



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 34

NEW YORK, N. Y., THURSDAY, FEBRUARY 17, 1938

FIVE CENTS

Proceed on NAB Plan

Looking On ... AND LISTENING IN

AT RANDOM Mortality rate among radio sponsors is higher than it should be, for two main reasons: (1) because a lot of firms use radio to sell products which are not adaptable to radio salesmanship, and (2) some broadcasters are not cooperating sufficiently with advertisers in promotion and merchandising despite vast opportunities to do so.

In spite of everything, radio time rates are very low compared to newspapers, magazines and other media—and publishers know this. Major item of cost in radio advertising is talent, which has been skyrocketed by the Hollywood trek, but will soon be brought more into line as sponsors get wiser.

Now that radio editors of the country have brought the matter to the front, a lot of broadcasters agree that there's not enough daytime music. The next thing is to do something about it.

Facsimile has stolen the spotlight from television as the next possible major development in broadcasting. And its chances look better.

In case you've never tried it, a darkened room makes radio-listening a lot more enjoyable.

Worcester Telegram, a progressive newspaper with a very interesting Sunday radio section, gives radio top billing over screen and theaters.

Scolding radio and the movies for crowding out the legitimate stage is like blaming the auto for the passing of the horse and buggy.

—D. C. G.

First Commercial

Lowell Thomas, in his NBC-Blue commentating period last night, told of an F. M. Pike from New England who claimed to have been the first radio advertiser. Seems that Pike got the idea of radio being a good ad medium after hearing early KDKA broadcasts, so he had the station plug a batch of his product—maple sugar.

LISTENERS' COMPLAINTS COINCIDE WITH CRITICS

Detroit—Radio Listeners Foundation, recently formed and with 36,000 members in eight central states already enrolled, reveals the following chief criticisms of radio fare: Hollywood influence and attendant glorification of movies and stars, length and delivery of commercials, low standards of children's programs, and spoiling of entertainment for listeners by catering to studio audi-

(Continued on Page 3)

Spot Campaign Started By Holland Furnace Co.

Chicago—Holland Furnace Co., Holland, Mich., through Ruthrauff & Ryan here, has lined up 44 stations in a spot campaign of one-minute dramatized commercials starting this week. Waxings were made at Columbia Recording Studios.

More Promotion Efforts Urged by John Shepard

More promotional assistance to advertisers is urged by John Shepard 3rd, president of Yankee and Colonial webs, in a booklet titled "The Merchandising Policy of the Yankee and Colonial Networks," issued coincident with the NAB convention.

Networks should help in every

(Continued on Page 3)

Suspend CBW Broadcasts In Economy Experiment

Windsor, Ont.—Broadcasts from CBW have been suspended as an experimental measure, according to Gladstone Murray of Ottawa, g.m. of Canadian Broadcasting Corp. He explained that the suspension is the outgrowth of an experiment in economizing wave lengths and resources. During the experiment the main

(Continued on Page 3)

ARTA Voting Prohibited

Washington—Mervyn Rathborne, president of the ARTA, now affiliated with the CIO, has notified the Labor Relations Board that members of his union would refuse to vote in the AFL-CIO election which the board has ordered for Postal Telegraph employees. In refusing, Rathborne stated that board has been playing politics in the Postal case.

Executive Committee is Chosen—Mark Ethridge Temporary Chairman— No President for Month

By M. H. SHAPIRO
Associate Editor, RADIO DAILY

Washington—The real business of carrying out the reorganization of the National Association of Broadcasters got under way at the Willard Hotel yesterday when the 23-member board of directors, newly elected and charged with appointing a paid president and secretary-treasurer, made Mark Ethridge of WHAS temporary chairman of the board. An executive committee was chosen to handle future business, with the result that from the board of 23 the following were selected: Mark Ethridge and Edwin Craig, from the clear channel board representatives; Walter J. Damm and Frank Russell of the regional or medium stations, and Edward A. Allen and John Elmer of the small station representatives on the board.

Paid president will probably not be chosen until March 21, or later and Phil Loucks will continue as special counsel until that date. The temporary secretary-treasurer may be appointed before that date, however. Reason for the "temporary" selections, particularly the last mentioned office, is that the board plans to build from the bottom and let the incoming paid president have a full and free hand in selecting his own executives and other personnel. When the president is appointed, he will become an ex-officio member of the executive committee.

In course of the morning and afternoon session, various other items were taken up such as the handling of payrolls, signing of checks, the carrying on of the NAB Bureau of Copyright and routine matters. Board

(Continued on Page 3)

BBC LATIN BROADCASTS SET TO BEGIN MARCH 15

London—News broadcasts in Spanish and Portuguese to South America will be started by BBC on March 15. Move is aimed to counteract Italian propaganda broadcasts to the Latin countries and follows the recently inaugurated programs in Arabic for the Near East.

Boston—Initial program on 11.73 megacycles by World Wide Broadcasting Foundation, on one of the short wave channels granted by FCC for goodwill programs to Latin America through W1XAL here, was aired Tuesday night. Among speakers was Thomas J. Watson, reading a message from Secretary of State Hull.

WHN Remains Basic Outlet For WLW Line in N. Y.

In a statement yesterday concerning the WLW Line status in New York, following the deal which adds WMCA to the hookup, WHN said the reason for addition of WMCA as an auxiliary station was because WHN rejected the proposal of Trans-American to pay the line charges for the service to Cincinnati. Charges

(Continued on Page 2)

Campbell Made Treasurer Of King-Trendle Company

Detroit—H. Allen Campbell, g.m. of King-Trendle Broadcasting Corp., has been made treasurer of the company, it is announced by George W. Trendle, president. Campbell has been with WXYZ, key station of Michigan Radio Network, since 1930.

RCA Chi Recording Plant

Chicago—RCA's new \$150,000 recording plant at 445 Lake Shore Drive is opening Monday. Two studios will be put into operation then, and another later in the week. New plant, with a staff of 15 headed by Ed Foreman, will provide all services available at home office, Camden.

Overproduction

Nashville—Tom Stewart, announcer and continuity chief at WSM, teaches a class in Writing for Radio at the Watkins Institute. It's a pleasant avocation, says Stewart, but it has one drawback. Every time he gives a student a good grade, the student calls at WSM the next day and applies for a job on the station's continuity staff.

RADIO DAILY

Vol. 3, No. 34 Thurs., Feb. 17, 1938 Price 5 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseuer, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor Terms (Post free) United States outside of Greater New York, one year, \$5; foreign year, \$10. Subscriber should remit with order Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, Feb. 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	135½	134	135¼	+ ½
Gen. Electric	39½	38¼	39½	+ ¼
RCA Common	6½	6½	6½	—
RCA First Pfd.	49¾	48¾	49¾	+ ½
Stewart Warner	9¼	9	9	—
Westinghouse	94	90¾	93¼	+ 1
Zenith Radio	13	12½	13	+ ¼
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	5½	6½		

Spring Fashion Series

Set to a tempo timed for the woman audience, a new show aptly titled "Fashions for Spring" takes to the air over KLZ in Denver these Tuesday evenings.

