



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 30

NEW YORK, N. Y., FRIDAY, FEBRUARY 11, 1938

FIVE CENTS

Year-Round Advertisers Increase

CHARLES MARTIN SIGNED BY UNIVERSAL PICTURES

Charles Martin of the Biow Co. has been signed by Universal Pictures to a writer-producer-director contract. Martin quits the ad agency on Feb. 28 and will leave by boat for Los Angeles, arriving there March 15. According to Universal home offices, he will be given an extensive buildup. For the past few years Martin has been putting on the Philip Morris cigarette shows for the Biow agency

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Houston Listeners Applaud KXYZ 24-Hour Operation

Houston—KXYZ, which went on a 24-hour daily schedule last month, has received a generous response from listeners, expressing great appreciation for the service, according to Program Director Charles Nethery. Station is one of the very few in the country on a 24-hour basis.

WJSV Will Broadcast Court Traffic Trials

Washington Bureau, RADIO DAILY
Washington—Traffic trials will be aired over WJSV starting today. The plan, aimed to promote safety, was recently advanced by Representative Schulte of Indiana. Local judges at first were opposed to it, but yesterday gave consent. Initial broadcast will be at 9:25 a.m., with another at 10:30 a.m.

Entertainers for NAB

Washington Bureau, RADIO DAILY
Washington—Talent being loaned by networks to highlight the NAB convention banquet will include Kate Smith, Benay Venuta, Eton Boys and others.

Test is Successful

WOR's first facsimile transmission early yesterday morning was pronounced "highly successful" by the station's engineers. Tests were conducted at 2-6 a.m. and consisted of a two-column description of facsimile and its future possibilities titled "WOR Radio Print". Width of page was 4 inches, and finished product was neatly legible.

CRITICS' FORUM



LEADERSHIP NEEDED

"A few years ago broadcasters let control of their own programs slip out of their hands into those of advertising agencies, leaving the broadcasters more or less in the position of hotel operators with little to say as to who their guests shall be. They still exercise a certain amount of control over the conduct of these guests—but not much—and it seems to be dwindling year by year. Now the networks seem to be letting control of their remaining talent slip to Hollywood. The so-called artists service departments are altogether too eager to send their best people to Hollywood—in order to collect commission. Then Hollywood sells them back to radio at an increased figure—and in the long run, the listener has to pay for the shortsightedness of network broadcasters.

"Meanwhile though broadcasters are the springs that feed Hollywood, they are doing little to replenish their own stocks. The cupboards of radio—so far as reserves are concerned—are altogether too bare. They need restocking. How to do it? Least that could be done is to adopt some serious sort of talent hunting system rather than closing the doors so tightly to all those who apply. It should be remembered that Edgar Bergen and Charlie McCarthy made the rounds of studios offering to work for practically nothing. At NBC in Chicago they were heard, finally, and laughed out of the place.

"It seems to me that what radio needs most at this time is leadership, courage and faith in its latent strength. They need a little of that inquisitiveness of scientists, a little more of the courage of pioneers—for that's what they still are—a little more imagination to exploit the immeasurable potentialities of radio."—LARRY WOLTERS, *Chicago Tribune*.

"I'd like to squawk about the unhealthful lot of 'health talks' now on the air. The nation will soon be nothing but a neurotic populace if these health talks aren't properly squelched! And another thing—I don't like these 'bureaucrats!'"—MAXINE EDDY, *Shawnee (Okla.) Morning News and Evening Star*.

MOGULS WON'T LISTEN

"What's wrong with radio is that those responsible won't listen to what's wrong with radio. The advertising agencies have all but closed the door to new ideas and new comers who might—and the possibility is worth the risk—provide some relief after the monotony of recent seasons. If radio goes stale—and it is—how long must it be before the public itself goes stale? There is all the difference in the world, and the sponsor ought know it, between tuning in and listening.

"Thanks to such showmen as Vallee and Cantor, both well advised, radio has a few first-class achievements of which the industry may be proud. But at least 90 per cent go on and on and on, collecting for themselves and their agencies, and are prepared to continue so long as they can get away with it.

"Unless the radio medium has exhausted its possibilities, and I don't believe that, the problem is simply man-power. In other mass entertainment business, motion pictures, producers have been quick to cure existing ills. New executives, new stars, new writers rise with new ideas and new trends. If it's a gamble, at least the gamble is risked. But to date the film industry has a pretty respectable record of keeping the lead out of its collective pants." LEO MILLER, *Bridgeport (Conn.) Herald*.

BAD PROGRAMMING

"The big networks' total disregard of the listening public, insofar as providing a well balanced variety of programs at all hours, is the biggest fault of radio today, we feel. This is most evident in the daytime hours when, between 10 a.m. and mid-afternoon, practically nothing except serial stories and a few household chats are available to the many persons seeking a bit of musical refreshment to lighten the day's responsibilities. It is evident during the football season when the major networks invariably cover one and the same game each Saturday to the exclusion of other big games that many listeners are anxious to hear.

"It is evident, too, on certain evenings—especially Thursday when the week's big variety shows, Rudy

(Continued on Page 7)

NBC Had 44 Sponsors on Air Throughout 1937 Against 4 in 1928

Reflecting the growing number of national advertisers who are becoming sold on radio as year-round medium, a report compiled by NBC shows that 44 sponsors used time on that network throughout the past year, compared to only four in 1927-28.

The number increased to seven in 1929, 13 in 1930, 18 in 1931, 19 in 1932, dropped to 16 in 1933, jumped to 28 in 1934, 32 in 1935 and 36 in 1936.

Oldest steady user of time on NBC

(Continued on Page 3)

NBC TELE TRANSMITTER BEGINS TESTS IN MARCH

NBC's television transmitter atop the Empire State Bldg. is undergoing changes and it is expected that tests will begin sometime in March. Transmitter is being changed over to operate on direct current.

No physical changes are being made in the coaxial cable which connects the transmitter site and the NBC-Radio City studios. The terminal box in the Empire has been moved, but that was caused by space

(Continued on Page 3)

Musicians' Freelance Rule Up for Court Trial Tues.

Recently enacted resolution of Local 802 of the AFM which would prohibit members from playing additional radio or other jobs once they had earned \$54 per week

(Continued on Page 2)

WALR Newspaper

Zanesville, O.—Newspaper ownership of radio stations has been reversed by WALR, managed by Ronald B. Woodyard. Instead, Woodyard's station has its own newspaper, a weekly called The Minute Man with 15,000 circulation. Columns include program schedules, promotion, etc. Other stations can get sample copy from Woodyard for 3-cent stamp.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Thursday, Feb. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	134 1/4	132 1/2	133 7/8	...
CBS A	19 1/2	19 1/4	19 1/4	- 1/2
CBS B	19 1/4	19 1/4	19 1/4	- 1/4
Crosley Radio	9 1/2	9 1/2	9 1/2	+ 1/8
Gen. Electric	41	39 7/8	40	+ 5/8
RCA Common	63 1/4	61 1/2	65 1/2	+ 1 1/8
RCA First Pfd	50	48 1/2	49 1/2	+ 1
Stewart Warner	9 3/8	9 1/8	9 1/4	- 1/4
Westinghouse	98	95	95 7/8	+ 7/8
Zenith Radio	13 3/4	13 1/2	13 1/2	+ 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 3/8	15 3/8	15 3/8	+ 3/8
Nat. Union Radio	3 1/4	3 1/4	3 1/4

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5 1/2	6 1/2

NEW BUSINESS

WINS, New York: American Institute of Food Products, Glenna Strickland, half-hour program, six weekly.

WCKY, Cincinnati: Appliances, Inc., and Fairbanks-Morse refrigerator dealers, "Coon Creek Girls."

