



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 31

NEW YORK, N. Y., MONDAY, FEBRUARY 14, 1938

FIVE CENTS

## 250 Arrive for NAB Meet

### CRITICS' FORUM



#### CONCLUSION

THE following general comments wind up the first nationwide radio editors' forum conducted by RADIO DAILY—and to sum up, the principal criticisms of radio are (1) too much Hollywood, (2) studio audiences and their applause, (3) long, repetitious and extravagant commercials, (4) not enough daytime music, (5) too many serials, (6) backslapping on programs, (7) stenorian announcers, (8) unfunny comedians, (9) conflicting programs, (10) lack of new ideas and new talent, (11) unqualified commentators, (12) not enough good drama.

"I have no pet squawks. I'm interested only in seeing radio progress and what I say in my columns is met constructively. Currently we have too much Hollywood and Hollywood production on the air; some sponsors have not yet discovered that 'the best commercial bulletin is the one so short it can not be dialed off'; America has yet to discover what is really good humor and broadcast slapstick; we have too many daytime serials and not enough daytime music. But such things can not be remedied overnight. They will be taken care of in the general move forward radio is continuously making. Radio's biggest problem, however, is to generate new ideas and build new names. It needs both very badly."—BOB STEPHAN, *Cleveland Plain Dealer.*

"Candidly I think there is entirely too much of the so-called light entertainment. Less swing music, less Hollywood gossip, less injection of advertisers' pleas, less exploitation by advertiser of parents through chil-

(Continued on Page 9)

#### At Home

Little Rock, Ark.—KARK has been airing a job-finding program for the past two months under auspices of U. S. Employment Service. Majority of applicants have been laborers and general office help. But last week the emcee on program was nearly floored when a young man approached and said he was looking for a job as—announcer.

### EIGHT AGENCIES PLACED 59% OF NBC BUSINESS

Eight of the 85 agencies which booked business on the NBC networks last year were responsible for 59 per cent of the total gross receipts, it was revealed by the official agency breakdown which was released by the web over the week-end.

Blackett-Sample-Hummert, J. Walter Thompson, Lord & Thomas, Compton Advertising, Young & Rubicam,

(Continued on Page 8)

### More Shows Back East, Predicted by Pat Weaver

Chicago — Cutting down of show costs due to general conditions, plus New York World's Fair activities next year, will conduce to bring more radio production and important personalities back east from Hollywood, according to Pat Weaver, radio director of Young & Rubicam. Weaver,

(Continued on Page 2)

### Radio Business in South On Upturn, Kiggins Finds

New Orleans—Radio business throughout the south seems to be on the upturn, Keith Kiggins, NBC station relations man, declared here last week. Here on a lap of a tour of inspection which took him through the south-southwest, Kiggins found things looking better. He also noted a tendency among newspapers and radio stations in many instances to bury the ax and to work together for their mutual good and believes the old feeling of distrust is gradually

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## Annual Convention Gets Under Way Today in Washington

By GEORGE W. MEHRTENS  
Washington Bureau, RADIO DAILY

Washington—With approximately 250 delegates expected in Washington over the week-end and an additional number expected to arrive this morning, the sixteenth annual convention of the National Ass'n of Broadcasters will open at 9:45 a.m. today in the Hotel Willard.

According to the official program, opening address of welcome will be delivered by Hon. George E. Allen, Commissioner of the District of Columbia. Following Allen will be an address by NAB President John Elmer, and then will follow addresses by Senator Burton K. Wheeler of Montana, chairman of the interstate commerce committee, and Frank R. McNinch, chairman of the FCC.

Keen interest centers around membership reaction to the annual report of James W. Baldwin, NAB's outgo-

(Continued on Page 4)

### CBC Eventually to Center On Non-Commercial End

Ottawa—In a statement issued after its three-day annual convention, held behind closed doors, the Canadian Ass'n of Broadcasters said it believed that "Canadian Broadcasting Corp. is gradually working out the idea for which it was originally formed, that is, to build a number of non-commercial stations across Canada and eventually to leave the network business to the private stations."

### AGRAP-CIO AFFILIATION INDICATED IN BALLOTING

With returns now coming in fast, indications are that the AGRAP affiliation balloting will be completed within another week. Although voting has been heavy, no majority has as yet been indicated, but at present it appears that an affiliation with the CIO will be upheld.

Membership has not lived up to

(Continued on Page 4)

### Kroger's New Serial Starts on 17 Stations

Cincinnati—Kroger Grocery & Baking Co., through Ralph H. Jones Co., today starts its new script show, "The Editor's Daughter", on 17 stations, Monday through Friday, in behalf of Kroger's Clock Bread. Program will be heard on KLRA, KDKA,

(Continued on Page 2)

### Packard Fades March 1

Packard's "Hollywood Mardi Gras," with Lanny Ross, Walter O'Keefe and Charlie Butterworth, fades March 1. Ross makes a film for Columbia, then goes on a concert tour. Young & Rubicam agency has plans for putting O'Keefe in another show.

## ★ THE WEEK IN RADIO ★

### Baldwin's Swan Song

By M. H. SHAPIRO

GROWING resentment, piling up since October, culminated in James W. Baldwin, managing director of the NAB, giving a farewell blast to the industry last week when he sent copies of his final report to the membership at large... having made up his mind that he and the NAB were to part forever in so far as serving it in official capacity was concerned, Baldwin gave full vent to both his feelings and what he thought was wrong with the NAB... to all appearances the move was ill-advised... and since he really saw the

"handwriting on the wall" in Chicago last summer... or should have seen it, taking into consideration the opposition that developed in certain quarters... he should have remembered the joshing but excellent advice the late Will Rogers gave Al Smith when he told him not to run against Hoover but wait until 1932 when he would emerge a bigger man than ever... perhaps Baldwin should have refused to take the job last summer and perhaps he would have been in a position now where

(Continued on Page 4)

### Public Oppose Censor

Government censorship of programs is opposed by the big majority of radio set owners, according to a survey by the American Institute of Public Opinion, of which Dr. George Gallup is director. In reply to another query, overwhelming percentage said they had heard no program in the past year which they considered offensive.



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

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FINANCIAL

(Friday, Feb. 11)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, Gen. Electric, RCA Common, RCA First Pfd, Stewart Warner, Westinghouse, Zenith Radio. Includes High, Low, Close, Net Chg. values.

OVER THE COUNTER

Table with columns: Stromberg Carlson. Includes Bid, Asked values.

Kroger's New Serial Starts on 17 Stations

(Continued from Page 1)

WBBM, WCHS, WDAF, WDBJ, WIBA, WJR, WLAC, WLW, WMBD, WMC, WOOD, WOWO, WTAM, KEF and KMOX. World Broadcasting System is producing the show.

Ralph Edwards Renewed

Ralph Edwards has been renewed for another 13 weeks as announcer on the Sunday Horn and Hardart children's show over WABC. He's been on the program for six months.

BIRTHDAYS calendar grid showing dates from 1 to 30.

Greetings from Radio Daily

February 14

Jack Benny Jessica Dragonette
Eric Madriguera Peggy Allenby

WAKO ALBANY, NY Under One Tent POWER MARKET POPULARITY Newly Equipped for Super Power

Radio Daily on the Job

The NAB convention is being covered for RADIO DAILY by the following men from the home office staff: M. H. Shapiro, Ted (Scoops Daly) Lloyd, Don M. Mersereau, Marvin Kirsch and Arthur Simon.

RCA Facsimile Equipment Is Being Added by WOR

WOR has placed an order for radio facsimile equipment to be supplied by RCA. This additional equipment, to be delivered within a few weeks, differs in a number of points from the facsimile system now being used by the station during experimental broadcasts which are being conducted daily by the WOR engineering staff.