Each week, the program, built around the KLZ String Quartet, features comments from fashion and style experts drafted from Denver's leading department stores.

As an added audience builder, KLZ staff artists will make guest appearances each week.

PITTSBURGH

Federal Symphony Orchestra under direction of Harry Hoehle and Joseph A. Rauterkus is presenting a series over KDKA. First was yesterday and next will be Sunday at 9 p.m.

Rev. Jack Munyon, veteran local sustaining feature, and Jean Hoff, heard as a blues singer on KDKA and NBC, will be married tomorrow, with WWSW airing the service.

Joe Vilella, columnizing as "Eddy Nelson", hands bouquets in his latest column to publicity chief Kay Barr of KDKA, radio columnist Si Steinhauer of Pittsburgh Press, song stylist Chet Boswell of KQV and others.

Jules Hanberg

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

☆ Programs That Have Made History ☆

WNEW's Uncle Pete and Louise

UNCLE PETE and LOUISE are natives of Missouri, and have been on radio stations in every state of the union, the District of Columbia and Mexico. Their broadcasting activities have extended over a period of 15 years, making them among the trail blazers of radio entertainment. In the spring of 1933, they started with their present sponsors (Jordan's) on WAAM, which was absorbed as a part of WNEW, serving New York and New Jersey 24 hours a day.

In addition to their radio activities, they have made personal appearances in more than 1,000 churches, halls and auditoriums under the auspices of all religious denominations, as well as fraternal organizations, and this course was pursued until the spring of 1937, when their personal appearances were also sponsored by Jordan's with whatever collection taken in the meetings, going to the church or lodge, as the case might be, and naturally the cooperation on the part of Jordan has made them many staunch friends and admirers.

They have made personal appearances in over 700 different cities and towns in Pennsylvania, New York and New Jersey with return engagements at some places for as many as four times.

The audience is legion, and this is fully demonstrated in the sale of the Uncle Pete and Louise book of Friendly Songs for Friendly People which sells at 50 cents. During the approximate five years in which they have been in this area, these book sales have amounted to approximately 25,000 copies.

While not wholly responsible for this next event, Uncle Pete and Louise played a very important part

"Mystery Chef" Adds

The "Mystery Chef" has added three more gas companies to list of sponsors airing his transcriptions. Companies in Honolulu, Little Rock, and suburban Chicago will broadcast the disks twice weekly. Only outlet set so far is KARK, Little Rock. Disks were made by NBC transcription department.

Audition New Musical

West Coast Bureau, RADIO DAILY
Los Angeles—John Boles, Ethel Merman, Eddie Conrad, Pat Flick, Lew Hearn and David Broekman's orchestra is the talent line-up for a proposed new musical variety program being set up for sponsor auditioning by the Lou Irwin office. Benjamin David of the agency has a sample platter waxed and circulating.

WLTH's Bond Special

WLTH aired a special one-hour Bond Bread party program at 10-11 last night from the bread company's Flatbush Ave. plant in Brooklyn. A host of Jewish stars appeared.

in the opening of Jordan's second store in Paterson, N. J., in order to accommodate the audience of Uncle Pete and Louise who live in the upper counties of New Jersey and the bordering New York State.

During the year, Uncle Pete and Louise make personal appearances in the form of reception work at both of these stores. While Louise appears at the Jordan's Newark store, every Wednesday afternoon, and at the Jordan's Paterson store every Friday afternoon, there is always a group of listeners to greet her, even though they do not at all times make purchases, but eventually they all do.

By virtue of their radio programs and personal appearances, Uncle Pete and Louise live rather a strenuous life—arising, winter and summer, at about 5:30 in order to have breakfast and get to WNEW in New York in time to tune their instruments and to go on the air at 7:45 a.m. every weekday morning, and then back home to practice, answer their mail, catch a few winks of sleep and then off to a personal appearance, sometimes as much as 75 miles from their home. But as a rule they arrive back from their personal appearance about midnight.

In connection with their travels, they have crossed the continent nine times and Louise has to her credit several thousand miles of automobile driving on concrete streets, highways, over mountains and through deserts and she still radiates a marvelous personality after this strenuous life of approximately 15 years.

Incidentally, Uncle Pete and Louise's fan mail today is heavier than at any time since they went on the air, and is rapidly approaching the million mark since they have been on for this sponsor.

NBC Employees' Show

Annual NBC Employees Show, to be held Feb. 19 and aired over Red network at 3-3:30 p.m., with E. P. H. James as emcee, will have the following entertainers: Paul Owen, Lewis Lane, George Andrews, Helen Winter, Edward Nordhoff, Amelia Umnitz, Emil Corwin, Tom Eldridge, and a quartet including Paul Owen, Frank Egan, Richard Diamant and Robert Eastman.

Ken Murray Extended

West Coast Bureau, RADIO DAILY
Los Angeles—Ken Murray's option has been lifted by Campbell's and the emcee-comedian on "Hollywood Hotel" continues indefinitely in that spot.

D'ARTEGA

AND HIS ORCHESTRA

Exclusive Management
JACK LAVIN

PARK CENTRAL HOTEL NEW YORK

COMING and GOING

A. A. SCHECHTER, NBC director of news and special events, will return to town Monday aboard the Queen Mary. He has been in Egypt for the past few weeks.

MR. and MRS. JOHN SHEPARD 3rd of Yankee and Colonial networks will sail today for a 33-day South American cruise aboard the Aquitania.

BILLY MILTON, English band leader, will arrive in New York today on the Manhattan. He will appear at the Rainbow Room.

BOAKE CARTER flies to Florida for the week-end, returning to Philadelphia for his Monday broadcast.

MERLE S. JONES, head of KMOX, St. Louis, visiting New York following the NAB convention.

FRED WEBER, general manager of MBS, will return from the NAB convention today.

CLAY MORGAN, NBC director of promotion, returned to his desk yesterday after attending the NAB convention for a few days.

ARTHUR FELDMAN, director of news and special events at WBZ, Boston, was in and out of town yesterday.

S. R. KUNKIS, New York attorney, returns to New York today from Washington, where he has been on FCC business.

WHN Remains Basic Outlet For WLW Line in N. Y.

(Continued from Page 1)

were formerly paid by Powel Crosley Jr. and WLW.

Statement, which was confirmed by John Clark of Transamerican, further adds that WHN is to remain the basic outlet for the WLW wire in New York, and will be available to all advertisers.

Texas Police Series

Texas State Police have inaugurated new series, dramatizing virtually every phase of police activity in weekly quarter-hour over KNOW, Austin Texas. Actual cases from files of department will be portrayed, as well as educational features stressing safety angles and supplementing other safety programs over station, sponsored by local police department and Elk's Club.

FCC ACTIVITIES

EXAMINER'S RECOMMENDATIONS
KGMB, Honolulu, T. H. Authority to transfer control of corp. to Pacific Theaters & Supply Co., Ltd. and Fred J. Hart. 1320 Kc., 1 KW., unlimited.

... Did you know
that the School of Radio
Technique is America's
distinguished school of
broadcasting for sin-
gers, actors, writers and
announcers?