WTMJ, Milwaukee: Axton-Fisher Tobacco Co. (Twenty Grand cigarettes), ETs, through McCann-Erickson; Roundy, Peckham & Dexter (food products), spots, through Neisser-Meyerhoff.

KMJ, Fresno, and KOH, Reno: Kellogg, "Howie Wing," through N. W. Ayer.

WMCA, New York: Seedol Laboratories (Kelpamalt tablets) "Your Good Neighbor," through Grady & Wagner; Horvita Inc. (cream), participation, Anice Ives, through Schuyler Service; Community Opticians, renewal, Zeke Manners Gang, through Commonwealth Advertising Agency.

WHN, New York: West Disinfecting Co. (C. N.) participation, "Ida Bailey Allen's Homemakers of the Air," through Moser & Cotins, Inc.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

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

Musicians' Freelance Rule Up for Court Trial Tues.

(Continued from Page 1)

will be fought in the Supreme Court of N. Y. County beginning Tuesday. Justice Thomas Noonan will hear argument for a preliminary injunction restraining Local 802 from carrying out its resolution. Action is brought by 11 members of 802 through O'Brien, Driscoll & Raftery, attorneys, after being advised by the executive board of the AFM that they were within their rights. It was agreed that pending the outcome of the trial Local 802 would not enforce the new law. This law affects only individual musicians and not an established orchestral organization. It would deprive some of the best known radio shows from using its favorite instrumental soloists.

Don Voorhees, headed the group of 11 who brought the suit. Others are Michel Piastro, David Grupp, Samuel Borodhin, Harry Urbout, Norman Weiner, Harry Glantz, Mitchell Miller, Max Manne, Samuel Feinsmith and Gilbert Koener.

Harbord on World Trip

General J. G. Harbord, chairman of the board of RCA, leaves Monday for a trip around the world. He will inspect the RCA communication stations and RCA Victor photophone and record plants during his trip.

En route to the west coast, Harbord will stop over in Arizona for a visit with his old friend, Gen. John J. Pershing. He will sail March 2 for Hawaii. He expects to be back in New York by the middle of July.

In Sidney, Harbord will be the guest of honor at the World Radio conference.

Flamm Heads Committee

Donald Flamm, president of WMCA, is chairman of the banquet committee of the Jewish Consumptive Relief Society of Denver scheduled to be held at the Waldorf Astoria on March 27. This marks the 4th consecutive year of Flamm's tenancy in that capacity. Nick Kenny, radio editor of the Mirror is to emcee the banquet.

8th Year on WTAM

Cleveland—Spang's Bakeries on Feb. 25 will air its 1400th consecutive broadcast over WTAM. Sponsor has been on the station eight years.

In commemoration of the 1400 broadcast, sponsor will air a full hour. Cities Service is relinquishing the first half-hour of its time on WTAM so that the sponsor can air the show.

Mendel Jones at WCKY

Cincinnati—Mendel Jones, former program director at WHK-WCLE, Cleveland, has assumed his new post as production and promotion manager at WCKY.

Lynden Morrow Promoted

Pittsburgh — Lynden Morrow has been shifted from sales promotion to sales department at KDKA by Manager A. E. Nelson.

Charles Martin Signed By Universal Pictures

(Continued from Page 1)

on both NBC and CBS. Before that he produced and directed the "Five Star Final" shows on WMCA and subsequently did scripts for "March of Time."

Biow agency and Martin are working on a staff of four to handle the Philip Morris shows after the latter leaves. No one reported set as yet.

Would Curb Radio Brokers

Ottawa—Problems relating to the operations of "radio brokers" occupied the attention of the Canadian Ass'n of Broadcasters at the convention just ended here. Discussion centered on possibilities of eliminating the commissions paid by the broadcasters to the brokers who arrange programs for commercial firms, and sell them through national advertising agencies. The brokers normally charge 15 per cent and the agencies another 15 per cent. The association canvassed methods suggested for the elimination of one of those commissions.

WNEW Four Years Old

WNEW will be four years old Sunday, but no ceremonies have been planned by the station. Kay Reed, station organist since WNEW took the air, will repeat some of the numbers she broadcast on the occasion of the opening of the station.

Hazeltine Net Higher

Hazeltine Corp. reports 1937 net income of \$549,293, equal to \$3.14 a share, against \$358,909 or \$2.05 a share in 1936.

Benny 100% in Survey

Boise, Ida.—Telephone survey conducted by Manager C. G. Phillips of KIDO showed a 100 per cent audience for Jack Benny program. About 80 per cent said they catch program over KIDO, and others via KFI.

Golden Gloves on Inter-City

WMCA and Inter-City stations will carry the Golden Gloves All-Eastern Finals from Madison Square Garden starting March 7 at 11-12 midnight.

Universal Radio Expands

Universal Radio Programs has taken a larger suite of offices at 545 Fifth Ave. According to L. N. Marks, Universal v.p., increased volume of business within the last two months has made the change necessary.

More Power for Your Job!

WABY

NEW EQUIPMENT...
NEW PUNCH!

ALBANY, N.Y.

COMING and GOING

ARTHUR B. CHURCH, president and general manager of KMBC, Kansas City, is in New York.

ELEANOR ONDEK of the program department at KDKA, Pittsburgh, arrives in New York today for a visit.

DR. LEON LEVY, president of WCAU, Philadelphia, who returned to his office after two weeks at Palm Beach, leaves again today for another fortnight of Florida sunshine.

WILLIAM RYAN, NBC sales head in San Francisco, is in Hollywood for a few days huddling with Syd Dixon, Pacific Coast sales chief.

W. C. ALCORN, vice-president and general manager of WBNX, accompanied by Mrs. Alcorn, will return Wednesday on the Empress of Australia from a month's cruise to Rio.

SIDNEY W. CAULFIELD, treasurer and in charge of sales of WBNX, and Mrs. Caulfield sail Feb. 19 on the Empress of Australia for a month's cruise to the West Indies.

GRACIELLA PARRAGA, Cuban singer-composer, is en route to Havana to sing at the Carnival Feast and benefit of the Cancer Hospital drive against Cancer in Cuba.

KERMIT SHAFER, Ken Sisson's manager, has gone to Hollywood in Sisson's behalf.

HOWARD LANE, general manager of the McClatchy radio interests and the California Radio System, has returned to Sacramento from a three-week trip to Washington and New York.

HENRY G. WELLS JR., general manager of WCOA, Pensacola, Fla., is in New York for a few days before proceeding to the NAB convention in Washington.

SUE TOHRNER left town yesterday for a vacation in Miami.

WM. SILBERBERG of WJEJ, Hagerstown, Md., returns home today after being in New York on business since first of the week.

G. W. JOHNSTONE of WOR leaves today for Washington where he will attend the National Press Club dinner tomorrow night and NAB Convention opening Monday.

J. R. POPPEL, chief engineer of WOR, leaves tomorrow to attend the facsimile group meeting to be held on Sunday at the Mayflower Hotel, Washington.

EDDIE CANTOR is due to arrive in New York on Feb. 27.

E. C. MILLS of Ascap expected back Monday from Florida business trip.

BENAY VENUTA returns today from Philadelphia where she has been appearing at the Earle Theater for the past week.

SAM TAYLOR, WHN Hollywood commentator, off for the coast. Will fly back in time for next broadcast.

JOSEPH N. WEBER returns to New York today from Florida.

"As the Jewish Market Goes— So Goes New York"

Listen in over Station

WMCA

To the following programs:

ZION VARIETY SHOW

Mondays at 7:30 P. M.

LET'S SING TOGETHER THE SONGS OF ISRAEL

Wednesdays at 7:30 P. M.

MOLLY PICON in "I Give You My Life"

Fridays at 7:30 P. M.