Having selected several of the most advanced methods of radio facsimile transmissions yet devised, the RCA system will be tested alternately, permitting WOR to keep pace with the aid in the development of the new field in which the station is pioneering. WOR is now experimenting with the system developed by W. G. H. Finch and has successfully transmitted facsimile of a WOR "news-paper".

Brewers' Show Date

Starting date for the American Brewers Ass'n show on CBS has been set back to Feb. 21 or 28 at 8 p.m., opposite Burns and Allen. Show will have local sponsors in various cities, after style of George Jessel's Mutual program. Lou Holtz, Ted Husing, Connie Boswell and Richard Himber's orchestra comprise the talent. U. S. Advertising Co., Toledo, is the agency.

Merry Macs to Tour

The Merry Macs, who make their third consecutive appearance on the Fred Allen show Wednesday night over NBC-Red, will leave immediately following with Al Pearce and his gang on a personal appearance tour.

Al Pearce's Tenth Year

Al Pearce and his Gang will celebrate their tenth year on the air on their broadcast Feb. 15 at 9-9:30 p.m. over CBS network. Troupe is scheduled to open at the Palace theater in Cleveland and following Friday for one week, broadcasting from that city Feb. 22. Program is sponsored by Ford Motor Dealers.

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.

More Shows Back East, Predicted by Pat Weaver

(Continued from Page 1)

who arrived here Friday on his way back to New York after a long stretch on the coast, said he expects to be in the east much of the coming season. Young & Rubicam's Packard show in Hollywood folds March 1.

James Burke Promoted

James F. Burke, of the CBS program department, has been appointed assistant to W. B. Lewis, vice-president in charge of programs. Gwendolyn Jones will be assistant to Burke.

Floral Follow-Up

Colorado Springs, Colo.—Seven local florists have taken a quarter hour a week live-talent show on KVOR following the "Songshop" on Friday nights. Program features a tenor and instrumental group of six and is titled "A Bouquet of Melody."

COMING and GOING

JERRY BELCHER was in Nashville yesterday for his NBC-Red network broadcast.

PICK MALONE and PAT PADGET (Pick and Pat) are taking a two-week vacation in the south; Pick at Pinehurst, N. C., and Pat in Florida. They return to New York and their CBS program Feb. 28.

GINA CIGNA, operatic soprano, sailed Saturday on the Saturnia for Italy.

ALBERT N. BAUDIN, official of General Electric Co., and his family sailed Saturday on the American Legion for South America.

MRS. ARTHUR DE NUNZIO, singer with the San Francisco Opera Co., is en route to Italy on the Saturnia to further cultivate her voice.

A. L. CHILTON, head of KLRA, Little Rock, Ark., is in town.

CLAIR HEVER, WHBF sales manager, is in from the west.

EDGAR H. TWAMLEY, director of WBEN, Buffalo, is in town for short time.

JOHN THORWALD, managing director of WRR, Dallas, is in New York.

C. MERWIN DOBYNS, owner and general manager of KGER, Long Beach-Los Angeles, accompanied by his brother John, commercial manager, left on the new Union Pacific "Streamliner" for Washington to attend the NAB convention. In addition to taking in the convention, Dobyns plans to visit New York, Chicago and St. Louis for conferences with several radio advertising accounts.

WMCA's Prayer Sign-Off

Donald Flamm, president of WMCA, has placed in effect a new official station sign-off which will go into effect immediately, replacing the old transcribed message. New sign-off is a prayer for oppressed people in other countries.

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

## R E P U T A T I O N

WITH the constantly shifting pattern of radio representation, new names come on the stage, old names leave the scene. A very few achieve more distinction with the passing years; for such distinction must be based upon sound practice, high ethics and efficient sales performance. The value of a name in radio can neither be borrowed nor bought. It must be built.

KERM, *Bakersfield* · WBRC, *Birmingham* · WDOD, *Chattanooga*  
 WJJD, *Chicago* · WXYZ, *Detroit* · KMJ, *Fresno*  
 WOOD-WASH, *Grand Rapids* · WMBR, *Jacksonville*  
 WLAC, *Nashville* · WDBO, *Orlando* · WPRO, *Providence*  
 KOH, *Reno* · WRVA, *Richmond* · WHEC, *Rochester*  
 KFBK, *Sacramento* · WTOG, *Savannah* · KSOO, *Sioux Falls*  
 WSBT, *South Bend* · KWK, *St. Louis* · KWG, *Stockton*  
 WSYR, *Syracuse* · WDEL, *Wilmington* · WORK, *York*  
 \_\_\_\_\_ Michigan Network \_\_\_\_\_

PAUL H. RAYMER COMPANY

*Radio Station Representatives*

NEW YORK      DETROIT      CHICAGO      SAN FRANCISCO

## 250 IN WASHINGTON FOR NAB CONVENTION

(Continued from Page 1)

ing managing director, who will officially deliver his message today.

At the conclusion of Baldwin's speech, delegates will hear the report of Harold V. Hough, treasurer.

Report of Committee on Reorganization and discussion of reorganization report are scheduled for this afternoon. Tomorrow there will be continued discussion of the reorganization committee report. If report is adopted, the chair will announce procedure and order of business to follow. Later on Tuesday delegates will hear address of Commissioner T. A. M. Craven, and then report of district elections.

Tomorrow evening the Annual Banquet will be held at 7 o'clock in the Grand Ballroom of the Willard.

Wednesday will bring reports of the Nominating Committee, Joint Committee on Radio Research, by Arthur B. Church; Report of Sales Managers' Committee by L. H. Avery; Report of Engineering Committee by Paul Loyet, Report of Resolutions Committee, and adjournment.

Meeting of newly elected board of directors will be held immediately after close of convention.

Delegates who either are on hand or have signified intention of attending include:

John J. Gillin Jr., and Wm. Ruess, WOW; Marie W. Vandergrift and M. F. Rubin, WPAY; Norman Reeds and Wm. H. Appleby, WPG; Richard H. Mason, WPTF; F. W. Borton, WQAM; George E. Joy, and Louis N. Persio, WRAK; Jim Woodruff Jr., WRBL; Frank Russell and Fred Shawn, WRC; Hoyt B. Wooten, WREC; Clarence Cosby, Lloyd Thomas, and A. E. Fuller, WROK; Garland Powell, WRNF; J. Roy McLennan and Frank M. Stearns, WSAL; Gene T. Dyer and L. A. Sanford, WSBC; N. L. O'Neil and Gordon Gray, WSJA; H. Whillahan, WSMB; Otto M. Schlabach and Chas. F. Callaway, WKBH; W. P. Williamson Jr., WKBN; C. G. Moss, WKBO; James F. Hopkins, WJBK.

Basse A. Beck and Melvin Lehr, WKOK; John McCormick and M. R. Runyon, WKRC; John E. Fetzner, WKZO; Gilmore N. Nunn and Winston L. Clarke, WLAP; Stanley N. Schultz, WLAW; W. S. Craig, WLBC; B. D. Butler and Glenn Snyder, WLS; Edward A. Allen and Philip P. Allen, WLVA; K. H. Berkeley and Otto Brandt, WMAL; W. W. Smith and K. Kiggins, WMAQ; E. K. Cargill and W. E. Cobb, WMAZ; E. A. Wooten and H. M. Steed, WMBC; John W. Potter and Alexander Sherwood, WHBF; Hiram Y. Born and H. P. Furstenau, WHBL; E. A. Alburty and H. B. Wooten, WHBQ; James A. Wagner, WHBY.