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

Proceed on NAB Plan; No Prexy Before March 21

(Continued from Page 1)

also commended the work of the Sales Directors committee and voted to continue the activities of the group with L. H. Avery as chairman. James W. Baldwin, former NAB managing director, whose office was automatically abolished by the reorganization plan and its adoption, will of course receive his salary until next June. In his annual report to the NAB, Baldwin has already stated that he was not available for any further office in the organization. Although some members hoped that he would be retained as head of the NAB Bureau of Copyright, which has a transcription library of non-copyrights and other stuff, Baldwin is leaving shortly for a Florida vacation.

A session by the executive committee will be held today in the offices of Phil Loucks, and further new business will be discussed, as well as old ends tied up. As temporary head of the NAB, Mark Ethridge stated that the convention was a highly successful one and that the executive committee would accomplish much, but not over night. Dues would not be lowered from the figure raised and planned in the reorganization setup, since nearly all of the members feel that they do not mind paying more if they are to receive commensurate service from their organization.

No salaries are to be paid the "temporary" officials beyond the usual expenses allowed to board members.

OKLAHOMA CITY

Bob Donley, WKY announcer, left to join WCAE in Pittsburgh in same capacity.

Guy Biddick, platter man, in town. New Artists Bureau established by WKY under direction of H. M. "Hal" Scher set to give station talent breaks over entire southwest area. Feature artists being boosted by bureau include Lee Norton, Allan Clarks Orchestra, Maxine Mead, Marty Hall, The Bell Boys, The Arkansaways, Mrs. Mart "Aunt Susan" Adams, Ken Wright.

"Sing, Neighbor, Sing," new Okla. network program featuring "Chicken" Martin.

KFRU, Columbia, Mo.

Gaston Pevey and Lucius Crump are the principal characters of the new serial, "Houn' Dawg Holler."

Young thespians from Westminster College, Fulton, Mo., presented their first radio show Saturday. George Guyan, KFRU program director, co-operated with the group.

GIVES INTELLIGENT MERCHANDISING SERVICE

WBIG IN GREENSBORO N. C.

George P. Hollingbery Co., Nat'l. Reps



Censorship Unlikely, Says Herring

Washington Bur., RADIO DAILY

Washington—Senator Burton K. Wheeler's remarks that Senator Clyde L. Herring's proposed bill for a three-member radio review board might lead to censorship were discounted by Herring yesterday in a RADIO DAILY interview.

"I don't think the industry has anything to fear on this point," said Herring. "Such a board could proceed with its activities without leading to any type of strict censorship."

More Promotion Efforts Urged by John Shepard

(Continued from Page 1)

way possible to make easier the sale of products and services which they accept for commercial broadcasting, says Shepard, adding that no attempt should be made, however, to usurp the functions of efficiently organized and specialized sales promotional companies.

Heatherton Back on Air

Ray Heatherton, busy with stage commitments the past six weeks, returns to the air Wednesday on CBS at 7:45-8 p.m. After the one program he will be heard on a weekly CBS sustaining spot, the day and hour yet to be determined. If negotiations are completed, Heatherton will also head a new evening program sponsored by a soap concern, the latter part of March.

WFDF Aids in Flood

Flint, Mich.—WFDF stayed on the air far into the night when floods threatened to overflow Thread Creek in the city. While some families were evacuated, others who refused to leave were told to stay tuned to WFDF for further warnings.

Sponsor for George H. Combs Jr.

George H. Combs Jr., WHN news commentator, has obtained a sponsor, Frank H. Lee Co., Danbury, Conn., hat firm. Program is heard Monday, Wednesday and Friday, 7:30 p.m. Birmingham, Castleman & Pierce Inc. is the agency.

MacQuarrie for Gen. Motors?

Chicago—Haven MacQuarrie, pausing here on his way to the coast where his "Do You Want to Be An Actor?" series will originate hereafter, said General Motors is considering sponsorship of show, with a tour in mind.

LINCOLN

Richard F. "Dick" Gloyne, music librarian for KFAB-KFOR, is in the east.

Naomi Woods has been added to the CSBS continuity department.

Joe di Natale, KFOR-KFAB publicity man, is working a contest in cooperation with Norman Harris, radio editor of the Daily Nebraskan. Prizes are CBS star stills.

Dick Jergens' orchestra was aired via KFOR while here playing the Interfrat Ball.

Bill Dietz, although back on the KFAB sales staff, still has his advertising agency in operation.

Suspend CBW Broadcasts In Economy Experiment

(Continued from Page 1)

CBC features will be carried by the other Windsor station, CKLW.

CBW control room continues to operate as a transfer point for a majority of the programs exchanged between the CBC and various broadcasting chains in the U. S.

Edgar Jacobs at WNEW

Edgar Jacobs, formerly night production manager of WFBL, Syracuse, has joined the production staff of WNEW in New York. Jacobs was previously at WTIC, Hartford, and the Yankee Network's Boston office as announcer and producer.

Paul Franklin Signed

West Coast Bureau, RADIO DAILY

Los Angeles — Paul Franklin has been added to the writing staff on Lucky Strike's "Your Hollywood Parade." Don Clark of the H. N. Swanson Inc. radio department set the deal.

Listeners' Complaints Coincide With Critics

(Continued from Page 1)

ences. These complaints coincide with the views of the country's radio editors in RADIO DAILY'S recent Forum.

Foundation is non-profit group. Letters of criticism are referred to sponsors or broadcasters. Membership cards are issued by Richard E. Jones, vice-president, 14305 Rutland Ave.

WREC, Memphis

The Jewel Cowboys, WREC feature now being presented over CBS at 10:30 a.m. each Saturday morning, have scheduled a repeat of their "spur dance" musical novelty for Feb. 19. Dance idea was introduced on their program Feb. 5 and won nationwide publicity, United Press carrying a feature story.

Malcolm Todd, announcer, has started "Musical Album" at 10 p.m. Sundays for Cole Wilson Inc., funeral home. Program features readings and transcribed music.

WBT, Charlotte

Reginald Allen, baritone and announcer, is back on the schedule after a year's absence.

Station is sacrificing commercial spots to carry the U. of N. C. weekly programs. The university built a studio and has started a course in broadcasting to give students practical experience.

TEST IN MICHIGAN

for a dependable "yard stick" for nation-wide sales...eight major markets...including America's great metropolitan center...smart, up-to-date manufacturing cities...ranking rural centers and farming districts...in all, completing a cross section of America's spending habits and potential market volume

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION



DETROIT
MICHIGAN

The Paul H. Raymer Co., Representative

PROMOTION

Harvey-Whipple Campaign

The Harvey-Whipple Inc. (oil burners) will start an extensive merchandising simultaneous with its new NBC-Blue network show which begins March 22. Dealers will be supplied with postcards to mail to prospects asking them to listen to the show. Cards will be timed to arrive same day that show is on the air.

Thirty-three thousand dealer broadsides will start off the radio campaign. Radio will be the sole promotion medium in the large metropolitan centers. Company has been a successful user of radio since its inception in 1933.