Judge for yourself

ADVERTISERS BROADCASTING CO.
205 East 42nd Street, New York, N. Y.
Murray Hill 4-1364

YEAR-ROUND SPONSORS SHOW LARGE INCREASE

(Continued from Page 1)

is Cities Service, which has run without interruption since 1925. American Tobacco started in 1923, but had short layoffs in 1933-34. Procter & Gamble began in 1924, with some interruption in 1932-33. Bristol-Myers has run from 1925 with only a short 1933 layoff.

Will Thompson Jr. Named General Manager of KROY

Sacramento—Will Thompson Jr., former commercial manager for KFBK, has been appointed general manager of KROY, the Royal Miller station. Full reorganization of technical, sales and production staffs is reported planned by Miller.

Radio Weather Forecasts Start Feb. 20 on Yankee

Boston—What is announced as the first completely organized and accurate radio weather forecasting service will start Feb. 20 on Yankee network's 14 stations, according to John Shepard III, president of the web. Programs will be presented daily at 9 a.m. Antenna for the meteorological instruments is in the rocky summit of Mt. Washington. Service also will be received via short wave from Naval Observatory, Arlington, and other points.

FCC ACTIVITIES

SET FOR HEARING

Edward J. Doyle, Rochester, N. Y. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

WRSP, Inc., Wisconsin Rapids, Wis. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Martin Anderson, Orlando, Fla. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

WBIG, Greensboro, N. C. CP to move transmitter site locally, install new equipment and vertical radiator and increase day power to 5 kw.

APPLICATIONS RECEIVED

Greenville Broadcasting Co., Greenville, N. C. CP for new station. 1500 kc., 250 watts, daytime.

Coastal Broadcasting Co., Brunswick, Ga. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WJR, Detroit. CP for new relay broadcast station. 31100, 34600, 37600, 40600 kc., 150 watts.

Citizens Voice & Air Show, Provo, Utah. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

KLZ, Denver. CP for new relay broadcast station. 1622, 2058, 2150, 2790 kc., 200 watts.

CKLW Signs in Detroit

CKLW, Windsor, is calling attention to itself and its programs with a group of seven outdoor boards spread in strategic locations throughout Detroit. The station has also erected on the roof of the Mortgage and Bond Building a 25-foot red Neon sign, reading CKLW and flashing "At your service." The sign commands attention from south-bound traffic on Woodward Ave., main thoroughfare of the city.

NEW PROGRAMS—IDEAS

Youth Guidance

"Looking Ahead With Youth" is the title given to a new series of discussions on educational and vocational guidance which is to be heard over WCCO, Minneapolis, each Wednesday, at 6:15 p.m. Programs are to be sponsored jointly by WCCO and the Minnesota Education Ass'n.

The talks are built to be of special interest to junior and senior high school students. In order to stimulate the greatest amount of audience interest, station is asking listeners—either student or adult—to send questions to the program. Speakers scheduled for the series will answer them as the programs progress.

Among the prominent Minnesota educational leaders lined up for the broadcasts are the Minneapolis superintendent of schools, the State Director of Vocational Rehabilitation, several University of Minnesota professors, the State Commissioner of Education, and other active educators.

WCCO plans to run the series until April 6.

Weekly Singing Lesson

A 30-minute singing-lesson program has been inaugurated at WMBH, Joplin, Mo., every Wednesday afternoon at 4:30. The instructor is Oliver Sovereign, outstanding vocal teacher of the district, the only local musician to be featured in the current issue of Who's Who In Music. The program is being made the subject of a series of newspaper advertisements, plugs over the station, and letters to all interested organizations in the district.

Sovereign is director of a women's choral group which has won first prize in the Missouri state competition for several successive years.

WRUF Speech Series

WRUF, Gainesville, Fla., State and University of Florida radio station, inaugurates a new series of ten weekly half-hour programs titled "Our Speech" to run through April 15. Programs were prepared especially for the radio by Prof. Lester L. Hale, of the University of Florida speech department. Purpose is to tie up personality and speech and thus create a "speech consciousness" in daily life. "Our Speech" is directed primarily to high school English and speech classes and Prof. Hale will conduct the classes personally. The

NEW HAVEN

"Poetry and an Organ" is now fed by WELI to Inter-City chain. Don Raphael is at the organ, assisted by Vera Cruse, Kenny Lamont and Charlie Wright.

Dee Peterson and ork now being heard over WBRY from Seven Gables Inn.

Judson LaHaye thriving under tough schedule of Bridgeport-New Haven commutation.

transcriptions were prepared in the studios of WRUF. Other stations planning to use the transcriptions are: WJAX, Jacksonville; WMFJ, Daytona Beach; W L A K, Lakeland; WCOA, Pensacola; WFOY, St. Augustine; WSUN, St. Petersburg; and WTAL, Tallahassee.

"100 Will Die"

Ominous, but striking title of this one, over WHK, Cleveland, helps drive home safety message at which program is aimed. Show takes dramatic form in monthly spot, supplementing weekly safety-first program over same station from Cleveland City Hall. Put on in cooperation with Cleveland Police Department, broadcasts are built on actual records by Gene Lavalley under supervision of Captain John L. Weiss of Accident Prevention Bureau. Each dramatization will consist of events leading up to some accident, the accident itself, subsequent police investigation and outcome.

Behind the Scene

Different type of retail business each week is subject of "What Goes on Behind the Scenes" discussion, newcomer over WADC, Akron. Veteran of some business classification is interviewed during half-hour session.

NBC TELE TRANSMITTER BEGINS TESTS IN MARCH

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being rented by the building management to another tenant.

In connection with CBS television plans, the transmitter portion of the CBS television system was scheduled for completion on April 1, but RCA was requested by CBS to modify the transmitter to provide for new standards of DC transmission. In spite of these modifications, made necessary by the new standards, the plans are for RCA to have the apparatus ready for inspection with full performance data prior to April 15.

The new NBC mobile television unit is now in Camden being rebuilt and is expected to be ready for field experiments in about four weeks.

Brewster Morgan Back to CBS

West Coast Bureau, RADIO DAILY

Los Angeles — Brewster Morgan, former CBS producer who was responsible for the network's Shakespearean productions last summer, has returned to the fold after a six-month sojourn at M-G-M as a writer. Will work on special assignments from Charles Vanda, CBS program director, for the time being.

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

PROMOTION

Breaking Used Car Jam

A powerful goodwill promotion is being staged by WTMJ, Milwaukee, in an effort to break the used car jam existing among Greater Milwaukee's 160 automotive dealers.

The special air campaign, running throughout the month of February with the theme, "Rid the Road of Jalopies," involves a minimum of 12 special broadcasts and frequent daily intermediate announcements and station breaks to focus public attention on today's used car buying opportunities. The broadcasts include such special events as a mammoth bonfire which burns old "jalopies" and the scene at an abandoned stone quarry pit where other "dated" motor cars are hurled to their doom.

Kiddie Revue Tie-up

Added build-up is being given youngsters starred on the "Kiddies' Revue," KLZ-KVOR amateur variety show, through a personal appearance tie-up completed with managers of Denver's Fox Theater chain by Howard R. Chamberlain, KLZ Production manager.

After the show, sponsored jointly by Old Homestead Bread Co. of Denver and Star Baking Co. of Colorado Springs, is aired on Saturday morning, the entire cast presents a variety show from the stage of one of the theaters. Picture house managers cooperate by exhibiting "shorts" designed to attract a juvenile audience.

Consumer Preferences

Open-minded research of buyer preferences is being inaugurated by WORL, Boston, in a new sidewalk interview feature. Object is to stimulate buying of all commodities, and show spots a "What and Why" announcer in front of Repertory Theater, armed with questions on what each candidate prefers to buy, where he buys it, and why. Listeners supply questions, and statistician tunes in to the answers, tabulating the results, which are forwarded weekly to various businesses concerned. W. Cort Treat, station manager, eyes the stunt as a human interest and good-will builder.

