



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 35

NEW YORK, N. Y., FRIDAY, FEBRUARY 18, 1938

FIVE CENTS

Loucks is Put in Temporary Charge

PARADE OF TEN BANDS IN WTAM DEDICATION

Cleveland—New \$300,000 studios of WTAM, managed and operated by NBC, will be dedicated tomorrow with parade of ten bands and ceremonies in front of building. Mayor Harold Burton will drive a gold spike into the nameplate of 22-story building officially dedicating it as the NBC Building. Fifteen hundred pigeons will be released symbolizing first method of communication with radio, and 15 bombs will be fired for years of WTAM history. Walter Logan, WTAM music director, will lead the combined bands in dedicatory music.

Dedication programs in evening preceding formal supper dance will
(Continued on Page 3)

Searle Completes Setup In Program Department

Omaha—Completing a program department setup for Central States Broadcasting System, Don Searle, g.m., announced John Schafer will continue as KFOR program director and Lyle DeMoss will have the same job at KFAB.

Jack Hanssen, KFAB-KFOR, Lincoln, and Don Kelley, KOIL, Omaha, will now be responsible for special events broadcasts in their respective cities.

WIND is Picking Up CBS Sustaining Series

Chicago—Ralph Atlass' WIND has committed itself to picking up the CBS sustainer, "Story of Industry," regularly on Saturday afternoons, thereby reviving reports that station will again become regular outlet for network. Leslie Atlass, vice-president of CBS, and Ralph are brothers.

Parents Protest

Rockford, Ill. — Parent-Teacher association here has started a campaign to eliminate undesirable children's programs on the air.

Sponsors are being flooded with letters of protest in which programs of the gangster type are blamed for nightmares and prankish child re-enactments of gangland activities.

Take Your Choice

"High-pressure selling, as much as anything else, will take the country out of the present business recession." — HARRY BOYD BROWN, Philco merchandising manager.

"Insistent and impertinent salesmanship on the air is an affront to the public." — WILLIAM J. CAMERON, commentator of the Ford Sunday Evening Hour.

HOLLINGBERY REP LIST INCLUDES 17 STATIONS

Geo. P. Hollingbery Co. as of yesterday was representing the following 17 stations: WHAM, WOKO, WWJ, WHIO, WEBC, WMFG, WHLB, WREN, WADC, KSCJ, WCOL, WAAF, WEAU, WIOD, WBIG, KTSM and WJDX. WORC and WDRG will be represented by the firm until March 1, when they shift to International Radio Sales.

Harry Martin Creating Radio Script Exchange

A new department known as the Radio Script Exchange is being established by Harry Martin Enterprises of 360 N. Michigan Ave., Chicago, which at present supplies news programs to stations. The idea,
(Continued on Page 3)

Bock Named Press Head In NBC Western Division

West Coast Bureau, RADIO DAILY
Hollywood—Harold J. Bock, for three years manager of the NBC Hollywood press department, yesterday was appointed press manager for the
(Continued on Page 2)

Connie Desmond Named WSPD Production Mgr.

Toledo—Connie Desmond has been made WSPD production manager in charge of all local programs and building of new programs. He formerly was sports announcer and sidewalk interviewer. Jack Fitzgerald heads the new public events and special features division.

Church Buys Time on WOW

Omaha—One of the first commercial programs to be sponsored officially by a church organization has just been started by WOW. Contract calls for 26 weekly half-hour shows on Sunday afternoon.

Appointed to Look After Affairs of the NAB Until Paid President is Chosen —In Line for the Post

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—Final action of the Executive Committee at a short session held here yesterday was the appointment of Phillip G. Loucks to look after all NAB affairs until the committee convenes on March 21. Loucks, who was instrumental in shaping up the reorganization plans as counsel to the reorganization committee, will be active administrative head and is charged with keeping the NAB going until such time as the
(Continued on Page 2)

95 CBS STATIONS CARRY SUSTAINER FROM WJR

Detroit — "Motor City Melodies," fed by WJR to the network at 2:30 Saturday afternoon, is now being aired by 95 CBS stations from coast to coast, lake to gulf. Gerald F. Mulsby, assistant director of program operations for CBS, in sending the list to WJR's Eric Howlett com-
(Continued on Page 4)

Elaborate Industry Series Being Launched by WFIL

Philadelphia—Plans for a large scale commercial series, tentatively called "Cavalcade of Progress", to be aired five times weekly for a year with a different sponsor and local industry plugged in each broadcast, are under way at WFIL. George
(Continued on Page 6)

Broadcasting of Records Put Under Ban by Decca

Philadelphia—Decca followed close on the heels of Victor in notifying users of their records that use for broadcasting purposes is illegal. Although Decca is about four months behind Victor in this notification, the
(Continued on Page 6)

Adam Hat Stores Add 200 Shops via Radio

Adam Hat Stores due to extensive radio campaign has added 200 store outlets to its list, making a total of 600 in all. Manufacturer has called a halt on any more outlets being added at this time. Thirty men are now on the road servicing the new dealers. Sponsor is airing the Madison Square Garden fights over the NBC-Blue network on Friday nights.