E. J. Gluck, WSOC; J. H. Ryan and E. F. Flanagan, WSPD; Quincy A. Brackett and Lewis B. Breed, WSPR; Harold H. Meyer, WSUN; John J. Storey, WTAG; L. B. Wailes and B. F. McClancy, WTAM; Campbell Arnoux and John H. New, WTAR; Clarence T. Hoffman, WTCE; Cedric F. Foster, and Norbert O'Brien, WTHI; D. A. Read, WTIC; Walter J. Damm and Don Albert, WTMJ; William H. West and Lester E. Cox, WTMV; Davis Keane and Dr. George F.

## ★ THE WEEK IN RADIO ★

... Baldwin's Swan Song

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he might have been considered more strongly for a good NAB berth . . . Baldwin may or may not be right in some of his beliefs, but the fact remains that a great many broadcasters certainly do not agree with him . . . being a broadcaster himself, he should never have said anything that may be used against the industry, especially at a time when adverse legislation is the greatest fear harbored by the radio men with investments, large or small . . .

FCC Commissioner T. A. M. Craven, in a CBS network talk, opposed government operation of radio, the system in use having "proved beyond question to be the best for our country" . . . for the government to operate all broadcast facilities would be in conflict with the principles of democracy, he further stated . . . Ascapi suit to test the Florida anti-Ascapi law will be tried in New

Courier, WWAE; W. J. Scripps and Harry Bannister, WWJ; Vincent F. Callahan and J. D. Bloom Jr., WWL; George W. Smith and Paul J. Miller, WWVA; Edgar L. Hill and Charles C. Caley, WMBD; D. B. Poyner and C. Blair, WMBH; Frank King and Glenn Marshall Jr., WMBR.

H. W. Slavick, WMC; Wayne M. Nelson and E. Z. Jones, WMFR; O. J. Ketchner and R. C. Warden, WMMN; S. D. Quarton and W. B. Quarton, WMT; John Shepard 3rd and R. L. Harlow, WNAC; Ted Mathews, WNAX; H. V. Akerberg, WNBC; C. N. Mastin and Harry Trenner, WNNB; B. F. Fisher and Hugh A. L. Half, WOAI; Clark Luther and Paul Loyeh, WOC; W. B. Dolph, WOL; T. C. Streibert, WOR; L. A. Benson and E. P. Shutz, WIL; Hal Leyshon and Martin Wales, WIOD; Benedict Gimbel Jr., WIP; Robert E. Bausman, WIRE; G. Richard Shafto, WIS.

Kern Tips, KPRC; J. M. Mooney and M. B. Campbell, WFAA; Joseph A. Lang and Paul Hanon, WGAB; Roy Thompson, WFBG; Samuel H. Cook and Chas. F. Phillips, WFBL; Hope H. Barroll Jr. and Harold W. Bachelder, WFBR; Howard M. Loeb, WFDF; Donald Withycomb and S. R. Rosenbaum, WFIL; Walter Tison and H. H. Baskin, WFLA; Walter B. Fraser, and R. M. Tigart, Manager, WFOY; Hal A. Saville and Richard Mawson, WBAX; Edgar H. Twamly, WBEN.

Edney Ridge and J. M. Bryon, WBIG; R. A. Bored and W. I. Orr, WBNS; W. W. Behrman and Clarence Leich, WBOW; J. C. Bell and K. G. Marshall, WBRC; William Schudt Jr. and Harry Butcher, WBT; J. A. Holman and S. D. Gregory, WBZ; Leonard Kapner, WCAE; J. Thomas Lyon and L. M. Milburne, WCAO; Colonel H. Nelson Jackson, WCAX; Earl H. Gammons, WCCO; H. K. Carpenter and C. M. Everson, WCLE; Sam C. Fantle Jr., KSOO; E. L. Finley and R. F. Bjorn, KSRO; Stanley E. Hubbard and Paul Spearman, KSTP.

Edward E. Bishop and Edward E. Edgar, WGH; W. Ward Darrell and S. D. Gregory, WGL; I. R. Lounsbury and L. H. Avery, WGR-WKBW; H. W. Wilson and Ben Farmer, WGTN; Kolin Hager and J. H. Norton, WGY; E. A. Hanover and William Fay, WHAM; Barry Bingham and Mark Ethridge, WHAS; L. H. Bailey and W. P. Ogelsby, WHAT; Donald Dwight Davis and Dwight T. Schilling, WHB; Sidney H. Bliss and John Dixon, WCLO; Kenneth B. Johnson and C. Robert Thompson, WCOL.

John Howard and M. Watters, WCPO; H. Dean Fitzer, WDAF; Barney Lavin, WDAY; Ray P. Jordan and F. D. Kesler, WDBJ; Harold P. Danforth, WDBO; J. F. Jarman Jr., WDNC; Franklin Doolittle, WDCC; J. C. Uhalt, WDSU; Edgar R. Bill, WDCZ; A. H. Morton and W. S. Hedges, WDAF; R. L. Harlow, WEAN; Inglis M. Taylor, WEBQ; Avery Wynne

Orleans, March 3 . . . WOR began active experiments with transmission of facsimile, using the W. G. H. Finch method and garnering considerable space in the daily papers as well . . . Year-round advertisers are increasing, according to NBC statistics . . . Several members of Local 802 of the AFM filed suit against the local to stop enforcing its \$54 top earning fees for free-lance musicians . . .

Sesac let out a squawk over the inaccuracy of the NAB report on its catalog . . . Canadian broadcasters held their meet early in the week behind closed doors, but the main argument appears against the CBC and how to get more American commercials . . . RCA net for 1937 reached the 9 million dollar mark . . . goodly share of it coming from NBC . . . CBC incidentally reported a profit for its Canadian network of \$128,819 the past year . . .

and B. W. Frank, WEED; H. E. Fellows, WEED; John V. L. Hogan and Elliott M. Sanger, WQXR; M. E. Tompkins and Loren Watson, Associated Music Pub.; Jan G. Bailey and C. M. Jansky, Jansky & Bailey.

Clarence Wheeler, WHE; Leonard Reinsch, WNIO; H. K. Carpenter and C. M. Everson, WHK; J. O. Maland, WHO; Joseph Lang, WHOM; Joseph W. Mason and John M. Davis, WBG; Roy Radner, WIBM; Ben Ludy and E. C. Nash, WIBW; Gene T. Dyer, WGES; Oliver Morton, WENR; John T. Calkins, WESG; A. S. Foster, WEW.

G. W. Grignon and R. N. Wehl, WISN; John J. Boyle and Mortimer L. Burbank, WJAR; J. F. Hopkins, WJBR; H. Vernon Anderson and Charles P. Manship Jr., WJBO; Wiley Harris and Allen Lacy, WJDX; Leo Fitzpatrick, WJR; Harry Butcher and A. D. Willard Jr., WJSV; H. C. Wilder and H. L. Lohnes, WJTN; S. W. Townsend and John F. Weisner, WJN; A. L. Ashby and P. J. Hennessey Jr., WJZ; Clair McCullough, WGAL; John F. Patt, WGAR; Laurence Leich and W. W. Behrman, WGAF; Frank Megargee and George Coleman, WGBL.

Richard O. Lewis, KTAR; Sam H. Bennett, KTAT; Ed. Craney, KGIR; Harold Hough, WBAP; D. A. Kahn, KTKO; B. F. Orr, KTRH; Karl O. Wyler, KTSM; Ben S. Fisher, KVOD; William B. Way, KVOO; W. B. Greenwood, KWBG; Robert T. Convey and C. G. Cosby, KWK; John D. Ewing and John C. McCormack, KWKH; T. W. Symons Jr. and T. W. Symons 3rd, KXL; A. J. Mosby, KGVO; Lewis Allen Weiss, KHJ; Ralph R. Brunton and C. L. McCarthy, KJBS; B. F. Fisher, KJR.