Weekly Program Schedule

Nelson Rupard, publicity man at WHB, Kansas City, is issuing weekly program schedule to 150 newspapers in nearby rural district containing brief biogs of staff announcers and artists on station.

Key Man

Omaha—"Key" man in the WOW organization is John Gillin, general manager. He wears four keys on his watch chain: a debate award, scholastic honor key, university award key and the junior chamber distinguished award key.



● ● ● Miami Beach, Feb. 10—"Little Shots About Big Shots": This sidelight on Al Dubin, who departed for the coast yesterday, just came to the front and we think it a gem. Before he wrote hit tunes with Harry Warren for Warner Brothers, etc., Al, twice the size of Mack Gordon (and Revel), was a fellow trying to write lyrics in Philly—besides running a school for amateur songwriters similar to the one depicted by Jack Oakie and Milton Berle in "Radio City Revels"...Dubin, also at that time, liked to have a snort or two, but his money wasn't plentiful like today—so he'd go to the bars and grills—and on the sidewalk, before entering, would write a few sets of lyrics. Armed with these scribbled words, he'd then sell the bartender the idea that for a few drinks he would turn these over to him, and in short time, the scribbled words would be worth a young fortune...As Al relates it now—that method would not impress the drink-slingers as much as appealing to their national viewpoints—if it was an Irish feller tending bar, the words would concern themselves with Ireland, etc....However, when Al did get into the chips, he took \$1700 and went down to Philly, walking from bar to bar, buying up these "drink lyrics" for the price advanced—sometimes two, three or five bucks—and thus settled all claims... One such lyric, returned for \$3 consumed in drinks, resulted in "Lullabye of Broadway" being written—which won the Academy award.

● ● ● On Saturday WQAM will air a high-chair fighting match from the Miami-Biltmore. All contestants are diaper-weights!... Boarman Byrd, radio editor of the Miami News, gave this story top position today: "Atlantic Refining will sponsor a show via WIOD which will interest big game anglers. The recent discovery of giant tuna, white marlin, blue marlin, striped marlin ranging upward of 600 lbs. and broadbill swordfish in the blue waters of the Gulf of Mexico." Of course this is just the essence of his story...Byrd told us he hasn't a chance to listen to the radio because of his other duties on the city desk.

● ● ● Harry Richman opens tonight at the Royal Palm with Gloria Grafton, Orville Knapp's widow. Joe Lewis opens tomorrow at the Continental...A wire just arrived that Mark Warnow's chief songplugger, Dave Kent's, much-awaited child was born dead. Our condolence to the Kents... Ozzie Nelson sent his manager, Billy Kent, who's honeymooning here, a letter loaded with criticism for the public's faith in Roosevelt... We just discovered the reason for the candle in our room: it's to be used when the lights go out during the hurricanes (not produced by Goldwyn!). The other night it looked like we were going to have one!... Frank Katzentine, headman for WKAT, is lining up five Chinese and five Japanese to go on his station and debate the Eastern fracas as they see it.

● ● ● Phillips H. Lord came down to the pool the other day wearing the most beautiful beachrobe seen in these parts. It was white, brocaded with blue settings of palm trees, etc.—so Ted Husing remarked that these must be the places the Gang Busters hide behind... Jane Ace is frying herself in the sun, while Goodman—who can't find a golfing partner who can play as bad as himself—is occupying his time playing cards with Georgie Price—in the shade. Georgie interrupts the game every so often to get the latest stock market quotations from his Miami branch office... We broke three slot machines here last night trying to beat the racket—and if we had busted just one more, the guy promised to let us take one back with us... Betty Lawford is picking the nags here a la "Oi-win" of "Three Men on a Horse." Every time she puts her own dough up—she loses—but reaps a harvest on those MENTAL bets... Jane Froman is here and Ella Logan is expected here this week-end with Jack Dempsey and his frau... Tom Mix has the room to the right of us.

GUEST-ING

GLADYS SWARTHOUT and JOHN BOLES in "Romance in the Dark," on "Hollywood Hotel," Feb. 25 (CBS, 9 p.m.). ALICE FAYE, TONY MARTIN, JOAN ALLEN and FRED ALLEN (from N. Y.) in "Sally, Irene and Mary," same program, March 4.

LEO REISMAN, interviewed by Frankie Basch, Feb. 14 (WMCA, 4:15 p.m.).

EDGAR LEE MASTERS and NORMAN CORWIN on A. M. Sullivan poetry program, Feb. 13 (WOR-Mutual, 2:30 p.m.).

IRVING CAESAR and GERALD MARKS, songwriters, on "New York Town," tonight (WHN, 9 p.m.).

RICHARD BONELLI, with Indianapolis Symphony Orchestra, March 5 (Mutual, 9:30 p.m.).

GLADYS SWARTHOUT, on Chase & Sanborn Hour, Feb. 20 (NBC-Red, 8 p.m.).

JUDY GARLAND, on "Broadway Melody Hour," Feb. 16 (WHN-WOR, 8 p.m.).

AGENCIES

J. WALTER THOMPSON CO., Seattle office, has added Wilson B. Cosby, senior copywriter and Edward Kneass, to handle travel activities. Both are from San Francisco.

WARREN E. KRAFT, v.p. and manager of the Seattle offices of Erwin, Wasey & Co., has returned there after an extensive California trip.

WBTM, Danville, Va.

National Conference of Jews and Christians presents a Tuesday series at 7:15 p.m. Program brings to the mike a Protestant minister, a Catholic priest and a Jewish Rabbi, aiming at justice, amity and understanding.

Coca-Cola Bottling Co. of Danville, sponsors of "Singin' Sam" twice daily, features the giving away of six bottle cartons of Coca-Cola to two lucky persons twice daily.

THE SONGBIRD OF THE SOUTH

**KATE
SMITH**

THE KATE SMITH HOUR

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



RUPERT HUGHES will be guest of honor on the new KHJ-Don Lee "Presenting American Composers" tonight. Weekly half-hour show will have Merle Armitage, concert impresario, as narrator, with Frederick Stark and staff orchestra. Initial stanza will feature the compositions of Stephen Foster and George Gershwin.

Remington-Rand has extended existing contract for KFI newscasts for another 13 weeks, and Armand Cosmetics signed for a series of spot announcements for a like period, while American Stove Co. is sponsoring a 15-minute series, "Hollywood Food Secrets," starting March 18 on same station.

Gus Edwards is auditioning juve prodigies at KFVB Saturday for his forthcoming "Talent on Trial."

Jeanette MacDonald will sing an original composition by hubby Gene Raymond on Vick's "Open House" over CBS Sunday. Title is "Will You?"

Midge Lovell Polesie has joined Max Schall in the new set-up at the Thomas Lee Artists Service.

Manning Ostroff initials "Men Over 40" on KFVB, Thursdays at 8 p.m. Script will stress achievements of men over 40.

Eddie Davis is writing the Jack Haley-Log Cabin show.

Ruth Allen, formerly in the cast of the "First Nighter" network series, has migrated West and joins KMTR's "Spring Hill Bugle" feature, heard Saturday nights at 8.

WKRC, Cincinnati

John McCormick, g.m., and Bill Williamson, sales manager, are leaving for the NAB meet.

A series on income tax filing starts Feb. 16.

Lee Bland will be in charge of seven broadcasts set for Feb. 14-21 in connection with National Drama Week.