100,000-Watter for Cairo

Cairo—Egypt plans erection of a 100,000 - watter, the largest in the Mediterranean, to serve the whole near and middle east, according to John Webb, Inspector - General of Egyptian State Telephone & Telegraph Service.

CAMAY SOAP DISK SERIES IS GOING ON 15 STATIONS

Procter & Gamble (Camay soap), through Pedlar & Ryan Inc., on Monday will start a quarter-hour series of disks on 15 stations in New York, Honolulu, Canada and the Pacific coast.

Program, a musical show featuring Allen Prescott, with Joey Nash and others as guest stars, will air Mondays through Fridays.

Sloan's Liniment Spots Started on 3 Stations

William R. Warner Co. (Sloan's liniment) yesterday started a series of spot announcements on three stations (WHIO, WOKO, WDRG). Plugs are aired once an evening, five days a week. Contract runs for eight weeks and was signed by Cecil, Warwick & Legler Inc.

Da Boss

Chicago—From the naturalization office comes this one:

A Chicago musician made application for American citizenship papers, and he was put through the usual questioning which included:

"Who is the President?"
The instrumentalist beamed as he replied:
"Jimmy Petrillo!"



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Thursday, Feb. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	138 1/2	135	138 1/2	+ 27 1/2
CBS A	19 3/4	19 5/8	19 3/4	+ 3/8
Gen. Electric	40 1/2	38 3/4	39 7/8	+ 3/4
RCA Common	6 3/4	6 1/2	6 3/4	+ 1/4
RCA First Pfd	50 1/4	50	50 1/4	+ 7/8
Westinghouse	97 1/2	94	95 1/4	+ 2
Zenith Radio	13 1/2	13 1/4	13 1/2	+ 1/2

NAB Appoints Loucks In Temporary Charge

(Continued from Page 1)

association functions under the new plan. Until March 21, at least, permanent reorganization parts will be postponed and Loucks has been employed to look after matters in the interim.

This will include legislative affairs that may come up in Congress as well as office and routine details during the temporary period. Executive committee virtually threw everything in Loucks' lap before going home and he will meantime prepare the agenda for the coming executive committee meeting.

Loucks, regarded as a likely possibility for the presidential job at NAB, was for several years managing director of the organization and is an attorney, specializing before the FCC.

Ad Winners on WOR

The winners of the Advertising and Selling awards will parade before the WOR microphone on Thursday, 10:30-11 p.m. Stuart Peabody, advertising executive for the Borden Co. will introduce the winners to the radio audience.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

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

Commentators' Creed

Sam Taylor, Hollywood commentator heard via WHN on Tuesday and Thursday nights, has set down these resolutions for air commentators:

To remember that all stars are human and subject to the same frailties as the rest of us.

To remember that what a star does in his private life is his private business.

Not to suffer the delusion that because a microphone is in front of me, I've been ordained some divine power to sit in judgment of my Hollywood neighbors.

That scandal, cheap sensationalism and news bearing the unmistakable aroma of garbage, are only of interest to people whose minds are geared to the level of a curbstone.

To remember that it is just as easy to lift up—as dig down.

Not to wind up each broadcast with a cynical crack.

To ask myself before taking a dig at a screen luminary for some indiscretion, has my life been so exemplary.

New Shortwave Schedule Goes in Effect March 4

Schenectady — General Electric's enlarged shortwave broadcast schedule, to include use of the two new frequencies recently granted W2XAD by the FCC, will go into effect March 4. Four frequencies will then be used by stations W2XAD and W2XAF in transmitting programs to international listeners.

The broadcasting schedule will be increased by two and one-half hours with the use of the new frequencies. W2XAD, on 21,500 kilocycles or 13.95 meters, will be in operation at 8 a.m.-12 noon; on 15,330 kilocycles or 19.56 meters from 12:30-7 p.m., and on 9,550 kilocycles or 31.41 meters at 7:30-12 midnight. W2XAF, operating on a frequency of 9,530 kilocycles or 31.48 meters, will be in service at 4 p.m.-12 midnight.

Sign Musician Deals

Omaha — Contracts have been signed by Don Searle with the musicians' union for two studio orchestras, one serving KOIL here and one serving KFAB-KFOR, Lincoln.

The KOIL group of four musicians will be headed by Madge West and the KFAB-KFOR group of eight will be led by Irma Perry Cartwright and Milan Lambert.

Raoul Marlo Resumes Series

Raoul Marlo returns to WMCA Inter-City hook-up "Ports of Romance" series on Tuesday, 7:45-8, and weekly thereafter, as romantic adventurer and raconteur.

John Bates Married

John W. Bates, former WOR commercial program manager, now in business for himself, was married yesterday to Ruth MacFarlane at the Grace Church.