F. W. Thurston and L. F. Brokover, Gen. Electric; P. L. Deutsch and A. J. Kendrick, World Broadcasting; W. E. Hutchinson, WAAF; P. H. La Stayo,

## AGRAP-CIO AFFILIATION INDICATED IN BALLOTING

(Continued from Page 1)

votes cast by committee members whereby the CIO held a large majority. A swing toward the more conservative AFRA, and votes demanding independence for AGRAP, are cutting heavily into pre-ballot forecasts.

Temporary agreements between AGRAP and several radio stations which were due for negotiation have been extended until the duration of the balloting.

WAAT; Allen T. Simmons, WADC; Jess Swicegood and Lamdin Kay, WAGA; Ronald B. Woodyard, WALR; Maurice Coleman, WATL; Harold Thomas, WATR; Nathan Lord and George W. Norton Jr., WAVE; Fred A. Palmer, KOY; Lloyd Yoder and H. A. Woodman, KPO.

Arthur B. Church and J. Leslie Fox, KMBC; C. W. Meyers, KOIN; J. C. Limer Sr., KMLB; Herb Hollister, KANS; Merle S. Jones and Ken W. Church, KMOX; Donald W. Thornburgh, KNX; R. H. Owen and P. J. Merryman, KOA; Don Searle, KOIL; Bert Fisher, KOMO; James C. Wallace and Lawrence King, KAST; Ellis Atteberry, KCKN; S. D. Gregory and A. E. Nelson, KDKA; S. S. Fox, KDYL; Calvin J. Smith, KFAC; K. W. Pyle and Lester E. Fox, KFBI; Gene O'Fallon and Frank Bishop, KFEL; Dalton Le Masurier, KFJM; Lawrence W. McDowell, KFQX; James R. Curtis and H. C. Hohnson, KFRO; R. V. Hamilton and C. H. Thomas, KFRU; Herman K. Hohenstorm, KFVO; Oscar C. Hirsch, KFVS.

C. L. McCarthy and Ralph R. Brunton, KQW; Arthur Westlund, KRE; O. L. Taylor, KRGV; L. M. Sepaugh and R. B. Lanford, KRMD; Luther L. Hill and Craig R. Lawrence, KRNT; Gregory Gentling and Earl Gammons, KRCC; Robert E. Priebe and P. K. Leberman, KRSC; R. H. Laubengayer, KSAL; Edward W. Hamlin, KSD; Philip G. Lasky and Wesley I. Dumm, KFSS; Gardner Cowles Jr. and Luther L. Hill, KSO; B. C. Thomson and Bob Elliston, KFTR; Dewitt Landis and O. L. Taylor, KFVO; P. J. Meyer and F. Fitzsimmonds, KFVR; C. Merwin Dobyns and John A. Dobyns, KGER; Ben S. McGlashan, KGFJ; John J. Gillin Jr., WOW; H. J. Powell, KGGF; F. C. Eighmey and Lee P. Loomis, KGLO; O. L. Taylor, KGNC; J. C. Denous and N. C. Petersen, KGNQ; Leslie Joy and F. E. Chizzini, NBC Thesaurus.

## "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

## WALT FRAMER

Producer - Originator

"THE BLESSED EVENTER"

Daily 10:30 A. M. Over WWSW  
Pittsburgh, Pa.

## LANG-WORTH

Largest Tax-Free

Musical Library

In The World

On Demonstration Now

Hotel Willard-930-31

Gear RADIO to the picture age  
with

# Finch Facsimile

RADIO'S MOST  
DRAMATIC FORWARD-STEP  
OF THE YEAR!

Facsimile Recorder which, early in 1938, pioneer broadcasters will place in test homes for experimental transmission. Hardly more than a foot square; complete in a single unit; automatic; works on any radio.

Facsimile Copy as it issues from the Recorder. Two columns wide; carries news bulletins, photographs, advertising, opening up tremendous new sources of revenue to broadcasters. Recorder holds week's supply of dry paper; no liquids or carbon transfers; standard papers give black and white or black and orange copy. Paper cost approx. 20c week.

Radio facsimile as a vital public service is here now. Under Finch patents the following stations have been licensed for facsimile broadcasting, FCC having granted permits for experimental use of regular frequencies, full power, from midnight to 6 a. m.

- WGH — 250 watts — Newport News, Va.
- KSTP — 25,000 watts — St. Paul, Minn.
- WHO — 50,000 watts — Des Moines, Iowa
- WSM — 50,000 watts — Nashville, Tenn.
- WHK — 2,500 watts — Cleveland, Ohio
- WCLE — 500 watts — Cleveland, Ohio
- WGN — 50,000 watts — Chicago, Ill.
- WOR — 50,000 watts — Newark, N. J.

The laboratories are open to licensed broadcasters for demonstration, by appointment. Call Plaza 5-6570

*William L. Finch*



Scanning Head with photoelectric eye, in compact, easily operated transmitting apparatus, which plugs into ordinary broadcasting amplifiers without equipment changes; translates printed matter, line-cuts, half-tones, photos, into electrical signals which can be sent over regular channels.

FINCH TELECOMMUNICATIONS LABORATORIES, INC.

37 WEST 57th STREET, NEW YORK CITY

## AGENCIES

CHARLES ROBERTSON JR. and Charles Coward of The Ralph H. Jones Co., Cincinnati, were in New York last week. Robertson completed last minute details in connection with the new Kroger Show, "The Editor's Daughter." Coward conferred with NBC and members of the cast of "Hello Peggy," the twice weekly Drano-Windex show, on a new plot formula effective immediately. He also attended the meeting at the Waldorf Astoria Hotel of the National Electrical Manufacturers Association, where he presented the 1938 range campaign to the participating manufacturers.

FRANK KIERNAN & CO. has been appointed to handle the radio and newspaper advertising of Shortwave Diathermy Laboratories Inc.

ROY S. DURSTINE of BBD&O delivered a business talk last week before the Advertising Club of Chicago.

## Flash—Corpse in Car

Norfolk, Neb.—A striking example of what may be done toward crime detection by a group of cooperative listeners to a local station occurred last week when WJAG here made a broadcast to the Nebraska State Highway Patrol for a listener who had seen a corpse being transported in a passenger sedan, laid out on a stretcher from front to rear seat, and thought the circumstances were peculiar. Reports immediately commenced coming in from listeners who had seen the car at various points. Several members of The Nebraska State Highway Patrol who keep tuned to WJAG started chasing the car. In the meantime the Norfolk police investigated the local reports and found that a body was being transported from Norfolk to Winner, S. D. for burial. Within an hour of the first broadcast WJAG was able to broadcast a clearance.

## NEW BUSINESS

WSVA, Harrisonburg, Va.: Ivory Soap, "The Gospel Singer", ETs, through Compton Advertising; DeSoto, program; Dwinell-Wright Corp.; Carter Medicine Co., spots, through Street & Finney; RCA-Victor, spots.

KGO, San Francisco: McKesson & Robbins (Pursang), through H. W. Kastor & Sons.

WNEW, New York: Pepsodent Co., "Make Believe Ballroom", through Lord & Thomas.