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

Greetings from Radio Daily

- February 11
 - Ben Alley
 - Billy Hallop
 - Harry Swan
- February 12
 - George Griffin
 - Raymond Knight
 - Philip G. Lasky
 - Curt Petersen
 - Tom Waring
- February 13
 - Jay Fallon
 - Lennie Hayton
 - Russ Morgan

ORCHESTRAS - MUSIC

JOE GALLICCHIO, formerly musical director for Amos 'n' Andy on the coast, is rejoining NBC in Chicago as staff conductor on Feb. 27. Just now he is filling in for Walter Blaufuss, who is seriously ill.

Irving Fields, WHN piano stylist, will have Connie Lang, South American singer, as his guest tomorrow at 5:30 p.m.

Ken Sisson, Manhattan arranger and conductor currently in Montreal conducting "Canada 1938," has stepped in where native Canadians have not ventured and is giving Canadian composers a break by airing their compositions on his Friday evening show through a nationwide

hookup. Tonight he is featuring "My Home in Saskatchewan," unpublished fox trot, and "Make Your Mom Your Valentine," by Hal Moon and Shurley Marson, Montreal lads, published by Whitney Blake, N. Y.

George Duffy's Orchestra, which has been at the Texas Hotel's "Den" in Fort Worth since New Year's, left this week for the Washington-Youree Hotel, Shreveport. Ed Lally's orchestra takes over Den spot for a while, and the KTAT wire for airings.

Saturday and Sunday cocktail dancers go into the Belmont-Plaza's multi-mirrored Glass Hat, featuring the dance-able ministrations of Sonny Kendis—at the piano and with the baton.

KLZ, Denver

Unable, because of a crowded schedule, to carry a remote broadcast from Denver's airport when Benny Howard, the noted test pilot, landed there in a sub-stratosphere experimental plane, Newscaster Jack Fitzpatrick was detailed to handle interviews which were recorded and aired at the first available time.

Some sort of a record for "special features" broadcasting was established by Norbourne Smith, assistant production manager, when he mounted the "rumble seat" of an 1890 model tandem bicycle to interview Veta Barbour after she pedalled into Denver from her Northfield, Mass., home.

WHIP, Hammond-Chicago

Olson Rug renewal, through Presba, Fellers & Presba, is among recent business signed by Hal R. Makelim, manager. Herbert Morgan Motor Sales, First Church of the Nazarene (renewal) and Arno Furniture Co. are other accounts.

Doris Keane of WHIP-WWAE, vacationing in Florida, will attend the NAB meet in Washington next week.

Magic Washer program on Polish Hour reported bringing in over 2,000 letters weekly.

Carl Schurz German Hour, on being cut to a half-hour daily, brought deluge of requests for resumption of full hour.

WDNC, Durham, N. C.

Bob Van Camp has been retained as staff organist.

James Dees, baritone, started a new series Tuesday.

Mack Watts and the Koloa Sereaders are back on the schedule.

Lee Vickers is announcing the "Human Side of Banking" sponsored by Fidelity Bank.

Alice Walters is back in the office after a week's illness.

WIBW, Topeka

Hilton Hodges, special events announcer, was recently promoted to continuity staff by Ben Ludy, new general manager. He retains six of his most important commercials.

Ben Ludy introduced a new program the other day that clicked too good and had to be changed. It was a quarter-hour featuring piano music of Maudie Shreffler, music director. Listeners were invited to telephone requests, which were read off by Ed Oliver Letson, singing announcer, as fast as three phone girls could take them. At the second broadcast, so many calls came that the phone company hollered. Program continues—without requests.

Governor Walter A. Huxman was heard recently in a remote from the state house, talking on the sales tax. Art Holbrook, special events announcer, described the Senate Chamber scene before the Governor spoke.

WJR, Detroit

Harry Wismer will continue to interview club women for another year in "Meet the Missus," renewed by Fitzpatrick Bros. for Kitchen Klenzer through Neisser-Meyerhoff agency.

Kroger, through Ralph H. Jones agency, Cincinnati, has renewed "Linda's First Love" for another year.

Music from Michigan "J Hop" will be aired over WJR from Ann Arbor tomorrow night. Kay Kyser and Jimmy Dorsey will be there with their orks.

KQV, Pittsburgh

Jack Abbott, KQV-WJAS salesman, returned from Chicago with a bride.

Lee Sellars, news commentator, is attracting the attention of local big-wigs in politics.

Chet Boswell, who recently came here from New York, is singing thrice weekly on KQV, twice on WJAS and doing other stints besides. Also wrote a song dedicated to Karl Krug, Sun-Tele columnist.



KENNETH CARPENTER, head of NBC sales, and Mrs. C. leaves for Nassau Bahamas this weekend. The Carpenters will join Niles Trammell, NBC v.p., and his wife there.

Marge Kerr, Tom Fizdale v.p., plans to plane to Miami for further recuperation from illness soon as she is able to make the trip.

Barbara Luddy, star of "First Nighter" and "Margot of Castlewood" under care of physician although she has persisted in missing no broadcasts.

Si Harris, Northwestern undergraduate, is the new announcer on the Alka-Seltzer "National Barn Dance."

Actress Sunda Love donated a pint of blood to a neighbor the other day.

Jack Fulton and Franklyn MacCormack, Wrigley headliners, will go to Indianapolis to headline state convention of American Legion banquet.

Jim Jordan (Fibber McGee) to Kansas City on business and to visit his brother and family there.

Hal Hackett and Howard Barnes of MCA, New York, here for Kay Kyser's show on Tuesday.

WAAF notes: Jack Odell, program director, supervising "Sentimental Journeys," new Sunday poetry-music show featuring News Editor Don Holt, songs by Sylvia Stone, piano accompaniment by Estelle Barnes . . . Holt also has a new daily news commentary at 11:15 a.m. . . . Harry Creighton interviewing famous sports personages on his daily "Sport Shorts" . . . Continuity Editor Joe Silver announces the Sunday "Symphonic Hour" . . . Engineer Emmett Melinthin gives vent to announcing ambitions by piloting "Waltztime" . . . Russ Perkins, baritone, has started a new series, "Song Webs" . . . Pat Casey, tenor, heard twice weekly.

Two New WINS Series

Two new WINS series debut Sunday. "Lives of Great Composers" will be heard at 6-6:30 p.m. and "Men's Lyric Chorus" at 6:30.

SYNDICATE TRANSCRIPTIONS

DISTRIBUTOR WANTED FOR U. S. A.

Exclusive representation for United States available to agent having proper contacts to handle outstanding syndicate transcription shows. Also interested in agents with contacts in foreign countries. Full information and auditions from Martin Maxwell at Hotel Washington, Washington, D. C., during N.A.B. Convention.

Martin Maxwell will also be available in New York City on February 17th at Hotel Astor.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

NAB Joins in Drive Against Excise Tax

Washington Bureau, *RADIO DAILY*
Washington—Entire radio industry, including dealers and distributors, as well as voluntary support from organized labor and the NAB, is being enlisted in support of the drive for reduction of the federal 5 per cent excise tax on radio, according to a report from the Radio Manufacturers Ass'n. The report says NAB has advised station members that the radio tax affects broadcasting interests—radio "circulation" as represented by listeners.

WHAI Nears Completion

Greenfield, Mass. — Greenfield's new station, WHAI, probably will start broadcasting toward the end of next month. Plans for the power plant site on Woodward Road have been sent to the FCC for approval, John W. Haigis announced.

The plans call for illuminated tower from 150 to 190 feet high and a colonial brick powerhouse nearby. Tower will have station letters in large neon signs, visible for many miles.

Meanwhile, Haigis said, work on the Mansion House studio is nearing completion.

Get Merit Certificates

Norfolk — John Peffer, assistant technical director and John Carl Morgan, announcer, both of WTAR here, have been awarded certificates for Meritorious Public Service in Emergency for their short-wave amateur work during the hurricane on the eastern seaboard in 1936. Awards were given by the American Radio Relay League.