Longines-Wittnauer Renews

Longines-Wittnauer Co., through Arthur Rosenberg, has renewed its WOR time signals for another 52-week run.

"Lone Ranger" on KOIL

Omaha—"Lone Ranger," 15-minute ETs, to be aired three times a week by Interstate Bakeries on KOIL.

KLZ "Children's Hour" Establishes Mail Record

Denver—All mail records were smashed here this week when 10,065 listeners responded by voting for their favorites in the KLZ Sunday "Children's Hour," a juvenile amateur broadcast. Votes came from communities in Colorado, Wyoming and Nebraska in the three-day balloting. Program is sponsored by Olinger's. Winners get scholarships.

Santa Fe R. R. One-Shot On Mutual Next Tuesday

Santa Fe Railroad on Tuesday will sponsor a one-time shot over the coast to coast Mutual network, 6-6:30 p.m. Program will broadcast the ceremonies in connection with the new streamlined train service being inaugurated between Los Angeles and Chicago.

Walter Huston will be the narrator. Program will emanate from KHJ, Los Angeles. The WOR—"Uncle Don," ordinarily heard at this time, will be cancelled out for that evening.

Ralph Edwards Has 9 Sponsors

Ralph Edwards, on CBS only a little over a year, is now one of the busiest announcers on the network, with nine separate sponsors. He handles spiels for Chipso, Vick's, Florida Citrus, Mystic Cream, Ivory, Pebeco, U. S. Rubber, Chrysler and Horn & Hardart.

COMING and GOING

LES WHITE of Les White and Bud Pearson, script writers for the new Nehi "Royal Crown Revue," sailed yesterday to Havana for a short vacation before the program's opening on March 11.

NORMAN FRANKEL, who has been with Houck & Co., advertising agency, Roanoke, Va., returns to New York this week.

NEAL BARRETT, Hearst Radio v.p. and manager of KOMA, Oklahoma City is in the East on business.

LESTER COTTILIE, MBS publicity coordinator, en route back from the NAB convention, stopped over in Baltimore yesterday to visit WBAL. After another stop at Philadelphia he will return to New York.

JOHN C. McCORMACK, general manager of KTBS and KWKH, Shreveport, is in town.

S. A. CISLER, KTHS executive, is in New York.

RALPH R. BRUNTON, manager of KJBS, San Francisco, is in town for a few days.

JOHN J. STOREY, manager of WTAC, Worcester, is visiting New York.

EDWARD S. ENCKER, general manager of Geo. P. Hollingbery Co., returned from the NAB convention yesterday.

HARRY MARTIN, president of Harry Martin Enterprises, Chicago, is visiting New York following the NAB convention in Washington. He returns to Chicago over the week-end.

MARY BOLAND flies to New York from the Coast to appear on Paul Whiteman's program over CBS on Feb. 25, and returns west immediately thereafter.

MAJOR LENOX R. LOHR, JOHN ROYAL and ALFRED H. MORTON of NBC go to Cleveland for tomorrow's dedication of the new WTAM studio building.

POWEL CROSLY JR. and JAMES D. SHOUSE are expected in New York this week-end from Cincinnati.

JACK ARTHUR is vacationing in Rio de Janeiro until Feb. 28.

JACK ROBBINS, music publisher, and HARRY FOX, general manager of Music Publishers Protective Ass'n, return from Florida next week.

BELLE BAKER returns to New York from Miami tomorrow.

AL SHAYNE is fulfilling a singing engagement in Lakewood, N. J.

Bock Named Press Head In NBC Western Division

(Continued from Page 1)

western division of NBC, it was announced by Don E. Gilman, v.p. in charge of this division. Bock will continue his headquarters here. He replaces Lloyd E. Yoder, who recently became manager of KGO-KPO, San Francisco. Milton Samuel continues to handle the press department in S. F.

CBS AFFILIATE

KLZ

Representative - E. Katz Special Advertising Agency

DENVER

Leads all
Denver Stations
in Network
Commercials

Parade of Ten Bands In WTAM Dedication

(Continued from Page 1)
feature Frank Black with 40-piece symphony orchestra and Margaret Speaks and Mario Cozzi as soloists; and Bob Feller and Tom Manning in a skit with comedy artists, and Stubby Gordon's orchestra. Red network shows will be at 11:30 p.m. and midnight. Lenox R. Lohr, John Royal and Alfred H. Morton will attend the ceremonies from NBC New York.

Electrical Workers Strike

Strike of the Electrical Workers' Union, which called out its maintenance workers in the buildings of Rockefeller Center housing Radio City and all local NBC activity, threw a scare into NBC officials yesterday when it appeared for a time that Local 802 of the AFM might ask its members not to pass the picket lines of Local 3, of the Electrical Workers. Local 802 has its regular board meetings on Thursdays, but official of the union said they had no comment to make on any phase of the possibility of a sympathetic move.