## PRESTO

RECORDING  
EQUIPMENT

ON DEMONSTRATION  
DAY and EVENING

Room 940  
THE WILLARD

DURING N. A. B. CONVENTION



• • • Inauguration of WTAM's new \$300,000 studios Friday night was the big doings in Cleveland. In honor of the occasion, WHK of the UBC System devoted its "Today's Tribute" program that night to the NBC station. Walter Logan, musical director of WTAM, led the UBC concert in one of his own compositions, and Manager Vernon Pribble spoke briefly. WTAM's first manager, Leonard Baldwin, and the first program director, L. W. Zimmerman, also were among the guests.

• • • KTUL, Tulsa, has found a program, locally built, that is competing favorably with NBC's Bing Crosby... From 9 until 9:30 on Thursdays, opposite the first half of the Crosby show, KTUL stages its all-colored Amateur Show. The broadcast is also a stage show, held in front of a live audience and is remoted from the Crystal Palace Ballroom in the heart of the colored section of Tulsa. Only in its fifth week, the program and the Ballroom have out their SRO signs and fully half of the audience is white. Admission is charged. The show known as the "Dixieland Jamboree" was sold, produced and emceed by one man, "Bud" Akin of the KTUL staff.

• • • The news room of KARK, Little Rock, Ark., recently flashed a dispatch relating the death of a nationally prominent man. The dispatch was received while a religious program was on the air and it was necessary to fade the broadcast for the news announcer. The first words after the program was brought back on the air were, "...now, isn't that fine!" It seems that two young ladies had just finished a duet and were being complimented. It was quite a jolt, though, to puzzled listeners.

• • • An example of newspaper-radio co-operation is now being furnished by the Jersey Journal, Jersey City, N. J. Expressing itself as desirous of presenting daily radio programs in the form most pleasing to the greater number, the Journal is conducting an "election" on the question of whether listings should be continued as now printed, giving each station's program for the day under the station's call letters, or whether all should be grouped together according to time of broadcasts. Ballots for the "election" are provided on the radio page.

• • • The Hal (NBC) Gordons will have another mouth to feed around the first of March... Just split the name, Cinderella, reverse it—and you'll have the name of a new NBC artist. The little lady is the creation of comic-strip artist Bill Conselman. Ella Cinders is her name... They're screen-testing Margret Brill, NBC's debutante harpist... More than 100 safety clubs have asked for a copy of Haven MacQuarrie's one-armed driver script!... Frank Luther, who conducts the "Person-to-Person" program over NBC, has just discovered that if you pick up your phone and dial "I L-O-V-E Y-O-U" you'll get a busy signal. However, if you're more persistent and dial "D-A-R-L-I-N-G," you'll get the operator!"

### Governor Drops WDSU

New Orleans — After 10 years of cordial relations between the Huey Long political machine and WDSU, the station last week was canceled and two others, WSMB and WWL, were substituted to carry the sustaining "fireside chat" of Governor Richard Leche. WDSU recently carried the speeches of Jimmy Morrison, lawyer organizer of the strawberry farmers' union, and administration critic.

### Betty Baker Makes Good

St. Louis—Betty Baker, kid sister of the Baker gals who warble on the CBS "Double Everything" show on Sundays, now has her own program twice weekly on WEW, St. Louis. Still in high school, Betty made her debut a few weeks ago on the Jackie Norder Variety Show, got the fan mail and now is on her own. The station is seeking a sponsor for her.

## GUEST-ING

HELEN JEPSON and CHARLES KULLMAN, on "Magic Key of RCA," Feb. 20 (NBC-Blue, 2 p.m.).

LUISE RAINER, on "Good News of 1938," Feb. 24 (NBC-Red, 9 p.m.).

LOTTE LEHMANN, on "Kraft Music Hall," Feb. 24 (NBC-Red, 10 p.m.).

PHILIP GUEDALLA and SCHNICKELFRITZ BAND, on Rudy Vallee program, Feb. 17 (NBC-Red, 8 p.m.).

HUMPHREY BOGART, LOUISE FAZENDA and FRANK McHUGH in scenes from "Swing Your Lady," on "Hollywood Hotel," Feb. 18 (CBS, 9 p.m.).

COL. STOOPNAGLE, on Paul Whiteman program Feb. 18 (CBS, 8:30 p.m.).

WALTER CONNOLLY, on Al Jolson broadcast, Feb. 22 (CBS, 8:30 p.m.).

FERDE GROFE, guest conductor on "Magic Key of RCA," March 20 (NBC-Blue, 2 p.m.).

ROSE PAULY, soprano, soloist with Ford Symphony Orchestra and Chorus, Feb. 20 (CBS, 9 p.m.).

## NASHVILLE

Buddy Thomasson recently joined WSIX sales force.

With taking of Fortune Shoe program, WSM now has two Mutual shows.

Jack Knapp, 6 feet 7 inches, is now on the WSIX announcing staff. He came from WDDO, Chattanooga.

## Manufacturers Ass'n Disks

National Ass'n of Manufacturers has completed a series of quarter-hour disks made by NBC on topics of current interest. George E. Sokolsky is the commentator. Disks are available free to one station in a city. To date, 235 stations have signed up for the service.

Results

COUNT MOST

WILLARD  
HOTEL

NEAL and  
JOE WEED

WEED & COMPANY

RADIO STATION  
REPRESENTATIVES  
NEW YORK • CHICAGO  
DETROIT • SAN FRANCISCO

PROGRAM REVIEWS

"Hollywood Serenade"

Mutual's new "Hollywood Serenade" via KHJ, Los Angeles, Thursday at 10-10:30 p.m., presents popular music with symphonic treatment in a manner that makes for very pleasant listening. Orchestra is a 75-piece affair directed by Elias Breeski, and in the vocal end is the Frank Hubbell Choir plus a femme soloist who registered nicely on the opening broadcast. Things moved along so smoothly and entertainingly that the half-hour was over in no time.

Cavan O'Connor

Making his radio debut here, Thursday at 12:15 over NBC-Blue, Cavan O'Connor, vocalist from England, displayed a tenor voice with possibilities. In the short time allotted him on this occasion, however, he hardly had a chance to make a good showing for himself. He sang "Lolita" and another number, with the Sears Orchestra supplying musical background.

Bob Brenner

Personal facts, hobbies, superstitions and other notes on radio stars are handed out by Bob Brenner in this new WNEW program, Thursday at 9:15-9:30 p.m. Mary Small appeared and sang as guest on the opening broadcast. Brenner talks with a southern accent that doesn't sound too genuine, and practically all the personalities he talked about are heard on major network stations. On the whole, this type of program should have generous listener interest.

Gertrude Berg as Instructor

Voted "Dean of Radio Script Writers" by the class in radio writing conducted by Erik Barnouw, at Columbia University, Gertrude Berg of "The Goldbergs" will appear before them as guest instructor and lecturer on Feb. 28.

KARK Staff Orchestra

Little Rock, Ark.—Appointment of Thomas Morrissey, director - critic - composer, as musical director to head newly added staff orchestra at KARK is announced by G. F. Zimmerman.

NEW PROGRAMS—IDEAS

"Musical Memory Contest"

A "Musical Memory Contest", offering \$45 in cash prizes at each broadcast for correct answers to questions about music, composers and instruments, is a new WQXR feature on Wednesdays, 9-9:30 p.m.

Program is conducted by Norman MacKay.

Contestants in the studio will compete for prizes by answering factual questions about all phases of music, by identifying musical themes, and by naming instruments played behind a screen. Listeners will participate by contributing questions to be used on future programs, for which they will also receive cash awards.

G-Man Interview Series

The story of the G-men and Uncle Sam's war on crime will be the subject of a series of Saturday evening interviews over KOIN, Portland, Ore., with a local representative of the Federal Bureau of Investigation. The official is C. C. Spears, special agent in charge, Federal Bureau of Investigation, United States Department of Justice.