New G.E. Capacitors

Schenectady—Designed particularly for use under severe conditions of humidity and temperature, General Electric has announced new line of small radio transmitter capacitors. These may be operated continuously at voltages not in excess of 10 per cent above rated value.

CHARLES ROSS, Inc.

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

NEW PATENTS Radio and Television

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

2,107,333—Electron Discharge Device. Johan Lodewyk H. Jonker, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.
2,107,352—Phototube. Marten C. Teves and Hendrik de Boer, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.
2,107,353—Lead-in for Electron Discharge Devices. Hand Vatter, Berlin-Charlottenburg, Germany, assignor to Siemens & Halske Aktiengesellschaft.
2,107,387—Vacuum Tube with Tank Circuits. Ralph K. Potter, Madison, N. J., assignor to American Telephone & Telegraph Co.
2,107,393—Radio Receiving System. Kurt Schlesinger, Berlin.
2,107,394—Radio Receiving System. Kurt Schlesinger, Berlin.
2,107,395—Radio Receiving System. Kurt Schlesinger, Berlin.
2,107,409—Automatic Volume Control Circuits. John F. Dreyer, Jr., Brooklyn, assignor to RCA.
2,107,410—Automatic Gain Control Circuit. John F. Dreyer, Jr., Brooklyn, assignor to RCA.
2,107,423—Electric Condenser Construction. Bror G. Olving, Hamden, Conn., assignor to Products Protection Corporation.
2,107,425—Curt Protze, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
2,107,472—Selective Control Mechanism for Radio Sets. James H. Denison, deceased, late

of Hartford, Conn., by Alvina M. Denison, administratrix.

2,107,514—Automatic Volume Control System. Louis F. Willging, Cincinnati, assignor to Crosley Radio Corp.

2,107,518—Electron Discharge Device. Cabot S. Bull, Hillingdon, and Sidney Rodda, Enfield, England, assignors to Electric & Musical Industries Ltd.

2,107,519—Electron Discharge Device. Isaac Schoenberg, London, Cabot S. Bull, Hillingdon, and Sidney Rodda, Enfield, England, assignors to Electric & Musical Industries Ltd.

2,107,520—Electron Discharge Device. Otto H. Schade, West Caldwell, N. J., assignor, by mesne assignments, to RCA.

2,107,633—Direction Finder. Frederick J. Hooven, Dayton, Ohio.

2,107,782—Radiation Frequency Converter. Philo T. Farnsworth, San Francisco, and Donald K. Lippincott, Larkspur, Cal., assignors to Farnsworth Television Inc.

2,107,811—Amplifier Tube. Edward H. Yonkers, Jr., Chicago.

2,107,908—Immersion Starter for Pool-Type Discharge Devices. Emil Rupp, Berlin-Frohnau, Germany, assignor to General Electric Co.

2,107,945—Cathode Structure. Albert W. Hull and William A. Ruggles, Schenectady, assignors to General Electric Co.

KOMA's New Quarters Being Dedicated March 1

Oklahoma City—New studios and business offices covering entire floor of Biltmore Hotel will be dedicated March 1 by KOMA. Layout provides for three studios, musicians' room, audition room and offices.

New Dynamic Mike

Los Angeles — American Microphone Co. has announced its latest dynamic microphone, believed by the firm to be the smallest true dynamic released for commercial use.

Scott Plans Robot Set

Chicago—E. H. Scott, who pioneered the de luxe short-wave radio ten years ago, this spring plans to bring out a new type of robot radio. The receiver, featuring phonograph combination, will have no dial, knobs, or "electric eyes," and will be tuned remotely with small selector. It will be designed like an ultra modern bookcase.

Plug Web Shows

WBAL recently took full page ad in Baltimore-News-Post, plugging schedule of NBC-Blue and Mutual programs. Sixty-four shows were listed, each given equally prominent display.

KSD to Build Playhouse Accommodating Over 700

St. Louis—New playhouse, constructed to theater specifications and able to accommodate an audience of more than 700 persons, is being planned by KSD here to augment normal studio space.

Increased production activity, both musical and dramatic, plus rising local interest in programs and several strong audience-participation shows over the station, were given as reason for the addition. Unit will be known as "KSD's Radio Playhouse."

Test Portable Transmitter

Hartford—WDRC engineers under Chief Engineer Italo Martino are now making exhaustive tests of station's new portable transmitter, WIXOU. Mounted in a car, new unit is designed for emergency broadcasts.

WOKO, Albany

William Jones is a newly added announcer.

Billy Rose, announcer-singer, has been abed with a cold. Johnny Lee did some subbing.

Forrest Willis goes into third year with Montgomery - Ward musical clock.

Int'l Television Radio Amends Registration

Washington Bureau, *RADIO DAILY*
Washington—An amendment to pending registration statement of International Television Radio Corp., filed with the SEC, says the 1,000,000 shares of common capital stock will be offered without the aid of an underwriter. Of the proceeds, \$500,000 is to be used for television, \$250,000 for infra red ray purposes and \$250,000 for facsimile. William H. Priess is president of the Jersey City corporation.

Perfect Sound Machines

Salt Lake City — KSL engineers here are perfecting specialized sound machines to improve background effects. Latest apparatus is a sound table console with three turntables and five pickups. Variable speed turntables have been augmented with a high and low pass filter capable of eliminating high and low frequencies between 500 and 4000 cycles.

WMCA Studios Delayed

Installation delays at WMCA's new studios will hold up construction for at least one month, it was learned yesterday. At present it is doubtful whether station will be able to take over new headquarters until early in April.

IN
Any
EMERGENCY—

...we pick up work
quickly

...we make haste
carefully

...we deliver promptly.

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

Vallee's and Kate Smith's, are on at the same hour so that Mr. Listener must miss the wealth of entertainment contained in one or the other, which he'd relish on, say, Wednesday night at 8 o'clock when dramatic features predominate. Smart independent stations, which present programs of a different type than the competing networks are offering at the same hour, are bound to attract a large audience.

"It's refreshing to find radio improving its educational and cultural programs, but it's disheartening to find the most extravagant of these (the NBC Symphony) scheduled at a time when nobody is in the mood for classical music. At so late an hour Saturday night, a majority of the older folk have gone to bed. Young people, in search of recreation after a busy week's work, are mostly at parties seeking music for dancing, realizing that they can sleep late Sunday morning." — ROCKY CLARK, *Bridgeport (Conn.) Post*.

YOUNG BLOOD, NEW IDEAS

"Radio needs young blood, young ideas. There are many radio executives who know very little about the business they are in—they did not 'grow up' with the industry. Commercialism, ways and means of making more money out of radio, is their main and selfish thought. The time is not far away when radio stations will beg for listeners and use various promotion stunts to increase 'circulation.' The goose that lays the golden egg has his neck in a sling. Listeners are beginning to place value upon their time at loudspeakers; no longer is radio a novelty, a place to 'while away the time.' Schools and educators are beginning to demand more of radio and most likely will prove salvationists for a stagnant instrument that could be a great force for good in our daily life. Keep your eye—and ear!—on these Parent-Teacher groups." — DARRELL V. MARTIN, *Pittsburgh Post-Gazette*.

PUBLICITY

"Better and more prompt correction sheets. More actual publicity data and less flowery language. Correction sheets that will give a radio editor an idea of a nearby station for programs that are of value. Usually it is impossible to find the station." — MRS. MARION C. McDONALD, *Youngstown (O.) Vindicator*.

"Inaccuracies between the program announcement and the program when it is aired. No reason or excuse given why such and such didn't happen as per schedule. Late arrival of notices and so-called radio 'news' on the day the program is to appear—often I get word of a program the day after it has been aired." — BILL POTTS, *Fort Worth Star-Telegram*.