Replacing Conn Program

New Lyn Murray musical novelty, will succeed the Harry Conn CBS Sunday program beginning Feb. 27 at 8:30-9 p.m. Logged as "Musical Gazette," show is designed to present effects of newspaper office in music. Murray takes lead role of "editor"; Barry Wood, baritone, is the "reporter", and Nan Wynn is "lovelorn editor". In addition there will be a girl trio of sob sisters and a male quartet of "cubs".

"KVI Open Forum"

Dedicated to the discussion of local questions and issues currently interesting to Northwest listeners, of KVI, Olympia - Seattle, recently opened the "KVI Open Forum."

Well-known professional, business and political authorities appear on the 15-minute period and discuss subjects of popular interest in their respective fields. Listeners are invited to suggest not only topics for future Forums, but qualified speakers as well.

The series was initiated by Victor A. Meyers, Lieutenant Governor of Washington. Since then, several other prominent Seattlites have appeared.

Boake Carter to Vacation

Boake Carter will leave on a brief vacation following completion of his Philco series. He will return Feb. 28 to start as commentator for General Foods over CBS. Carter's broadcasts will come from a special studio now being constructed at his home in suburban Philadelphia.

MERCHANDISING A CAMPAIGN

By G. PHENDER GREENBURG

Merchandising Promotion Manager, Iowa Network

BY this time it is hardly necessary to tell radio people that air advertising means more than getting a sponsored program on the air. There are retail dealers whose enthusiastic cooperation must be enlisted if the advertiser is to get the full benefit of his radio dollar. There are window displays to be arranged in order to clinch the sale that has already begun when the customer has heard the program. There are allied advertising media which cannot be scorned if the largest possible audience is to be built up for the program before it reaches the air, and maintained after it is in progress.

When Quaker Oats began the new year with an extensive advertising campaign over Iowa Network stations KSO and WMT, using 15 programs weekly on these stations, we set up a procedure of merchandising that campaign. The three daily programs placed on the stations by Quaker Oats were "Margot of Castlewood", "Aunt Jemima" and "Dick Tracy".

Realizing the importance of distribution as well as consumer demand and knowing, also, that unstocked goods don't sell and even ruin future sales, we sent out letters, at the start of the schedule, to 75 leading wholesale houses in Iowa. This letter was addressed not only to the manager, but also to the advertising manager and cereal buyer as well, since all of these executives would be important factors in seeing to it that their salesmen urged grocers to be well supplied with the sponsor's products.

At the same time, a radio bulletin was mailed to more than 1,000 retail grocers, announcing the campaign and urging them to tie-in with their store displays and local advertising. In several instances members of our staff have helped store managers in arranging these displays, furnishing features to dress them up until they are most attention-compelling.

Car cards featuring the show were displayed on 150 street cars in Des Moines. Stories and pictures appeared in the radio pages of the Des Moines Register and Tribune and The Sunday Register, in addition to the regular listings in the radio columns.

Advance announcements were made over the air for several days prior to the start of the programs to stimulate expectancy in a large initial listening audience.

Individual letters with enclosure announcements on the "Dick Tracy" show were mailed to 125 scoutmasters in the Iowa Network area, as well as to junior boys and girls organizations such as the Girl Reserves, Camp Fire Girls, etc.

All three shows are being featured on 13 KSO billboards this month, as well as on movie trailers with sound accompaniment shown in 17 theaters in Des Moines.

Cooperating with the national advertising department of The Register & Tribune, our staff prepared a broadside on the campaign to be used by

the Iowa representative for Quaker in contacting the retail trade. These broadsides were also mailed to key wholesalers and jobbers.

A special window display was installed in the KSO reception lobby featuring the romantic show, "Margot of Castlewood"; other displays on "Dick Tracy" and "Aunt Jemima" to follow shortly.

Consistently the Iowa Network's merchandising promotion department cooperates with local men in furnishing material for displays in important retail stores. That such aid is of invaluable assistance in good will and results is the general consensus of dealers interviewed.

And now, to anticipate your questions: do we charge the advertiser for such extensive merchandising of his campaign? We do not. Nor do we hide the cost of merchandising anywhere in the rates. We can afford to absorb merchandising expenditures because we've found over a period of years that it's good business, that we gain far more by such procedure than we ever could by a "pay-through-the-nose" policy of charging every time one of our representatives calls on a local retailer.

When KSO first went on the air about five one-half years ago, one of the first things we did was to establish a merchandising depart-

Harry Martin Creating Radio Script Exchange

(Continued from Page 1)
evolved by Harry Martin, is to obtain the actual scripts of shows that have been successful on various stations and to market these scripts, along with promotion and merchandising angles employed, to other stations around the country.

Harry Martin, president of the firm, already has contacted a number of stations regarding the plan and reports favorable response.

Experience of our parent organization, The Des Moines Register & Tribune, had evidenced the wisdom of such a department, and we determined to put ours on a sound basis, too. It was a modest one-man department at first. It has since grown to a staff of four. Although merchandising is planned with the advertiser in some cases, our merchandising is not a prize package. Some advertisers don't even know about it after they're on the air until they're approached by one of our staff or until enthusiastic reports drift in from their local representatives and retail dealers.