Pepping Up Spots

Spot announcements for Joy Candy Shoppes over WIND, Gary, Ind., have been given novel twist tying-in with sponsor's copy theme, "Remember With Joy." Spots are opened with reference to some historic event of same day announcement is given. Account, handled by Malcolm-Howard Advertising Agency, also has renewed its program, "Remember With Joy," over WAAF, Chicago.

Go for Playing Cards

A single announcement on Mr. Fixit's Civic Service Program heard nightly on WIL, St. Louis, brought more than 800 replies, each representing an investment of at least \$1. Mr. Fixit offered a deck of playing cards for three coupons each from a can of coffee costing 30 cents, and a dime to cover federal tax on cards. Sponsors of the Civic Service Program, the David G. Evans Coffee Co., were more than satisfied with the results from only one mention of the offer.

Telegram A Day

Every day for a week, Beryl Lottridge, commercial manager of KTUL, Tulsa, Okla., wired leading agencies info on the station. Final tele asked their opinions of the statisti-grams.

KTMS, Santa Barbara, Cal.

Sunday afternoon polo series from Fleischman Field, with Lawrence Smith and Winnie Vilsack at the mike, is becoming popular with lovers of the game.

Manager Budd Heyde looks for interesting things in the new Friday evening spelling bee, with the News Press editorial dept. vs. composing room as first contestants.

Another new series is a gardening program under auspices of Santa Barbara Horticultural Society.

LISTEN TONITE TO DORIS RHODES

6:45 P. M. WABC-CBS Network

MANAGEMENT
COLUMBIA ARTISTS, INC.



● ● ● **PERSONAL Postcards To:** Paul Whiteman: Mana-Zucca, famed composer and pianist, whom you introduced to the spotlight via a Carnegie Hall concert, is now a resident of Miami Beach, where she's writing an opera and a series of suites—one called "Hollywood Bowl"—from Florida. mind you... Walter Winchell: Since we lost a buck to Quentin Reynolds—who said we wouldn't take sick on the Miami-Washington hop—he's been going around town calling us "The Lindbergh of the Columnists". Why don't you and Sobol fly?... NTG: Helene Standish, one of your showgirls is now being featured as a singer at 52nd St.'s Swing Club... Louis Bernstein: Terry Shand, who wrote "I Double Dare You", is auditioning for a sustaining series... Jack Robbins: Suggest you inspect Goodman Ace's room at the Roney in Miami. He had a sun-tan lamp smuggled in the other day... George Lottman: Your son nearly drove Sonja Henie wacky the other day—making her pose for pictures with his dollar camera—he even forced her to go into the water!

● ● ● **Jack Adams and Stella Unger at Erwin, Wasey:** Jack Kofoed, who worked on all those sport shows with you over at Muller agency, just completed writing "Brandy for Heroes", a biog of the famous fighter, John Morrissey... Murray Arnold, press head of WIP, Philly: The new director of your homemakers' club, Annabelle Adams, who in real life is Ruth Sheehan, is being called "Bei Mir Bist Du Sheehan"... Phillip G. Lasky of KSFO, San Francisco: When Bob Bradley and Betty Brown of KLZ, Denver, moved into the Denver Theater for personals billed as "The Singing Sweethearts"—dame rumor stated that the couple's next public appearance would be before a preacher... Frank Katzentine of WKAT: Apropos of your lining up five Chinese and five Japanese for an air debate, Alyce de la Vergne, staff actress at KFOX, Long Beach, Cal., is studying the Chinese language at nite school.

● ● ● **William Paley:** Did you know that CBS stockholders paid for a "gaboon" (gold-plated spittoon) which is parked in the office of one of your execs—who chews tobacco?... Jackie Heller: Teddy ("Bewildered") Powell extends congrats to you—even though you're wedding his former fiance at 2:15 p.m. today... Torchy Teddy: Regardless of what you've been reading in the papers—Judy Starr IS NOT married to the fellow in Herbie Kay's band... Ozzie Nelson: Your manager, Billy Kent, did all right by himself at the dice tables in Miami—as did Paul Small of the Wm. Morris office—who left town pronto with his winnings... Eddy Duchin: Del "Casanova" Casino reports that Hollywood isn't as base and sophisticated as it's cracked up to be. He went to Bob Hope's home for dinner with Edgar Bergen, Bert Lahr, Ken Murray, Jimmy Starr, Jackie Coogan, Betty Grable, Shirley Ross and others—and they played "Quotations—under the sheet"—with Shirley remaining "under" for 25 minutes before she got wise. After that they played HIDE and SEEK!

● ● ● **Bob Taplinger:** Phil Spitalny has retained David Alber to handle his mag publicity... Luther Reid: KIRO, Seattle, numbers some versatile people among its studio personnel, one being Pete Mertens, wordslinger, who, besides his studio and remote shows, clicks a mean shutter in his spare time with a candid camera he wears as standard equipment... At present he's busy on an epic called KIROgues Gallery—a composite of shots of KIRO members. The unsuspecting victims include everybody from the boss, "Tubby" Quilliam, down to the office boy... Reminds us of Ted Husing's mania with his camera at the Roney. He snaps everything and trusts to luck.

PROGRAM

★ IDEAS ★

What Local Stations Are Doing

Prep School Series Pulls

A series titled "Your School Parade" sponsored by a local department store in cooperation with Zenith Radios and inaugurated in November is "topping" mail response records with WSVa, Harrisburg, Va.

Program is aired Sundays for a half-hour and on each Sunday a group of students from leading prep and high schools, of one county only, offer their own program arrangement. A grand prize award is offered the school receiving most mail response by the sponsors. Eight such schools have already appeared. Participants in programs often number 50 or better. Series will conclude shortly. Students are permitted to use guest artists other than talent usually heard on the station, but this is not urged.

Over 3,000 letters and cards have been received by the station, and program sponsors who are tying-in with suitable window displays and radio department displays.

Wendell Siler, WSVa program director, emcees the program. R. L. Stricklen Jr., the station's program promotion director, planned the series and made necessary arrangements with schools. Student guest announcers handle novelty script arrangements.

Auction by Radio

WEW, St. Louis, has started daily "radio" auctions for local Manne Furniture Co. List price of article and description is spied by Bill Mackintosh, who then starts bidding with figure far below sales tag. Music comes in, and listeners are asked to mail in their bids for the item before 9 p.m. High takes the article. Station reports that several offers are received on each item considerably above its sales price.

Famous Characters

Famous historic and fictional characters are subjects of dramatizations for grammar school children, presented over KGVO, Missoula, Mont., in station's Montana School Of the Air series. Program is prepared and presented by Radio Extension Division of the University of Montana.

GEORGE GRIFFIN

Lyric Baritone



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



Management NBC Artists Service

**ORCHESTRAS
MUSIC**

BLUE BARRON, at present featured with his orchestra in the Green Room of the Hotel Edison, and heard over NBC, will be the guest of honor at a gala Radio Party that Leon and Eddie are tendering to him at their popular rendezvous on Sunday evening.

Tea-Berry and his KGFF (Shawnee, Okla.) staff are being featured in the Aldridge Hotel Ballroom, with Geneva Jones and Jack Winnett as vocalists.