With Stanley Church in the role of interviewer, Spears talked during the first broadcast on "The FBI and Organized Crime."

Titles of interviews on three succeeding Saturdays will be "Recruiting the G-Men," "Science Stops The Criminal" and "The FBI's Who's Who In Crime."

WBT Audition Laboratory

A new program, "WBT's Audition Laboratory," made its bow Friday night, 11:05-11:15 o'clock, on WBT, Charlotte. The program features talent discovered by the weekly auditions conducted by WBT. Jack Phipps, organist and pianist, and Pete Martin, xylophonist and vibraphonist, will accompany the singers. Audience reaction to the singers will

Traffic Trials on WMAL

Washington Bureau, RADIO DAILY Washington — WMAL, as well as WJSV, is carrying the proceedings from Traffic Court. Series started last Friday 10:45 a.m. spot.

determine whether or not they will stay on the air.

"Great Sea Stories"

"Great Sea Stories," derived from the literature of all time and all countries, is a new series to be presented by the WPA Federal Theater Radio Division beginning the first week in March. This program will be heard over one of the coast-to-coast networks to be specified with the definite date and time within a fortnight.

Adventures of the sea from the time and pen of Homer to H. M. Tomlinson's will be dramatized and presented by the writers and actors of the WPA Federal Theater Radio Division which has in the past year and a half made an enviable reputation for high quality productions of radio dramas.

Sea-tales from writers as widely separated in time and style as Boccaccio on the one hand and Joseph Conrad on the other, or from a chapter in the Bible to a yarn by a modern Chinese, will be heard in this new radio series.

Coming Events

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

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

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

April 5: RCA annual stockholders' meeting, New York.

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

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

"Pickwick Papers"

"Pickwick Papers" by Charles Dickens, will be dramatized and presented in a new series of broadcasts by the WPA Federal Theater Radio Division over WQXR, beginning the first week in March.

NATIONAL REPRESENTATION BY INTERNATIONAL RADIO SALES

Now Representing
WINS . . . . . New York
WBAL . . . . . Baltimore
WCAE . . . . . Pittsburgh
WLS . . . . . Chicago
WISN . . . . . Milwaukee
KOMA . . . . . Oklahoma City
WACO . . . . . Waco
KNOW . . . . . Austin
KTSA . . . . . San Antonio
KOY . . . . . Phoenix
KEHE . . . . . Los Angeles
KYA . . . . . San Francisco
Effective March 1, 1938
WDRG . . . . . Hartford
WORC . . . . . Worcester

AN ADVANCED REPRESENTATION SERVICE FOR STATIONS
NEW YORK - CHICAGO - DETROIT - LOS ANGELES

KMMJ

"The Old Trusty Station"

Clay Center, Nebraska

RANDY RYAN, Manager

Represented by GENE FURGASON & CO.

PROMOTION

Timely Thinking

A loose-leaf brochure containing a series of expressions titled "Straight Thinking Americans," each separately and handsomely printed from engraved plates on 11x14 inch parchment, has been prepared by David Rosen, specialist in marketing, management and public relations. The series was originally issued by Rosen in 1936, and is being revived at the suggestion of prominent business executives who regard the philosophies expressed therein as even more timely today.

One quotation, from Owen D. Young, says: "Capital which overreaches for profits; labor which overreaches for wages, or a public which overreaches for bargains will all destroy each other. There is no salvation for us on that road."

Alfred P. Sloan, J. P. Morgan and Thomas J. Watson are among other contributors.

Used Car Parade

There are lots of automobile parades, but usually with new, shiny cars in line. WROK, at Rockford, Ill., staged a parade of used cars not long ago. The WROK mobile transmitter, also equipped for P.A., had a place in the parade, and Russ Salter, announcer, laid down a barrage of description of the cars in line as the cavalcade wheeled about the city. Several sales of cars in the parade were made.

KNX's 800,000 Phone Calls

Latest promotion piece sent out by Sales Manager Harry W. Witt of KNX points out that its 1937 findings (that KNX is the most popular station during greatest number of quarter-hour periods) is based on results of some 800,000 phone calls instead of the few thousand usually employed in surveys.

WHO 1938 Picture Book

The 1938 "WHO Picture Book" is off the press. In handy size, 7x9 inches, its 48 pages are packed full of photos of the station's talent, staff personnel, productions, transmitter, attractive studios, etc., as well as some of the network favorites heard via WHO. Booklet is sold for a quarter, and gives the station an impressive buildup.

EIGHT AGENCIES PLACED 59% OF NBC BUSINESS

(Continued from Page 1)

Wade Advertising, Benton & Bowles, and Stack-Goble are the agencies. Together they billed a total of \$22,875,440. The grand 1937 total for the web was \$38,651,286.

Network had previously announced that no agency or client billings would be released this year, but rule has been rescinded.

Complete list of agencies plus the billings of each follows:

Table listing advertising agencies and their billings for 1937. Includes agencies like Blackett-Sample-Hummert, J. Walter Thompson Co., Lord & Thomas, Compton Advertising, etc.

Table listing advertising agencies and their billings for 1937. Includes agencies like Charles Stuart, Tomaschke-Elliott, Long Advertising Service, etc.

TOTAL \$38,651,286

Leading NBC Accounts

The 20 leading NBC advertisers in 1937, and their gross expenditures, were:

Table listing leading NBC advertisers and their gross expenditures for 1937. Includes Procter & Gamble, Standard Brands, General Foods, etc.

Top Network Agencies

The 10 top agencies in placing of network business last year, based on official CBS, NBC and MBS data were:

Table listing top network agencies and their business for 1937. Includes Blackett-Sample-Hummert, Lord & Thomas, J. Walter Thompson, etc.

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Feb. 14: Amarillo Broadcasting Corp., Amarillo, CP for new station. 1500 kc., 100 watts, unlimited.

W. C. Irvin, Amarillo, CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Northwestern Broadcasting Co., Vernon, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Great Western Broadcasting Co., Omaha, CP for new station. 1500 kc., 100 watts, unlimited.

Mar. 24: General Electric Co., Albany, N. Y. CP for 4 new television stations.

Mar. 25: P. W. Spencer, Rock Hill, S. C. CP for new station. 1500 kc., 100 watts, daytime.

Mar. 29: Fredricksburg Broadcasting Corp., Fredricksburg, Va. CP for new station. 1200 kc., 250 watts, daytime.

Cuyahoga Valley Broadcasting Co., Cleveland, CP for new station. 1500 kc., 100 watts, daytime.

McComb Broadcasting Corp., McComb, Miss. CP for new station. 1200 kc., 100 watts, daytime.

WAYX, Waycross, Ga. Vol. assignment of license and CP to Jack Williams. 1200 kc., 100 watts, CP for 250 watts LS., unlimited.

Cuyahoga Valley Broadcasting Co., Warren, O. CP for new station. 1200 kc., 100 watts, unlimited.

Mar. 30: Chester Howarth and Clarence Berger, Wallace, Ida. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WHBF, Rock Island, Ill. CP to change frequency and increase power to 1240 kc., 1 KW. Unlimited.

King-Trendle Broadcasting Corp., Pontiac, Mich. CP for new station. 1440 kc., 250 watts, unlimited.

APPLICATIONS GRANTED

Beaumont Broadcasting Association, Beaumont, Tex. CP for new station. 1420 kc., 100 watts, unlimited.