This attitude on our part is not entirely unselfish, for in addition to consequent advertising gain and good will, we have found that our stations have grown in stature, right along with the advertisers we have aided. During the past two years, national business on Iowa Network stations increased 138 per cent. Merchandising undoubtedly was a factor in the increase.

SMALL TOWN HABITS?

sure they differ.... one city from another.... just as neighbors on one street do.... but their needs are identical with the world.... in Michigan's eight major markets there are hundreds of these lively communities.... plus several cities of 50 to 100 thousand population.... where people prefer their "neighbor" radio station.... these markets are united as one peoples by....



The Paul H. Raymer Co., Representative

The PERFECT MARKET'S LOUDSPEAKER ALBANY, NY. Newly Equipped for Super Power

☆ F. C. C. ☆
ACTIVITIES

EXAMINER'S RECOMMENDATIONS
KARK: Authority to transfer control of T. H. Barton, be granted.

HEARINGS SCHEDULED

WBAA, Lafayette, Ind. CP to move to Indianapolis. 890 kc., 1 KW., 5 KW. LS., unlimited.

WIP, Philadelphia. CP to increase power to 1 KW., 5 KW. LS. 610 kc., unlimited.

Orrin A. Senzel, Rochester, N. Y. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

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

APPLICATIONS RECEIVED

KRLD, Dallas, Tex. CP to move to Garland, Tex., make changes in equipment and install new transmitter.

Pee Dee Broadcasting Co., Florence, S. C. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

95 CBS Stations Carry Sustainer from WJR

(Continued from Page 1)

mented that "it is about the most inclusive I have seen in a long time and indicates the regard in which the program is held." Full studio orchestra, mixed chorus, male octet, the Three Aces and Helen Hadley, soprano, make up the half hour show.

"Mad Hatterfields" Switch

"Mad Hatterfields," comedy script show, will switch time as well as station on Monday, when it will be heard over WMCA at 3:15-3:30 p.m. Show, formerly heard over WHN, will continue to emanate from WLW in Cincinnati, five times weekly. Lennen & Mitchell is the agency.

Meet Technicians' Demands

Shenandoah, Ia.—KMA and KFNF have agreed to meet demands of technicians, members of the ABT, for wage-scales and a 48-hour week. Contracts are to be effective Feb. 1. Pay scales in the agreements are \$25 to \$35 for technicians and \$47.50 to \$60 for supervisors.

Canadian Radio Imports

Montreal—Radio receiving sets valued at \$532,293 were brought back to Canada from the U. S. duty free by returning tourists during the ten months ended Jan. 31, the Department of National Revenue reports.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
16	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 18

Vivian Brown Jimmy Durante
Jacques Fray Bruce Kamman
Wayne King Elinore O'Reilly

February 19

Lucille Browning Bob Cotton
Connie Gates Eddie Peabody
John W. Swallow

February 20

Richard Humber Burt McMurtrie
Vera Van



● ● ● As soon as time is cleared on MBS, X-Mayor James J. Walker starts a 5-times-weekly commentary series SUSTAINING... Singin' Sam replaces Frank Crumit on the Coca-Cola Song Shop series March 11—with Reed Kennedy of that show doubling on Mark Warnow's Heinz show starting March 6... Buddy Rogers may take over the baton on "Hit Parade" for a short run... A. L. Alexander's True Story Hour has been renewed for 13 weeks starting Feb. 25... Texaco is hearing a twice-weekly transcription series to follow Eddie Cantor—whose first Camel show will come from the Essex House... Ethel Barrymore is being offered in a 30 minute serial called "A Woman Shall Judge" written by Bayard Veiller... Larry Clinton fades on RCA-Victor show next month... Andrew Sisters may split as a trio because Patti has a picture offer to solo for Universal... Disregard all reports on Dick Powell quitting "Your Hollywood Parade." He'll stick until the show fades... Joey Nash has been signed by Procter & Gamble for an ET series twice weekly plugging Camay soap... Harry Conn's "Earaches" fades from CBS Sunday—but the sales dept. is submitting the show to sponsors... Conn has an offer of \$1250 weekly to write Cantor's Camel scripts... Louis Sobol will take O. O. McIntyre's space in all Hearst papers beginning Thursday.

● ● ● While returning from Paradise Valley on Mt. Ranier, after airing the results of the ski races for KVI, Seattle, chief engineer Jim Wallace's auto was run into by a whimsical driver on the wrong side of the road—and a fender and wheel removed... Staff fotog Barney Elliott, who had been taking pics of the races, grabbed his camera, hopped from the car and snapped some shots clearly showing the other car's wheel tracks in the snow approaching the scene of the collision—on the wrong side... P. S. Wallace collected damage costs without an argument.