Emery Deutsch, currently appearing for a week at the Capitol Theater, Washington, will then return to New York to complete negotiations for an NBC wire from one of the leading mid-western hostelrys.

Horace Heidt and his Brigadiers will present a special program in their NBC-Blue network broadcast of Feb. 22 at 9 p.m., celebrating not only Washington's Birthday but their third anniversary of broadcasting under sponsorship of Stewart-Warner.

Mildred Roselle, song stylist, is being held over for the new show at the Club Maxine, Burnside and Jerome Ave. She already has been there four weeks, going over big. Al Wynne's ork provides the music.

Bill Kearns is not the only song writing member of the NBC Kidoodlers. Bob Remington, one of the organizers of the foursome and who doubles as arranger for the "Campus Kids" vocal trio, has written "Moon Over The Campus" and "Occarina Man" with Larry Kogen.

Vince Calendo is now vocalizing with Ernie Holst's El Morocco orchestra. This orchestra is being conducted by Ken Snell during Holst's engagement at the Book-Cadillac in Detroit.

"Listen to My Lonely Heart", Jean Ellington's theme song, written especially for her, has been published by Famous Music. The melody was created by Vee Lawnhurst and Tot Seymour.

Don Renaldo and his rhumba band and Leighton Noble's crew are now airing over WIP, Philadelphia, from the Arcadia restaurant. Noble also is heard on CBS and Mutual.

Shep Fields after winding up at Palmer House will go into Chicago Theater Feb. 25 for a week, then to Circle, Indianapolis.

During his six months in Hollywood, Phil Baker's bandsman, Oscar Bradley, has written a "Symphonic Poem" which he will present in New York next season. Bradley studied composition at the Royal Academy of Music in London, and has had many of his works played in England.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

KHSL—Chico, Cal.

1260 Kcs.—250 Watts, Unlimited Time

**GOLDEN EMPIRE BROADCASTING CO., Owner
HAROLD SMITHSON, President and General Manager**

KHSL is located in the heart of the rich Golden Empire section of California in the center of the Sacramento Valley. Back in '49, this was the seat of the gold rush. Today, its magnificent scenery provides the background for many Hollywood movie productions, and the setting for the largest city-owned park in the West—Bidwell Park.

Seventy-five per cent of the homes in Chico have radios, and KHSL started to serve them on April 17, 1935. The station went to unlimited time last July, and is now on the air 18 hours a day.

An unusually high standard of management distinguishes the operation of the station. Each morning, it broadcasts a 15-minute devotional period, conducted by various ministers of the community. It donates generous time to the various civic welfare interests. And in addition the station has made it a rule to allow no commercial announcements on Sundays.

KHSL has received letters verifying daytime reception in New Zealand, Alaska, British Columbia, Seattle, Wash., and Southern California.

Golden Empire Broadcasting Co. also operates KVCV, 78 miles away at Redding, Cal., as a sister station to KHSL, with identical program policies.

WGAR, Cleveland

Manager John F. Patt, vacationing in Florida, keeps his finger on the pulse of WGAR activity by long distance phone daily.

Hickok Oil Co. of Ohio has started new five-a-week quarter hour ET feature, "Black Flame of the Amazon," dealing with adventures of Explorer Harold Noice.

Wayne Mack, dramatic director, on the sick list all week with ptomaine poisoning.

Bob Kelley of announcing staff is enrolled in the mid-year freshman class at Western Reserve University.

Despite severe and painful second degree burns on the left hand, Shirley Seldon carried on in her role of stewardess on the mythical "Morning Express." Away from the microphone she is Mrs. David Baylor, wife of WGAR traffic manager.

Apprehensive was Musical Director Walberg Brown when summoned to Internal Revenue Department last week. Elated was Brown when he received a check for \$35.20. Mistake in last year's income tax report.

The law of averages has caught up with Graves Taylor. After four postponements, he must report for jury duty next Monday.

"Empire Builders" is new five minute narration, presented five times weekly on WGAR for the Central National Bank of Cleveland. Eulogizes great persons in history.

Chief Engineer Morris Pierce and Transmitter Engineer Bill Hutton attending engineers' conference at Columbus.

RECORDINGS

Call **BRINCKERHOFF**

PLaza 3-3015

WPAY, Portsmouth, O.

Acey Neil, champ fiddler, and the Safely Cab Boys are being sponsored by Safely Cab Co. and New Boston Cab.

Local chapter of the Elks is offering a weekly ET series that was planned by the national organization in the interests of safety.

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

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

and
Hundreds of Others

GUEST-ING

MITZI GREEN, now appearing at New York Paramount Theater, on Leo Reisman program, tonight (WEAF, 7:30).

FAY WRAY, on Rudy Vallee program, tonight (NBC-Red, 8).

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

PENNY SINGLETON (Dorothy McNulty), on "Hollywood Hotel," Feb. 18 (CBS, 9 p.m.).

PAUL LUKAS and ROBERT SPEAIGHT, interviewed by Dave Driscoll, Feb. 21 (Mutual, 6:45 p.m.).

RALPH BELLAMY, on Radie Harris program, tonight (Mutual, 6:45).

MADELEINE CARROLL and HERBERT MARSHALL, on Lux show, Feb. 21 (CBS, 9 p.m.).

GERTRUDE NIESEN, on "Hit Parade," Feb. 26 (CBS, 10 p.m.).

EL BRENDEL, on "30 Minutes in Hollywood," Feb. 20 (Mutual, 6 p.m.).

BRUNA CASTAGNA, ANIA DORFMAN and THE REVELERS, on "Magic Key," Feb. 27 (NBC-Blue, 2 p.m.).

AKIM TAMIROFF, on Bakers Broadcast, Feb. 27 (NBC-Blue, 7:30 p.m.).

A. T. & T. Regular Dividend

Regular quarterly dividend of \$2.25 a share was declared yesterday by A. T. & T.

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

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

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

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

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who in the Theatre" for part of his brilliant record. Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio broadcasting studio.

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

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

625 MADISON AVE., NEW YORK

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



WIND has two new announcers, Al-
Ien Thomson, from WMAQ and
Jack Harrington, from Los Angeles.

Herb Sherman, WJJD sales man-
ager, back from eastern trip.

Truman Bradley, Ford announcer
and comentator for American Family
Flakes on WBBM, reported about set
for a movie assignment with M-G-M.

Curtis Mitchell, editorial supervisor
of Radio Guide, moving family to
Philadelphia. He is also editor of
Click, new pic magazine.

Harold Stokes (and Lou Holzer)
have sold tune "On A Sunday After-
noon" which is theme of musical va-
riety hour by same name on Mutual,
to Robbins music firm.

Harry Grayson, who wrote WLS
"Old Judge" series, is assisting on
scripting of Zenith Telepathy series
which has James Whipple in charge
of writing end.

George Willard is recent addition
to WGN announcing staff.

Eddie Corcoran, playing lead in
"Big City Parade" on WLS, col-
lapsed just before broadcast Friday,
his 21st birthday, and was replaced
by Russell Bundesen.