A VARIETY OF THINGS

"Too many names without regard for ability on the air. For instance, name the Hollywood stars singing on radio to whom nobody would listen were they just plain 'Mary Smith.' Where are Jane Pickens, Ruth Etting, Connie Boswell, Ramona, Annette

CRITICS' FORUM

(Continued from Page 1)

Hanshaw, etc., etc.? Then there's the football announcer, at least one outstanding example on NBC, who doesn't know the first thing about a game—can't tell who has the ball when he's talking, he doesn't know eighth grade grammar and he's bad all over the place except when he's reading commercials that the agency wrote for him. Then there's the announcer who yells—why? And there's too much time taken after the broadcast of a serial asking will he do this, will he do that. That doesn't prove anything to me. Why not use that time telling a little more of the story? Nobody but a three-year-old could tell what's going to happen next day, anyway." — EDITH RILEY, *Houston Post*.

MORE FRANK DISCUSSION

"Radio should permit more discussions on the air such as attempted by Gen. Johnson on social diseases. Knowledge never did anyone harm—and this information ought to be handed out to the thousands who need it as the sacrifice of those 'chosen few' who will be foolishly horrified. They used to whisper about tuberculosis—but it's discussed bodily just as are social diseases. Education along these lines is needed for happy marriages and healthy homes more than courses on cake-baking and interior-decorating. Magazines are bending—papers should, and radio can. Let's stop all this disguising and call things by their proper names. There would be far less sordid talk then." — MARY O'NEILL, *Albany Knickerbocker News*.

REMOTES

Radio appears to be learning its lessons rapidly. However, the greatest mistakes are occurring in the gratis broadcasts of orchestra music for fill-in purposes. In many cases managers are becoming the apparently unsuspecting victims of a new racket. Numerous "clip-joints" are maneuvering their bands and talent into these sustaining spots for the purpose of luring new lambs to the slaughter. Most of such places do not even contract the broadcast talent except for the period of broadcast, which in many cases is made from a private room in the club. Were all parties aware in such cases, it would constitute at best false advertising." — C. FULTON FIELD, *Long Beach (Cal.) Press Telegram*.

COMMENTATORS

My pet peeve is the commentator who mispronounces ordinary fifth grade words: gravity as though it were what yokels call "pot likker"; exchange with accent on first syllable, etc. Offenders are usually employes of local stations, but even small stations should be able to afford a dictionary and ought to compel its use. Then there's the announcer who insists on commenting about nothing in particular and drowns out the music. And the other nitwit who

covers current events, runs out of anything to say and then switches to another announcer—and uses half a column of bunk introduction. Also the mug who runs out of conversation but keeps on talking anyway.

One of the outstanding radio programs is a peeve because the commercials hammer you with "aspirin" until it drives listeners mad—and off the air. There is also the speaker who has a permanent frog in his throat and makes us hope he'll take time out to clear it or put on a substitute." — HARRY LaFERTE, *Tulsa World*.

ANNOUNCERS

"My pet peeve is these loud-voiced announcers, reminding me of things to take for various pains and aches. I think the average person turns the radio on to forget his ills; not to be reminded of them. Advertising should be limited, thinks me." — ARTHUR C. PAMERLEAU, *Flint (Mich.) Journal*.

"Auctioneer complex of commercial announcers. Radio is the medicine show of the air and has been made so largely by announcers who have patterned their style after the old-time barkers. Less vehemence would be an improvement." — S. W. GRANT, *San Antonio Express*.

AMATEUR PROGRAMS

I think it is about time for a change in the presentation of amateur shows. The present style of shoving rehearsed programs on the air in such manner as to create an "unrehearsed atmosphere" is becoming too "sticky". Surely only a few people at most are fooled by this racket. Why not give the amateurs a decent break, if they are to be given a break at all. There is little excuse for not presenting their talents to the public in a properly arranged variety bill, just as any professional program is presented—minus the "who are you?" and "your age?" gags, all of which have to be rehearsed beforehand." — A. WALLACE GRAY, *Plainfield (N. J.) Courier-News*.

FAN MAIL

After a decade, one would think the sponsor and station manager would have ceased grasping at fan mail as the only tangible chart of listener interest, yet the belief is as strong as ever. (Letters from a giveaway are a different thing.) And the belief is typical of thought in the industry. Technically, radio is far and away ahead of its day. In other respects, it is not a great deal farther along than it was ten years ago. New programs, new development of ideas, a form of "sponsor control" and flexible contracts are needed." — RICHARD PHEATT, *Toledo Blade*.

SHOULD HAVE OPINIONS

Why does Bill Paley say radio shouldn't have opinions, no editorial page? He's wrong. A radio station should have an editorial board and

definite opinions, but always be willing to let representatives of opposed opinions have equal time. Why doesn't radio frankly admit its primary function is entertainment and stop worrying about what some dull educators, so-called artists and literati say? It pleases the masses, not the specialists. A matter of politics and policies, I suppose. — CHARLES J. GILCHREST, *Chicago Daily News*.

GENERAL COMMENTS

"Too much 'sameness', too much Hollywood; not enough true radio talent being developed; not enough good writing in commercials or continuity; too much expensive razzle-dazzle and not enough genuine entertainment. But these are insignificant. I like radio, and think it is doing swell. If left alone radio will develop properly and become a trusted servant and a happy friend to have around the house." — EDGAR A. GUEST JR., *Detroit Free Press*.

"The loudness, vehemence and repetitiousness of almost all commercial announcements; the breaking into a piece of great music with a station identification; the over sugary camaraderie among entertainers before the microphone." — RONALD D. SCOFIELD, *Sacramento Bee*.

"There is too much of that follow the leader spirit. A program clicks and at once there are dozens of imitators. There doesn't seem to be sufficient originality. Maybe it's the fault of the boys who are paying the bills." — W. B. McCLAREN, *Grand Rapids Herald*.

"Too much movie stuff. Long-winded commercials. Irresponsible, inexperienced newscasting. Plethora of script serials . . . most of them lousy anyway. Silly publicity stuff from studios and chains." — ADRIAN FULLER, *Columbus Dispatch*.

"Commercials too long and too often. Too much confusion. Too many people talking at the same time. Hour programs too long. Too many stars selling themselves and their latest picture. Production departments should stop following one another like sheep. Old jokes and lack of original material." — CLIFFORD GRASS, *Canton (O.) Repository*.

"The present trend toward pretentious Hollywood shows that overbalance themselves and fall of their ponderous weight (and advance publicity) get my goat. Radio entertainment is essentially informal, direct, household. It should have the ease and dexterity of a rapier, not the blunt heavy strokes of a Heidelberg sabre. The saccharine build-ups afforded second rate guestars." — JACK SHAFER, *Newark Ledger, Long Island Press, Staten Island Advance*.

"Most radio chains have a narrow viewpoint. An example . . . Last year the NBC refused to allow an ex-con to appear on 'Crime Clues'. Wanted to keep air pure and clean, most likely. But that same chain fell all over themselves in airing words of

(Continued on Next Page)

PHILADELPHIA

Bob Elmer, assistant to WCAU's sports commentator Bill Dyer, makes his vocal debut on a studio program shortly.

Lenard Taylor, formerly of the WIP, joins the sales staff of WFIL.

The Imperial Hawaiians heard over WFIL have just completed their 3000th broadcast.

Thomas Elmer will be the soloist on KYW's Civic Symphony Concert.

WPEN Artist Bureau is discontinuing its band department in cooperation with the local AFM.

Ray Gathrid will conduct a bi-weekly radio column called "Just Homefolks" and will assume the toga of radio editor of the Philly Daily News.

Alan Scott will drop his Saturday evening spot on WCAU, but will still be heard three times weekly.

Marie LaTell and Jack Hutchinson will be heard over WIP in a new series of popular song recitals.