● ● ● Colonel Jay C. Flippen has been signed to head the summer Gulf series—and Walter O'Keefe will rule the summer Jell-O show with D'Artega's crew... Colored comic Eddie Anderson has been signed for 13 weeks by Jack Benny... The U. S. Government may get sponsored yet! General Foods is very much interested in the WPA "Tish" series via CBS... Lawrence Tibbett will go to Australia for six months of concerts when he leaves Chesterfield in March... Joe "Banjo-Eyes" Santley has handed in his resignation to Mills Music... Walter Donaldson is reported leaving MGM—and there has been a general shake-up of songwriters there. Lee Mortimer's wife, Una Wyte, opens at the Park Central Tuesday... Harry Richman has four more years to pay up his \$1,000,000 annuity policy—poor fellow... Leon Navara follows Howard Lalley (who goes to the coast Feb. 28) into the Dempsey-Vanderbilt... Casualty List: Paul Monroe broke his collarbone falling off a horse on the coast. Kelvin Keech has his arm in a sling after three weeks in the hospital. Phil Baker's Beetle sprained his ankle in Hollywood—yet all are afraid to FLY.

● ● ● Virginia Lemont, who left her job as r. e. of the Columbus Citizen to find out if it's true what they say about Dixie, couldn't stay away from the airwaves and is now doing a daily 15-minute show on KOCA, Kilgore, Tex.—on Hollywood news... Manager Gilbert Marbe of Loew's Ziegfeld theater will change policy of that house on March 1 to single feature and five other screen units... Martin Wales' pretty secretary, Lois Jordan, forwards the news that WIOD, Miami, gave a swell description from the scene of the Jefferson Hotel fire with its mobile transmitter—and after the fire, spectators, guests, hotel owner and firemen were interviewed... NBCasters threw Alan Kent—who resigned to join WNEW—a surprise party. Headed by Graham McNamee, Ben Grauer, John Fraser and Burke Miller, NBC night supervisor, they corned Kent at his home, paddled through a case of Scotch, took him for \$13 in a dice game—and presented him with a 25-minute recording of their farewells.

NEW BUSINESS

Signed by Stations

KQAM, Pittsburgh, Kansas: DX Gasoline; Frigidaire.

KSFO, San Francisco: U. S. Products Corp. (Signet Fruit Juice), "Friendly Home-maker", program, through Long Advertising Service; U. S. Rubber Co. (U. S. Royal Tires), announcements; Luxol Shampoo, ETs, through Milton Weinberg Co.; Dri-Brite, Inc. (Liquid Wax), through Louis E. Westheimer & Co.; Armstrong Cork Co. (Quaker Rugs), "Heart of Julia Blake", ETs, through BBD&O; C. H. Baker Shoe Co., "Hollywood Reporter", through Sidney Garfinkel Adv. Agency.

WNEW, New York: Philip Morris Co. (Paul Jones Cigaretts), John Jaeger, commentator, through The Biow Co.; Hampden Sales Ass'n (powder base), "Make Believe Ballroom", through The Biow Co.; Nu-Life Hair Restorer Co., spots.

Downey's Second Foreign ETs

Morton Downey, now appearing at the Casa Manana, has started his second year of broadcasts for Drene Shampoo via transcriptions over several stations in Europe. A new series of 13 discs, 15 minutes each, is now being made by him at the WOR studios, assisted by an 11-piece orchestra directed by Hal Hoffer.

Stations using the discs include those in Paris, Lyons, Luxembourg, Toulouse and Lichtenstein.

Agency is Erwin-Wasey, with Justin Wedell in charge.

Lambertz Succeeds Keese

Dallas—Alex Keese, for more than two years musical director of the "Pepper - Uppers" program on Dr. Pepper Dixie Network, has resigned to assume executive radio duties. He is succeeded by Karl Lambertz, veteran baton wielder and executive in the WFAA musical department.

Program, heard Sundays, is dropping gags and holding to straight musical variety. Irene Day is guest singer next Sunday.

AGENCIES

FLETCHER & ELLIS INC., effective March 1, will be known as Sherman K. Ellis & Co., Inc. There will be no change in the personnel, offices or directors of the company.

THORNLEY & JONES INC., Philadelphia, has been appointed to handle the Pure Oil Co. account.

"ARNO"



2 Year
SENSATIONAL
ENGAGEMENT
as
GUEST
CONDUCTOR
at
SHEA'S
Buffalo Theater
Featuring Unusual
Musical
Presentations
NOW AVAILABLE
FOR RADIO

Call: St. Moritz Hotel, New York, N. Y.

ORCHESTRAS MUSIC

KEN SISSON, American maestro now conducting "Canada 1938" for the Imperial Tobacco Co. in Montreal, is featuring a number called "Tympani," written by Lionel Shapiro of the New York Times, who is Manhattan correspondent for the Montreal "Gazette."

Larry Clinton, NBC bandleader, will introduce his own composition, "Dipper Mouth," successor to "Dipsy Doodle," on his WJZ broadcast tomorrow at 8.