Wrisley Soap has bought Happy
Jack Turner, "one man radio show,"
for new series on WMAQ in interests
of Oliv-I-Lo soap. Agency is Behel
& Waldie, Chicago.

Ros Metzger, radio director of
Ruthrauff & Ryan, off to Holland,
Mich., for conference with Holland
Furnace.

Henry Hoople, Jack Spencer and
Charlie Wilson teamed up as a new
comedy outfit for Mutual's "On a
Sunday Afternoon" series.

Arthur Peterson, Bret Morrison and
Harold Peary, veteran NBC actors,
have been signed to form nucleus of
a stock company for Edgar Guest's
"It Can Be Done" program for
Household Finance. "Fibber McGee"
show recently rigged up a tight little
company for its Monday evening
stanzas.

Don McNeill, emcee of "Breakfast
Club" and "NBC Jamboree," Jack
Baker and Annette King to go to
St. Petersburg, Fla., to make an ap-
pearance for Chamber of Commerce
on Thursday.

George Biggar, director of promo-
tion for WLS, has gone to California
for three weeks vacation. On way
home he will stop off at KOY,
Phoenix.

Loretta Poynton (Mrs. William
Carroll) has been written out of
"Dan Harding's Wife" and other
NBC shows for several weeks. It's
a boy, her second.

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

LLOYD E. YODER

THE radio world of the San Francisco bay area, which wondered about
its future when Don E. Gilman, vice-president in charge of NBC's
Western Division, announced removal of himself and his assistant, L. S.



A 1926 all-American
at Carnegie Tech...

Frost, to Hollywood, was relieved when
Lloyd E. Yoder, head of the Western
Press Division, was named manager of KPO-
KGO last fall. Under his guidance the two
NBC outlets continue the high program and
public service standards set in the past.

Although young in years, Yoder is a radio
veteran, having joined the NBC staff as an
announcer shortly after his graduation from
Carnegie Tech, where he was a member of
the All-America team of 1926. His wide ex-
perience in all fields of broadcasting is re-
flected in the vitality and human interest of KPO-KGO originations.

ST. LOUIS

John Bohn is now Radio Sales Inc.
representative here. Post was for-
merly held by Bob Dunville, who
went to WSAI, Cincinnati. Bohn has
been on KMOX sales staff for four
years.

Gene Kemper, new KWK director
of public relations, has had much
experience in the movie-theater field,
with Skouras Bros., Warners and
Fox West Coast and Loew's.

Chernick Boys are back at York
Hotel tavern, with Bob Thompson
at piano and Gail Reese of WIL
handling vocals.

Pappy Cheshire of KMOX is laid
up again by recurrence of nervous
fatigue.

Lavina Mae is back on WIL after
a long absence.

WNEW, New York

Ray Hamilton, singing organist,
will be heard in a new series begin-
ning Monday, 11:30-11:45 a.m., Mon-
day through Saturday. Hamilton's
evening broadcasts at 7:15 p.m. will
also be continued.

The noon day news broadcasts,
heard at 12:30 p.m. for several years,
will be presented at 11:45 effective
Monday. Bill McGrath is the news-
caster. WNEW receives the full
leased INS wire report.

A new series of traveler inter-
views starts this week. Bob Becker,
aviator and air traveler, will inter-
view passengers enroute to the coast
at the American Airways hangar at
Newark Airport. Broadcasts are
scheduled for 8:45 nightly, except
Sunday and Monday.

Hazel Scott, New Orleans "Mis-
tress of Swing," has been added to
the new daily Alan Kent program.
Miss Scott is currently featured at
the Hickory House.

Richard Brooks will be at the mike
today and tomorrow afternoon for
the McNaboe Lunacy Commission
hearings at the Supreme Court
Building.

OMAHA

R. Bruce Wallace of KOIL has
been confined to his home due to ill-
ness.

Lonnie Robertson and Roy Mc-
George, old-time fiddlers on WAAW,
have joined KFAB in Lincoln.

Duane Gaither, WAAW program
director, suffered a serious attack of
ptomaine poisoning. He is recover-
ing.

WOW had 1,500 entries in candid
camera contest of which 150 were
suitable for future publicity and pro-
motion work, according to Bill Wise-
man.

WXYZ, Detroit

Fran Striker, author of "Lone
Ranger," which originates here for
Mutual, is writing a novel with his
famous character as central figure.

Harry Heilmann, former baseball
star and now announcer, leaves this
week for Florida and a short vaca-
tion before the season opens.

Kennedy Clothes has signed for
another 52 weeks, totaling more than
700 spot announcements, an increase
of about 70 per cent over last year.
Beckman, Vogel & Bierbaum is the
agency.

WIS, Columbia, S. C.

J. D. Saumenig, former station
manager of WCSC, Charleston, has
joined as commercial manager.

Station's string ensemble, composed
of Hix Thode, Rachel Little, Neil Al-
tee and Gregory Pearce, is making
quarter-hour periods more popular.

When Robert Taylor interviewed
Roy Harris of Greenville, S. C., on
"Good News of 1938" from Holly-
wood, he was running second to
Frank Burger, demon ad-libbing WIS
interviewer, who had Harris on the
air 20 hours after he won M-G-M's
\$5,000 picture-naming contest.



LEONORE CORDIAL, who handles
L job applicants for Hal Styles'
KHJ-Don Lee "Help Thy Neighbor"
program, reports that among her cli-
ents have been two Indian chiefs,
one 8-foot giant, two legless men, one
armless man, one blind man, one
deaf and dumb woman and two mid-
gets, while unusual occupations rep-
resented include: deep sea divers,
parachute jumpers, tea-tasters, psy-
chiatrists, jiu-jitsu experts, strong
men, and one crossword puzzle set-
ter-upper.

Maurice Ball Inc., furriers, has
signed for a series of Sunday time
signals on KNX for one year from
Feb. 27. Lee Ringer advertising
agency handled.

CBS announcer Maurie Webster is
picking up the scholastic career rudi-
ly terminated at the University of
Washington when he was drafted as
staff announcer here by CBS, by
enrolling at U.C.L.A. Starts back to
school next Monday, majoring in
English.

Bing Crosby will do a little ad-
libbing over the NBC network hook-
up for the Santa Anita Derby on
Feb. 22, with Clem McCarthy calling
the race, and Buddy Twiss doing the
announcing and color.

Pat Bishop, KFI news commentator,
has introduced a "Mail Box" idea on
his 4:30 p.m. news period. Invites
listeners to send in their own com-
ments, opinions and arguments about
stories in the news, which he in turn
relays to his audience.

"Listen, Ladies," the KEHE mid-
afternoon variety show of long stand-
ing, has inaugurated a policy of bur-
lesquing popular air shows on each
Tuesday's program. Producer is
Kenneth Higgins.

KMTR has a new series of philo-
sophical discussions of timely topics
by Lee Arms scheduled for Mondays
at 1:15 p.m. The station has switched
Frank Robinson Brown's "Knicker-
bocker Varieties" from 10 p.m. to a
mid-afternoon session at 2:45. Show
is a remote from the Knickerbocker
Hotel.