Mervel M. Valentine, Laredo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

NAT BRUSILOFF MUSICAL DIRECTOR New York's Own Station WMCA "AT THE TOP OF THE DIAL" 1697 BROADWAY CI 6-2200

SOUND REPRODUCTIONS CORP. Represented at the Convention BY EUGENE L. BRESSON Washington Hotel

WJSV, Washington

A. D. Willard Jr., manager, and Bill Murdock, sales manager, are back from Chicago.

The speakers' studio has been re-decorated and refurbished. The new furniture includes love seats, cozy corners, potted plants, soft lights and flowing drapes, all in a restrained version of the modern manner. So intrigued is the staff with the studio that it appeared for a time that all business of the station would have to be conducted there.

WICC, Bridgeport

Harry Dority, chief control engineer at the New Haven end, is convalescing.

Virginia Miller, "Shopping Parade" hostess, ill at her Darien home.

Bill Elliott, emcee of "Street Scene," will also handle new spelling bee from New Haven.

"Four Clubmen" Signed

Lyn Murray's "Four Clubmen," heard five times weekly over CBS, have been signed by Decca to record the songs from "Snow White And The Seven Dwarfs."

CROSLY RADIO CORP. IS PROUD TO PRESENT JOSEF CHERNIAVSKY "The Musical Cameraman" as Co-Musical Director of WLW WSAI

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



# CRITICS' FORUM

(Continued from Page 1)

dren and more cultural, stable and pro-American programs would greatly enhance that prestige of radio which is deplorably falling off."—JOHN L. SPRINGER, *Newsdom*.

\* \* \*

"The Hollywood stampede is downright sinful. Half of our variety shows are nothing more than 60-minute theater commercials. If we must have 'previews', give radio listeners the entire story. The current preview is a first cousin to the theater trailer. Let's have more of the lighter classics—don't sandwich them in on a 'heavy' symphonic show or a jazz program. It just won't work. Let more artists follow Benny and Bernie in their trick chocolate-coated commercials and none of that coaxing, juvenile touch if the commercial must be straight."—LEE ROY MANUEL, *Fort Worth Press*.

\* \* \*

"In my estimation a vocal chorus is the greatest program on the air—and there are not enough of them. There are too many 'lousy' dance orchestras on late evening sustaining shows. There are plenty of 'name' orchestras available, why put up with second raters on the networks? All these 'swing' shows are driving me nuts. Why bastardize music?"—H. B. HOOK, *Mason City (Ia.) Globe-Gazette*.

\* \* \*

"Major Bowes and Benny Goodman have run novel ideas into the ground. When lasting melody, subtle comedy, distinctive drama, faithful reproduction of classics, development of sound American music and artistic arrangement of programs become goals for radio, we'll be getting some place. As long as slapstick comedy, 'swing' music, risque-worded novelty songs, sensational drama ('Gang Busters,' 'True Story Court') and lavish over-dressed variety programs continue to find a following, radio is threatened with stagnation."—GEORGE HILLYER, *Topeka State Journal*.

\* \* \*

"Too many shows are built with an attempt to please all of the people some of the time in course of every show, instead of picking a definite group to cater to; shifting shows and hence markets, occasionally—but holding to some definite audience and entertainment formula in each show. Give billing to radio writers in program listings and at the microphone—in order to give radio listeners a chance to follow their favorites just as they can in magazines and on stage

and screen."—DOROTHY MATTISON, *Worcester Telegram and Gazette*.

\* \* \*

"Too much studio applause. Too great exploitation of Miller joke book. Too great use of movie stars who have no entertainment value before microphone. Too few original radio productions. Too lax rules by nets in allowing local stations to cut in on worthy sustaining shows for commercial announcements. Radio presumes too low I.Q. of average listener. Programs are produced generally on too simple basis, commercial repeated too often during same broadcast."—ROBERT M. GRAY, *Memphis Commercial Appeal*.

\* \* \*

"Commercials are getting worse. Many of the programs are slowing up by sticking too close to the script. That is, it is becoming more obvious that the material is being read. A few ad-lib remarks can remedy this easily. Too many 'guest stars'. And the grid announcers with 'up, tail and wing' backs. Especially detailed descriptions of formations and defenses are irritating."—DAVE LEWIS, *Long Beach (Cal.) Sun*.

\* \* \*

"Poorly timed pauses to permit synthetic laughter and continued use of poor satire in the name of comedy. Of course, excess commercial injection and the stereotyped formula of orchestras 'open the program with' announcement—they all do it. Great need for originality."—NEWCOMB F. THOMPSON, *Boston Evening American and Sunday Advertiser*.

\* \* \*

"Too many crime programs on the air. Not suitable for younger generation. Children's programs are nothing more than 'thrill' stories."—KENT OWEN, *Racine (Wis.) Journal-Times*.

\* \* \*

"Entirely too much back-slapping—at \$500 a slap. The 'guest stars' who 'happen into' the studio and are prevailed upon to perform—oh, so spontaneously—before the microphone, are particularly annoying. After their performance, the guests are thanked profusely and treated like higher beings although everyone knows they contracted to make the

## Radio Business in South On Upturn, Kiggin Finds

(Continued from Page 1)

wearing away. Kiggins was also reported to have looked into the WSMB and WDSU musicians' union tangle here over closed shop, but apparently nothing definite resulted at present.

### Junior Reporter Club

Youngsters from six to sixteen, having journalistic inclinations, get an opportunity to test their prowess in a new program over WFIL, Philadelphia. Dubbed the "Junior Reporter Club of the Air," show invites local boys and girls to write up some occurrence they witnessed during week preceding broadcast. Five best stories are selected, and their headline-hunting juvenile authors brought before the mike to relate them. Big shots of the journalistic fraternity will serve as guests from time to time, answering questions about stories they covered, but cash prizes go only to the youngsters. Every story submitted gets membership certificate for the writer.

appearance three weeks to a month before, and, in addition, spent the whole afternoon rehearsing the 'surprise' performance."—DAVE DRYDEN, *Spokane Press*.

\* \* \*

"Too many stations devoting too much time to religious racketeers and religious programs. Too many stations improperly regulate their programs, so they have to break in the midst of a good program for some commercial blurb or to switch to a commercial program. Either of these means curtains for that station as far as I'm concerned, as a listener."—KYLE C. MOORE, *Knoxville Journal*.

\* \* \*

"Same old jokes, aged in the wood, same old situations and same old 'arguments' a la Jack Benny, who is making last year's ideas this year's tiresome hour. Hats off to Fibber McGee, and Rudy Vallee who knows the value of variety in his programs, the topnotcher A. 1 showman of radio."—HAL CRAM, *Portland (Me.) Sunday Telegram*.

**SAN FRANCISCO**  
519 California Street  
Exbrook 1697

**TORONTO**  
Metropolitan Building  
Adelaide 4429

*Joseph Hershey McGillvra*

ADVERTISING REPRESENTATIVES FOR RADIO STATIONS

**NEW YORK**  
366 Madison Avenue  
Vanderbilt 3-5055

**CHICAGO**  
919 N. Michigan Avenue  
Superior 3444

## INTERNATIONAL NEWS SERVICE

### N.A.B. CONVENTION HEADQUARTERS

WILLARD HOTEL

**WOPI** "The Voice of  
the Appalachians"  
**BRISTOL - TENNESSEE**  
**VIRGINIA**

## BALTIMORE

WCBM has inaugurated a half-hour titled "Baltimore Marches On," Tuesdays at 8 p.m., sponsored by a group of merchants and manufacturers, with cash and merchandise prizes to writers of best letters.

"Answers," new radio game of skill, has started over WBAL.

## WJR, Detroit

Leo Fitzpatrick, g.m.; Owen F. Uridge, sales manager, and William F. Alfs, attorney, are the WJR delegates to the NAB meet. Fitzpatrick is a former president.

With "The Editor's Daughter" starting this week, Kroger will have two programs on station. Other is "Linda's First Love."