Buddy Rogers and his band will resume their network activity from Chicago next week with two CBS wires and one Mutual wire weekly. The Rogers band was cut off two weeks ago because of an increase in toll charges.

Zinn Arthur's band resumes its Saturday WHN-WLW wire this week. The Arthur band is also heard on Wednesdays over the same line.

Almost every major swing band has been featuring "ooooOh BOOM!" as a new novelty innovation, but the writer of the tune, whose band is also featured on the networks, hasn't been able to get under the wire with the tune. However, henceforth, all of Mike Riley's broadcasts will feature this new number by the author of "Music Goes Round."

Ted Weems, when he plans a vaude date in Philadelphia soon, will appear on WFIL's "Your Matinee."

Sammy Kaye, the "Swing and Sway" maestro, will offer a special dedicatory broadcast of "The Girl Who Wears the Five Armed Star," official song of Sigma Nu fraternity, during his full hour Saturday Mutual broadcast. The song will be played in cooperation with the national headquarters of the fraternity and its general secretary, Malcolm C. Sewell.

Alec Templeton, blind British pianist, in Chicago to make an appearance at University of Chicago, revealed he will join lineup of Edgar Bergen and Charlie McCarthy, Dorothy Lamour and Herbie Kay at Coconut Grove floor show in fortnight.

Orrin Tucker to replace Guy Lombardo at Roosevelt Hotel, Chicago, at

Family Bible

"RADIO DAILY is read avidly by each member of my household," writes the well-known announcer Alois Havrilla. "And this includes wife, daughter, grandmother—and the maid!"

RADIO PERSONALITIES

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

TEDDY BERGMAN

FOLLOWING achievements as a radio actor, Teddy Bergman recently added production to his activities by organizing the radio division of Sound Masters Inc. He started his new work by producing for audition two interesting programs, "Joe Palooka" (which he created on the radio), with himself again in the title role and Clem McCarthy describing the mythical battles, and "Tony Sarg's Puzzle Parade," to which Bergman gave a directorial touch revealing some new things in blending original music with sound effects.



Assimilated production while an actor.....

Teddy Bergman was born Aug. 20, 1907, and has been a part of the national radio scene for the past 11 years. He has appeared before the microphone in as wide a variety of roles as is possible for one performer to do. He has gone from the serious, heavily dramatic Shylock in Shakespeare's "Merchant of Venice" to the looney tones of his low comedy character "Blubber." He employs 22 different dialects and has worked with such stars as Jack Benny, Eddie Cantor, Al Jolson, Fanny Brice, Rudy Vallee, Joe Cook, Walter O'Keefe, Bert Lahr and Beatrice Lillie, besides being starred in five comedy series of his own.

He is married to Finette Walker, formerly of musical comedy, but now starring in the role of mother to their 20-months-old son Alan.

SAN ANTONIO

Walton Blanton back from St. Louis.

Charles Belfi now conducting special events interviews for KABC.

W. H. Martin has opened Radio Enterprises in Majestic Theater Bldg.

Ted Hills and K. H. Robinson were recent visitors from KTRH, Houston.

WJR, Detroit

The Pine Center Post-Gazetter will make its appearance at 6 a.m. Monday with Tim Doolittle as editor-in-chief and members of his Pine Center hillbillies as contributors. Tim's advice to advertisers: "Tie yourself to the Post and get results." The idea came from a fan who pined to know about Pine Center.

Duncan Moore will give an inside view of the working of Michigan's famed State Police in "The People's Business" series at 8 o'clock tomorrow night.

end of month. Tucker has been at Edgewater Beach all season.

Vincent Lopez, the piano-playing maestro, is continuing his campaign to make the "Star-Spangled Banner" more singable in the Sunny South. Currently playing at the Jung Hotel, New Orleans, the Lopez band opens at the Royal Palms Club, Miami, on Feb. 25. While in the South, Lopez will give several public demonstrations of his revised version of the anthem.

Bob Crosby is heard five times weekly from his Hotel Penn spot over Mutual and CBS.

NEW ORLEANS

WDSU and WWL will broadcast the Crescent City Open Golf tournament for amateur and pro champions of the world here, with WDSU taking on the entire series and WWL taking part.

Jesse Isaacs is the newest radio voice personality to take the air here, a discovery of Jimmie Willson's New Voices contest series.

WRDW, Augusta, Ga.

W. R. Ringson, manager, and Harvey Aderhold, chief engineer, together with Mrs. Ringson and Mrs. Aderhold, are back from Washington.

Miss Joe Clark, secretary to the manager, is on the job again after a three-day visit with the folks in Orlando, Fla.

Jimmy Davenport, program director, has shifted abode, so he and the Mrs. are making plans for a gala house-warming.

Al Corris is back at work after an attack of laryngitis.

Ben Boeckman has been busy getting things all in readiness for the Annual Poultry Show.

WGES Uncovers Talent

Chicago — Co-operating with National Youth Administration WGES has launched a new program titled Search for Talent under guidance of Program Director Dick Kross which has already produced half dozen actors who have attached themselves to payrolls of bigger stations.