KGVO, Missoula, Mont.

Manager A. J. Mosby is working
on plans to air a weekly music edu-
cation broadcast by U. of Mont. Band,
originating on university campus.

The Columbians, staff dramatic
unit, is doing a series of one-shot de-
fective and mystery dramas follow-
ing conclusion of the serial, "Before
Midnight." Evelyn Henry is di-
rector and producer.

Lawson

Zerbe

PL 3-2600

CARL
BIXBY

Creator, writer, director or producer of
successful network radio programs.

P. O. Box 84, Manhasset, L. I., N. Y.

BOSTON

A broadcast from the summit of Mount Washington will feature the half-hour program inaugurating the Yankee Network Weather Service over WNAC and the Yankee web, Saturday at 9 p.m. Through WIXER, the Yankee station atop Mount Washington, the personnel will take part in a dramatization of their daily lives over 6000 feet above sea level in a climate resembling that of the North Pole. Studio portion of the program will present the Roberts Sisters, Earl Lawrence and Andy Jacobson's orchestra.

Starting Sunday, the Yankee network will broadcast two complete weather programs daily at 8:15 a.m. (Sundays 8:30 a.m.) and 11:15 p.m.

CKNX, Wingham, Ont.

The "dog days" didn't come to CKNX this year: January gross billings were up 30.9 per cent, with national billings jumping 41.5 per cent, over a year ago.

CKNX was one of the only two Canadian stations renewed by Lallemand's yeast for Feb.

Elgin Coutts, high school student, won the auditions for the right accented emcee on Little German Band.

Recent power jump has greatly increased requests for greetings on "Canadian Farm and Home Hour," so station is opening up an afternoon "Kiddies' Birthday Club" and a "Saturday Night Barn Dance" to handle overflow.

WFBL, Syracuse

Ed Jacobs changes jobs from night production man to production manager's assistant.

Bud Squires, "Street Quizzer," is racing back to the studio to handle Packard News job vacated by Jacobs.

George Reid, recently arrived here from WINS, is getting an abundance of both material and fan mail for his morning Sun Dial Amateur Show.

"Minute Miniatures," blackouts and dramatized plugs with musical background by a studio orchestra, is Jack O'Neil's latest program contribution.

Jack Curren back on the air with a new ballad program after a short illness.

WTMJ, Milwaukee

Nancy Grey, commentator, is on another western flying trip to get material for her program.

A spectacular bonfire of "dated" used cars was a highlight feature of WTMJ's big goodwill campaign to "rid the road of jalopies" in an effort to break the used car jam in Greater Milwaukee.

Elwen Owen, vacationing between network assignments, is handling the organ shots of Jack Martin, laid up with injuries from a fall on slippery streets.

NEW BUSINESS

WNEW, New York: Musebeck Shoe Co. (Health Spot Shoes), Ray Hamilton, singing organist, through Sehl Advertising Agency; Pepsodent Company, "Make Believe Ballroom", through Lord & Thomas; La Comp Products (Qwick Washer), "Make Believe Ballroom"; Air Conditioning Training Corp., "Morning Music," through National Classified Advertising Agency; Carter Medicine Co., spots, through Street & Finney; Axton-Fisher Tobacco Co., (20 Grand Cigarettes), additional time on "Make Believe Ballroom", through McCann-Erickson; Lightning Electric Co., "Skyways Reporter", through Scheer Advertising Agency.

WMAQ, Chicago: Procter & Gamble

(Drene), temperature reports, through H. W. Kastor & Sons.

WHO, Des Moines: Household Magazine, through Presba, Fellers & Presba; Armand Co., announcements, through Wade Advertising Agency; Walker Remedy Co., through Weston-Barnett Inc.; Makomb Steel Products Co., announcements, through Advertising Service Inc.; Cleveland Cleaner & Paste Co., announcements, through Campbell-Sanford Advertising Co.; B. F. Goodrich Co., news, through Ruthrauff & Ryan; Yeaston Nulack Co., announcements; The Dexter Co., announcements, through Weston Barnett, Inc.; Chicago Engineering Works, through James R. Lunke & Associates.

Son for Brewster Morgan

Brewster Morgan, KNX producer, is the father of a boy. Morgan had the page boys pass around the candy at the CBS headquarters here.

Kaltenborn to Resume

H. V. Kaltenborn returns to CBS "Headlines and Bylines" on Feb. 27. The commentator has been ill for the past few weeks.

FORT WORTH

WBAP, in its subscription drive for the new monthly mag, Rural Radio, published in Nashville exclusively for rural listeners, netted 1,000 subs. Local drive was made through air plugs by Elbert Haling, station publicist. Harold V. Hough, station g.m., will contribute a column to the magazine, and Haling also will supply material.

Joaquin Grill's ork replaces Ed Lally in Texas Hotel's Den, airing over KTAT.

WBAP shortwave mobile unit will go on three of the goodwill advertising trips throughout Texas for the forthcoming Southwestern Expo, according to George Cranston. J. E. Maersch, engineer, will be in charge of truck, built under supervision of R. C. Stinson.

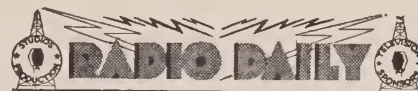
**Radio Executives Everywhere
Are Reading These Lines, Just the
Same As You Are. To Reach Them**



**"A
TEST
WILL
TELL"**

**ADVERTISE
REGULARLY**

IN



DON KERR

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

PHILADELPHIA

A new WFIL series features Jack Steck and Florence Bendon as "Cookie and Kitty."

A new musical makes its debut over WCAU, called "Studio A," featuring Dan Kelly, Barbara Thorne, Jean Shaw and Bob Goldens' band.

Edward A. Davies, WIP sales director, will address members of Newspaper Guild.

Sam Wooding will conduct WIP's "Sing Music" program.

Peggy Moran is singing nightly over WPEN.

Annabelle Adams, new head of WIP Homemakers Club, starts off with a series of guest stars, featuring Johnny MacAfee, vocalist in Leighton Noble's Band, and Sally LaMarr and Claudia Koralli from a local night club.

Rodger Conant, who conducts KYW's "Let's Visit the Zoo," is celebrating his second anniversary on the station.

"Musical Comedy Highlights" joins WFIL schedule, featuring Ralph Ellmore and Erva Giles with Candelori's Musical Musketees.

WCBS, Springfield, Ill.

Some broadcasting history was made Feb. 12 when station aired first broadcast from the one-time home of Abraham Lincoln.

Carrol Neeld and Jack Heintz are new members of commercial department. Sales staff also includes C. L. Jefry, Florin Barton and Paul Termine.

Harold L. Dewing, president, and Leslie G. Pefferle, v.p.-sec'y, will be away for a week coincident with attending the NAB meet.

Charlie Warren is at the mike for bowling broadcasts.

Tom (Stooge) Blanchard is now the Tavern Reporter during the nightly "Variety Hour."

Seven daily broadcasts of grain, livestock and stock reports are now being aired.

Station has started a house organ, titled "A Message to Garcia," with H. L. Dewing as editor.

