekly touring mike show which travels over state.

Clint Blakely, formerly of Carolinas, is newest addition to miking staff.

Stan Malotte becomes staff organist and will be assisted by Clo McAlpine.

## ★ Coast-to-Coast ★

MARY ANN BOCK, 12-year-old whistling discovery of Phil Spitalny, became homesick while on tour with NBC "Hour of Charm," so Phil gave her a vacation to visit her home in McKeesport, Pa.

*The Kidoodlers are having their name protected by copyright.*

Lorraine Ascherin has joined WRJN and will announce from the station's South Milwaukee and Cudahy, Wis., studios, inaugurating a new women's program, "Can I Help?" on Saturdays at 5:45.

J. Frank Garrett of the CBC publicity offices in Winnipeg died this week.

Dorothy Chapman, young American operatic soprano of the Chicago and San Carlo opera companies, has joined "Italian Gaeties," variety show heard Sundays on WOV at 4:30-5:30 p.m.

Percy Winner, who formerly conducted a program of news comment entitled "Overtones of the News" on WQXR, will be heard again over that station in a series of three broadcasts on foreign affairs at 6:30 to 6:45 p.m. on Sundays, beginning Feb. 13.

Tom Cochran, recently in from M-G-M where he was assistant director, has sold a script to NBC Thesaurus. Show is "Three Magic Words" and will be waxed for feature use on St. Patrick's Day.

*The Andrews Sisters, who have been renewed on the CBS Sunday evening "Double Everything" program, are tentatively scheduled to*

## OMAHA

W. K. "Bill" Bailey, salesman for WAAW, has been named station director but will continue to manage the commercial department. Duane Gaither is handling programs and production.

Don O'Brien, WAAW announcer, will be married Feb. 26.

John Blair was here conferring with John Gillin, WOW g.m.

Don Kelley, KOIL announcer, has been selected by the University of Omaha as instructor in an extension course in radio broadcasting.

Mrs. Orville Weimer, wife of the WAAW announcer, has been confined to an Omaha hospital.

Harry Johnson, CSBS sports announcer, has started a new sports broadcast giving the stories back of sports headlines. Irma Perry Cartwright and Milan Lambert, piano team, provide music for the program.

appear on the stage of the local Paramount Theater when their air contracts permit. The trio feels complimented upon the receipt of a congratulatory wire from the Boswell Sisters. The wire was sent after the Andrews offered the tune, "Heebie-Jeebies" on a recent show. Tune was introduced and popularized by Connie, Vet, and Martha Boswell.

David Lowe, WNEW movie commentator, formerly heard at 9:15 p.m., drew over 3,000 pieces of mail on his first 7 p.m. broadcast over WNEW on Monday. Lowe offered five pairs of tickets to a Broadway play and 15 pairs of tickets to movies in the New York area for answers to questions about film stars.

Alistair Cooke, NBC's "Critic on Broadway," will be heard as the intermission commentator during the broadcast of Verdi's "Othello" from the stage of the Metropolitan Opera House on Saturday over NBC-Blue.

Risdon Creamery Co. is the new sponsor of Uncle Nick's "Team Age Follies," replacing Sally's Furs, heard over WJBK, Detroit, Tuesday, Thursday and Friday at 8:30 p.m. from the stage of neighborhood theaters.

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

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

and  
Hundreds of Others

## CHICAGO

Bob Elson, WGN-Mutual sportscaster, to New York for conference with Lennen & Mitchell and P. Lorillard folks relative to baseball broadcasts this summer. Will later visit west coast to cover Spring training of the Cubs and White Sox.

Sterling Products concludes "Wife vs. Secretary" on WGN in a fortnight.

Clark Dennis and Sylvia Clark of NBC open tomorrow at Oriental Theater.

Toni Gilman, elder sister of 13 year old Lucy, is pinchhitting for her pending recovery from appendicitis.

Vivian della Chiesa plays Chicago Theater starting Feb. 18.

Ed Smith, radio director of General Mills, Minneapolis, in town since first of week.

Jackie Heller opens at Riverside Theater in Milwaukee on Feb. 11.

Fanny May candy stores using spot announcements on WMAQ.

Glenn Plummer, secretary to E. F. McDonald of Zenith Radio, flew to Hollywood to visit her husband, Evans Plummer, radio scribe.

Chicago's National League club, the Cubs, of which Phil Wrigley is owner-president, has bought WBBM's "Dugout Dope" for forthcoming season. Val Sherman will handle the interviews with players. Neisser-Meyerhoff Inc. is agency.

Gil Gibbons, associate production director of "Cabin at the Crossroads" and "Margot of Castlewood," is the papa of a new daughter.

## NED WAYBURN'S DANCING, SINGING and DRAMATIC SCHOOL

Class or Private Instruction For Preparing Adults and Children For RADIO CAREERS

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

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

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

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

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

Open 9.00 A. M. to 10.00 P. M. Daily  
Except Sundays. Close Saturdays  
at 6.00 O'clock. Visitors welcome.

**625 MADISON AVE., NEW YORK**

Studio  
Between 58th and 59th Sts.  
Phone Wickersham 2-4300

## BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily

February 10

George Hessberger  
G. Stanley McAllister  
Edwin S. Reynolds  
Ivy Scoll