KDYL, Salt Lake City

S. S. Fox, g.m., and J. M. Baldwin, chief engineer, to New York and Washington for NAB Convention and equipment negotiations, anticipating KDYL's power boost to 5 kw.

Oliver Coburn, new addition to Technical Staff, hails from Denver. George Snell, production mgr., bought a new home.

Floyd Farr, chief announcer, making transcriptions for Salt Lake agencies, Ad-Craftsmen and R. T. Harris Advertising.

Douglas Gourlay, continuity writer, preparing file of catchlines culled from national magazines and big-circulation newspapers.

By Woodbury, musical director, assimilating material for complete musical library, files, indexes, popularity charts, etc.

Ted Kimball, program chief, writing original dramatic sketches for his star afternoon studio feature, "Hello Ladies."

Marjorie Lloyd is doing the new participating "Women In the Headlines."

Cecilia Jensen, steno, has blossomed forth as a script writer.

Robert Hilliard's concert orchestra is featured in "Gems of Melody" for Boyd Park Jewelers.

★ Coast-to-Coast ★

ACCORDING to figures just released by widely accepted independent survey, covering period from Jan. 1, the most impressive showing for daytime programs is made by Irna Phillips' newest script show, "Woman in White," which Pillsbury introduced Jan. 3 to replace the same author's long-popular "Today's Children." Although only four weeks old at the end of the time covered by the survey, "Woman in White" is already among the first three to receive highest popularity rating. Irna Phillips also writes two other outstanding daytime serials, "Guiding Light," and "Road of Life."

KCKN, Kansas City, Kan., set another station record in mail for January, when 2,194 letters were received, against 1,374 the previous month.

Pat Rossi, WOV vocalist, and Grace and Scotty, NBC team, will be guests tomorrow at the Cost Accountants Dinner in the Roosevelt Hotel.

Morton Downey will be heard over WOR-Mutual tomorrow at 11:15 p.m. with Abe Lyman's band from the Casa Manana.

KNOW, Austin, Tex., "got its man" the other day when Texas Highway Patrol asked station's cooperation in locating a truck driver en route to Austin from Dallas. A little emergency message aired at 2:14 p.m. brought results in 11 minutes.

Welcome Lewis will be the guest vocalist on Victor Arden's Chevrolet ET heard over WOR on Feb. 21.

Jack Gibney, formerly of the public relations department at Fort Benning, has joined WRBL, Columbus, Ga., in charge of all newscasts.

WOPI, Bristol, Tenn., has inaugurated "Your Late Sports Review," furnished by Transradio.

The Radio Rubes, NBC vocal and instrumental quintet, mark their 500th consecutive broadcast today, on their regular NBC-Blue broadcast at 5:30 p.m.

Morris S. Novick, formerly director of WEVD, has been sworn in by Mayor La Guardia as Director of Radio Communications of the New York City owned station WNYC. Novick, a member of the American Labor Party, has been active in coordinating radio activities of the CIO.

Paul Brenner, WNEW man-in-the-street, heard daily at 1:15 p.m., beginning Tuesday will broadcast from lobby of Criterion Theater on Broadway, three days a week. His broadcasts from Paramount lobby in Newark will continue at the same hour, Monday, Wednesday and Friday.

WSAL, Salisbury, Md., interviewed Jesse Crawford over its station last Wednesday night. The organist played a one night stand at the New Theater in Salisbury, and manager J. Roy McLennan prevailed upon Crawford to come over.

Roy Harris, winner of the "Good News" title contest, "Of Human Hearts," appeared on "We, the People" over CBS last night. Milton Weiss of M-G-M publicity department arranged the interview with Gabriel Heatter, emcee of the program. Harris has been placed on three different radio programs since he arrived recently from the coast.

The Novelairs have been renewed for another 26 weeks on the daily Wheaties program over WMCA. Evelyn Prochaska is their manager.

Sparky Sparks, conductor of "Sports Review" over KFXX, Oklahoma City, recently was host to Max Baer.

SAN FRANCISCO

Betty Kelly, NBC soprano, back on "Woman's Magazine of the Air" after six-month absence. Now singing Mondays, Wednesdays and Fridays, with Beryl Cameron doing the Tuesday and Thursday vocal stints.

Bob McAndrews and Nell Cleary, NBC press, out briefly with flu and colds.

KSFO has a new control room, announcer's studio and duplicate transcription rooms with W. E. 23 A speech equipment in the Russ Building. A stage and control room have been built in the Palace Hotel Gold Room where "My Secret Ambition" emanates for the coast CBS net. Chief Eng. R. V. Howard installed.

Beryl Cameron singing twice weekly with Eddie Swartout's NBC studio orchestra, sustaining for coast web.

Hal Burdick's "Night Editor" series has been renewed by Tomaschke-Elliott (Oakland) for 13 weeks more after March 6.

Dean "Budda" Maddox's "Sidewalk Reporter" series is under way at last for Holsum Bread (Leon Livingston Agency). Assisted by Marcia Miller, dramatic actress.

Les Malloy's "Mental Whoopee" on KGGC sponsored.

Will King, an ex-vaude headliner, is scripting and acting in a new KFRC Sunday show tagged "Such Is Life."

Dick de Angelis, actor, has returned his "Golden Treasures" program to KJBS for Sunday airings.

Ben Harkins, "The Irish Minstrel," and Dorothy Divon, "Morning Merry-maker's" vocalist, being heard in a twice-weekly quarter-hour show on KFRC tabbed "Dramelodies."

Fred Macpherson, KRE (Berkeley) press chief, and production man, doing another series of daily sidewalk interviews called "Piedmont Personalities."

Darrell Donnell, radio editor of the "S. F. Examiner," out with a fractured ankle.

KSD, St. Louis

Wright Esser, feature writer, will have his third legit play, "Serrat," produced by Frederic Melville in London next fall. Esser also has written five novels and over 100 short stories.

Frank Eschen had Gene Tunney on the air in his "Sports Review" the other day.

ONE MINUTE INTERVIEW

RAY BLOCH

"Lee Grant writes that 'ten-thirty at night should be the zero hour of radio as far as 'loud music' is concerned.' There's a very simple correction I'd like to make. There cannot be any such thing as 'loud music' on the radio—not as long as they keep that little dial marked VOLUME on every set sold in the country. Just a twist of that little innocent dial could make even my 'Swing Fourteen' sound like a choir duet!"

CRITICS' FORUM

(Continued from Preceding Page)

Hitler and Mussolini from Berlin.... Evidently the brass hats couldn't see the difference between a legal and moral gangster."—SID SHALIT, *New York Daily News*.

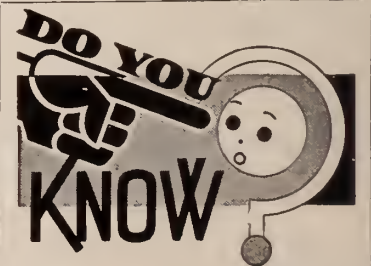
"Too many box-top contests today. Not enough thought to better program material."—ALBERT EDWIN SONN, *Newark Sunday Call*.

"There's too much advertising per time on air, particularly on shorter commercials, and at certain hours, particularly noon and at 6 p.m., too many spot commercial announcements. Also, some variety shows,

particularly MGM-Maxwell House, are too crowded with big names. Fewer and more connected shows would be better."—EDWARD J. HEALY, *Albany (N. Y.) Knickerbocker News*.

"The glad-handing of some emcees is becoming unbearable. After all, why should they be so profuse with their thanks for a performance by some artist who is being well paid?"—GUY BOWSHER, *Evansville (Ind.) Courier*.

Additional comments in Monday's issue.



Radio advertising increased 18 per cent in 1937 over the year before, while magazines gained 12 per cent and newspapers only 2.8 per cent.