ONE MINUTE INTERVIEW

TED COLLINS

"Superlative showmanship is, in the last analysis, simple showmanship. That's why Kate Smith's audience is such a large one; she never attempts to make her show a complicated hour. Today a radio show must fulfill two needs. It must give the impression of a major production without losing sight of the fact that the audience is still listening in units of one, two and three or four individuals. Excellent samples of the type of showmanship that will produce this kind of a program are Kate Smith's 'Command Appearances,' her 'Intimate Song Presentation,' her interview with successful people and her 'Memory Song'."

★ Coast-to-Coast ★

SAM L. LEVITAN, KDAL, got himself printed but not mugged when the Duluth Junior Chamber of Commerce opened its civilian fingerprinting campaign. KDAL special event man staged special airing to give the campaign a good start and was the first person to be printed officially in the project. The broadcast had the Chamber committee explaining the campaign, after which the head of Duluth's police identification bureau printed the KDAL s.e. fixer. Levitan's recent groundhog day broadcast, with a live groundhog borrowed from zoo and planted downtown, also got a newspaper yarn and 2-column cut.

Jimmy Fidler had laryngitis and couldn't do his spiel over NBC-Red on Tuesday night. Don Wilson came to the rescue and read Fidler's copy.

The "Nest Egg" program over KIDO, Boise, Ida., wherein the First Federal Savings & Loan Ass'n presents a \$5 savings account opener and a large world globe to first listener phoning in correct name of a mystery melody during broadcast, is among the latest to report complaints from telephone company. Too many persons trying to get the station on phone. And this is one complaint that doesn't make KIDO mad.

Estelle M. Sternberg will speak on "Who Wants Peace at Any Price" over WMCA at 12:30 p.m. today.

Ireene Wicker and Dr. Thomas Parman, surgeon general of the U. S. Public Health service, have been awarded gold plaques by Parents' Magazine for outstanding service to children. George J. Hecht, publisher of the magazine, will make the presentation on the Kellogg NBC-Blue network show tomorrow, 5:30 p.m.

KARM, Fresno, and KROY, Sacramento, newest CBS affiliates, have been added to the outlets taking Kathryn Craven's "News Through a Woman's Eyes," released Mondays, Wednesdays and Fridays at 2:30-2:45

Mrs. John Philip Sousa, widow of the famous band leader, is expected to be on the Armco show, NBC-Blue, 3:30-4 p.m., on March 6. Frank Simon, conductor of the Armco band was formerly assistant to Sousa. Program will be an all-Sousa half-hour.

Robert Johnson has been appointed director of advertising and publicity for United Air Lines.

Gilbert Braun has been signed by Sound Reproductions Inc. to have his sound effects library available for any house recordings.

Emil Coleman has been playing piano with his St. Regis orchestra all week with a mangled finger which was caught in an automobile door.

MOST unusual of the many thousand pieces of mail received by Tydol's Inquiring Reporter during the three years the program has been presented over WFBR, Baltimore, was a recent letter from Mount Union, Pa. Henry Hickman, who conducts the program and gives silver dollars to those interviewed, received a letter with a page of Biblical questions—and a dollar!

The MBS "True or False" program on Feb. 21 will feature Yale vs. Princeton. Program will originate in New York.

Jack Major, who was taken to Washington over the week-end by Gene Buck to entertain at the party given by Vice-President John N. Garner to the Roosevelt family, had quite a time in the political camp. The genial Gene introduced Jack to Jesse H. Jones as the biggest liar he ever met. But by way of equalizing, in another introduction, Gene described Jack as a combination of Will Rogers and Irvin S. Cobb. Jack's success was cinched when Garner invited him on a fishing trip in Texas.

Alice Frost, John Brown, Teddy Bergman and Art Elmer will be featured in the "On Broadway" play over NBC-Blue network next Sunday at 3 p.m.

Listeners to the "Man-on-the-Street" aired by KGY, Olympia, Wash., protested so strongly when station announced recently that series would probably be dropped because of illness of Paul Jones, who heads the program, that arrangements were made to keep the series going. For the next month, while Jones recovers from an operation, his assistant Mahlon Taft will conduct the broadcast. KGY's secretary, Jean Walters, who ably handled the program on Women's Day, will assist him.

WHK - WCLE maestro Louis Rich was playing his violin with the Higbee trio in the Silver Grille, Cleveland, when he spotted Jane Withers, child movie star, seated at a nearby table. Rich hooked up the WHK-WCLE remote equipment, called announcer Carl Mark, who is also day studio manager, and had the actress on the air within seven minutes.

The Gilpin Players, of Cleveland, noted Negro theater group, appeared on WHK's "Curtain, Please" production Tuesday night. Program is dedicated to revival of the legit theater.

Jack Weldon of WDBJ, Roanoke, Va., is curious to know the identity of the other Jack Weldon whose birthday on Feb. 3 was recorded in RADIO DAILY. Reason: the J. W. of WDBJ has been getting a lot of unexpected congratulations.

SAN FRANCISCO

Bill Davidson, KFRC "Rise and Shine" record emcee at 6:30 a.m., now wakening the world at 6 a.m.

Gwynfi Jones, NBC tenor on "Good Morning Tonight" variety show, recovering from lacerations in Berkeley auto accident.

Hale Sparks, "University Explorer," broadcasts his Feb. 17 and 24 shows from Hollywood.

Gloria Thompson of KROW has gone to Boulder City, Nev., for her health.

"Duke" Chamberlin, KROW ass't prod. mgr., starts a series of "Camera Comment."

Harry L. Kriedt added to KFRC staff in charge of sales promotion and merchandising. Once with McCann-Erickson, he's been in the Philippine Islands for the past three years.

Sid Hoff, Oakland bandleader opens at El Patio March 19 instead of Feb. 24.

After a nine-month stay, Jack Winston leaves the Bal Tabarin March 4.

Tom Breneman, emcee of KSFO's "My Secret Ambition," recovering from flu.

Don Church, former KSFO announcer, joined the KGGC staff as relief barker.

KSL, Salt Lake City

Leonard Strong off the mike due to brief illness, with Roy Drushall subbing.

Gladys Pinney resumes writing assignments after vacation.

Station's 10 announcers were surprised to see their pictures in a full-page ad on back cover of an important western magazine. The candid camera shots were by Dick Evans' Bantam.

American Fur Co. begins new three-weekly setup, "Songs for You," with Bob Arnold, tenor. Tom Axelsen is producing, with Byron Ray writing. Gene Halliday in charge of musical direction.

In a union decree, KSL staff musicians have been limited to radio work.

Station is donating a half-hour weekly, with guest speakers and KSL concert orchestra, to the civic drive for funds to advertise the state to tourists.

Recent guestings on KSL programs included Peggy Epperson, Dolores Seal, Dean Mitchell and William Post.

WABY, Albany

The Evangelist, Albany Catholic Diocesan organ, is sponsoring 10 Sunday broadcasts.

SUN	MON	TUE	WED	THU	FRI	SAT
	4	5	6	7		
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 17
James F. Hanley
John McLaughlin