## WSPD, Toledo

Judy Tom is pinch-hitting on "Women in the News" daily news broadcast while Elaine Wolf recuperates from operation.

Connie Desmond has been named head of production department.

Jack Fitzgerald, announcer, placed in charge of the public events and special features department.

Dick Willis of Smith's Tennesseans and Maude Foley were married the other day.

Shirley Mitchell has been given the character lead in "The Living Dead."

## WPG, Atlantic City

A "Boardwalk Roundup" on Fridays at 5:15 p.m. gives new entertainers a chance to make their mike debut.

Harry Zoog's Radio Theater has started the new detective series on Thursdays at 11:15 p.m., with casts composed of active policemen.

## WJBK, Detroit

Al Nagler, sports announcer, is airing the wrestling matches from the Naval Armory every Thursday night and the basketball games of the U. of Detroit each Saturday.

Angus Pfaff described the Shrine Circus at Coliseum last week, with Wayne McDonnell as remote operator.

## KMAC, San Antonio

Howard W. Davis, manager, back from Washington.

Vernon Geyer at electric organ and songs by DeLores Crouch provide a new remote from Alhambra Club.

Three Simpson Sisters now warbling regularly.

## KFVS, Cape Girardeau

New studios, housed in two-story brick building next to Hotel Marquette, will be formally dedicated soon. Occupancy already in effect.

Oscar C. Hirsch, owner-manager, is attending the NAB convention.

Bamby Bakery is sponsoring a series of juvenile spelling bees.

## TRY RADIADS

SALES PRODUCING COMMERCIAL ANNOUNCEMENTS FOR EVERY TYPE OF RETAILER.

WRITE FOR SAMPLE RADIAD SERVICE

612 N. MICHIGAN AVE., CHICAGO, ILL.

## ★ Coast-to-Coast ★

JOHN J. ANTHONY, director of WJMC's "Good Will Hour" heard Sundays at 10-11 p.m., has been scheduled for a series of personal appearances at philanthropic organizations who frequently offer their services to him in assisting unfortunates seeking his advice on the air. Among his New York engagements are Associate League of Beth David Hospital, where he speaks Feb. 24; annual meeting of Long Island Philanthropic League, March 22, and forum of the Ocean Parkway Jewish Center in Brooklyn, March 8 and April 15.

Jean Ellington did not appear on her regular broadcast with Norman Cloutier and his orchestra over NBC-Blue yesterday at 4:30 p.m. due to taking part in the "Magic Key of RCA" program at 2 p.m. over same network.

Landt Trio and Curly Mahr will appear on the "Pipe Smoking Time" over CBS tonight and next Monday at 8:30 p.m. in place of Pick and Pat, who are taking a two-week vacation.

Mark Hawley, prolific young radio commentator who acts as narrator on WOR - Mutual's new "Famous Fortunes" series heard Tuesdays at 7:45-8 p.m., is a busy gentleman. Currently he appears in New York on 14 different sponsored programs. Neill O'Malley, Raye Wright, Jean Colbert, Thomas Patrick Dillon, Tom Tully head the cast of this week's "Famous Fortunes" episode, which will depict the life story of John Jacob Astor. Bob Stanley's orchestra supplies the musical background.

Radio listeners of WROK, Rockford, Ill., heard the whoopee of

## KTSM, El Paso

Frank Moser is newly appointed musical director of the station. A merchandising and publicity department has been created, with Conrey Bryson as its head.

Two of KTSM's staff, Morrison Qualtrough, announcer, and Eddie Duty, Technician, middle-aided it last month with sisters, Joyce and Diana Tompkins.

Several local merchants sponsored a Dollar-Day.

Transco's "Guess What" and "That Was the Year" series are being sponsored by Whitehouse Gas & Electric and Rogers Hoyt Furniture, respectively.

## WPTF, Raleigh, N. C.

Marian Wallace, sister of Wesley Wallace, production manager, is back from extensive study in New York and is now featured with the studio orchestra.

Graham Poyner and Kingham Scott get together for a quarter-hour of banter and melody each Tuesday and Thursday.

New Year's Eve, parts of the President's address, portions of Gov. Henry Horner's New Year's message, some of the broadcast of events of the Rockford flood, and other highlights of January, all over again, during the new program, "The Month in Review," which the station aired early in February. Transcriptions of news and program highlights of the month make the new program possible.

Martin Starr's "Theater Forum," presenting opinions by producers and critics along Broadway, returns to the air over WMCA on Wednesday at 12:05 after midnight and weekly thereafter.

Charles Crutchfield, WBT program director, has been asked to serve as commentator for a travelog movie short. Paramount Pictures is to make film recordings of scenic spots over North Carolina to be used in advertising the Old North State. The travelog is being sponsored by the Governor's Hospitality Committee.

Lawson Zerbe, who appears in many of the leading dramatic air shows, has completed his first radio drama "When I Grow Up." The production features a group of poems by Roy L. Deets of Dayton, O., including "Nocturne," "Ashtoreth" and "Al Sirat."

Estelle M. Sternberger's WMCA program, "The Woman Editor of the Air," has changed to a new schedule, Tuesdays and Thursdays at 12:30 noon.

Rose Marie will be heard over NBC-Blue tonight at 7:30-7:45.

## WHK-WCLE, Cleveland

Harry Stair has rejoined the sales staff of WHK-WCLE after an absence of 15 months. During that period he has been affiliated with several advertising agencies in greater Cleveland.

Because of the large number of Mutual network feeds originating in the studios of WHK-WCLE, the stations have arranged a rehearsal schedule for artists and studios which is adhered to as regularly as the regular program schedule. The stations now have 35 staff artists who are presented in local studio productions.

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## SAN FRANCISCO

New KYA-CRS Sunday feature stars Reiland Quinn, program manager, as traveling raconteur in "Man of the World."

New secretary of the Northern California Broadcasting System is L. B. West of Honolulu Broadcasting Ass'n, succeeding Bob Roberts, recently resigned as manager of KYA.

KGGC, KLS, S. F. Chronicle and the President Theater featuring a question and answer program Sunday afternoons for a half an hour.

Fox Case of CBS trained to Hollywood after conference here with radio men and officials of the 1939 World's Fair.

Sid Hoff, Oakland band leader, signed over to a long run at El Patio, succeeding Everett Hoagland. He opens Feb. 24, with KPO and KGO dividing wires.

Ricardo and his violin being tutored by Pierre Monteux.

Ruth Forber, 15-year-old songstress who won the Benny Walker finals, planned for New York last week for a week's stay at the Waldorf and a Radio City audition.

## KVOR, Colorado Springs

Duane Osborn, recently appointed staff pianist, is playing two daily programs and also has charge of the musical unit on "Way Back When" Sunday show.

H. C. (Cozy) Strang has been named chief engineer.

Carl Drumeller employed as operator after several months of substitute work.

Zelle Wade, assistant in the program department, back after a month's illness.

Hugh B. Terry, manager, returned from a vacation in Hot Springs, Ark.

John Blatt of the promotion department of the Oklahoma Publishing Co. is spending several days here inspecting KVOR and its trade territory.

## KQW, San Jose, Cal.

Fred Ruegg, formerly of KGIR, Butte, has replaced Bill Gordon.

New sales staff members are Lee Mikesell, replacing Ben B. Sanders, and Brant Bernhard, replacing Ed Barker. Latter joined NBC in San Francisco.

C. V. Davey, chief engineer, and Eddie Calder, announcer, married Peggy Matteson and Audrey Mycroft, respectively, some time ago, but kept it quiet until now.

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## EARS THAT DO NOT HEAR

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