Jerry Lesser in "Valentine"

Jerry Lesser is now playing the role of Mortimer Wells in the Bert Lytell "Alias Jimmy Valentine" show on the NBC-Blue.

GUEST-ING

TOMMY KELLY ("Tom Sawyer"), on Kate Smith Hour, Feb. 24 (CBS, 8 p.m.).

ROBERT NATHAN, on "Book of the Month Club Concert," today (WQXR, 7:30 p.m.). LADY ETHEL BOILEAU, tomorrow, 8 p.m.; OLIVER LA FARGE, Feb. 20, 8 p.m.; ELMER RICE, Feb. 21, 7:30 p.m.; FRAZIER HUNT, Feb. 22, 8 p.m.

FRANK VAN DYKE, director of Associated Hospital Service, on Public Service Forum, Feb. 20 (WBIL, 8:15 p.m.).

DING, DONG and DELL, vocal trio, with Will McCune's orchestra, Feb. 19 (CBS, 5:30 p.m.).

MARY BOLAND, on Paul Whiteman show, Feb. 25 (CBS, 8:30 p.m.).

MARGARET DAUM, on Victor Bay's "Essays in Music", Feb. 24 (CBS, 10 p.m.).

WARREN WILLIAM and LOTTE LEHMAN, on Bing Crosby show, Feb. 24 (NBC-Red, 10 p.m.).

TALLULAH BANKHEAD, on "For Men Only", Feb. 21 (NBC-Red, 10:30 p.m.).

COMING EVENTS

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.

June 12-15: Advertising Federation of America's annual convention, Detroit.

Sept. 28-Oct. 1: Association of National Advertisers Inc. annual meeting, The Homestead, Hot Springs, Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

THE SONGBIRD OF THE SOUTH

KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

NBC Hollywood Studios Will Have Four Theaters

Los Angeles—New NBC studios here to be designated as "Hollywood Radio City," and which will represent a total cost of \$3,000,000 will have four audience theaters of 400 capacity, deemed ideal in size for listener-reaction and applause, and all of the same size to obviate sponsor difficulties on studio selection. The building will occupy about one-third of the five-acre site, leaving ample room for added units as required, as well as for the big barn-like stages the NBC prexy visualizes as being necessary for television broadcasts.

Remodel Vancouver Studios

Vancouver, B. C.—CBC studios here are being remodeled, and equipment modernized. Plan is to make Vancouver one of the big production centers, Major Gladstone Murray, g.m., announced. He said CBC has reached agreement with new Canadian National Hotel at Vancouver regarding studios to be installed there.

WPTF Beacon Installed

Raleigh, N. C.—WPTF's new 1000-watt flashing beacon, manufactured by Crouse-Hinds Co. has been installed on one of the station's transmitter towers located near Cary, 7½ miles west of Raleigh. Henry Hulick, station's technical supervisor, and Alex McKinzie of McKinzie-Separk, electrical contractors, handled the installation.

WCAE Studios Rebuilt

Pittsburgh—Rebuilding of WCAE studios in the William Penn Hotel has been completed. Studios were covered with the latest acoustical material, but during the process at least a dozen windows were blocked out to make the quarters as noise-proof as possible.

WWJ Short-Wave Converter

Detroit—WWJ has been instrumental in marketing of two new converters, transforming any radio set into ultra-high frequency receiver. Devices are easily attached and permit switching to regular broadcast band when desired.

CHARLES ROSS, Inc.

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

NEW PATENTS

Radio and Television

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

2,108,088—Automatic Intercept Two-Channel Radio Receiver. Carl R. Tufts, Detroit, Mich., assignor of one-third to Edwin L. Powell, and one-third to Charles E. Motto.

2,103,091—Cathode Ray Device. Manfred von Ardene, Berlin, Germany, assignor, by mesne assignments to RCA.

2,108,117—Signaling System. Henri Gaudere and Andre P. Pages, Paris, France, assignors, by mesne assignments, to International Standard Electric Corp.

2,108,132—Television Device. Luis A. Lora, Brooklyn, N. Y., assignor to Radio Patents Corp.

2,108,152—Electrical Control Apparatus. William A. Tolson, Westmont, N. J., assignor to RCA.

2,108,154—Receiving Tuning Circuits. Carel Jan van Loon, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,108,202—Detector System. Frederick G. Kelly, Hamden, Conn., assignor to American Telefactor Corp.

2,108,219—Gas Tube Circuit. Leland K. Swart, Mountain Lakes, N. J., assignor to American Telephone and Telegraph Co.

2,108,335—Radio Tuning Control. Albert E. Hedger, Buffalo.

2,108,399—Mounting Device for Tubular Articles. William R. Allen, III, Springfield, Mass., assignor to United American Bosch Corp.

2,108,420—Automatic Tuning Control. Norman M. Thomas, Brooklyn, assignor to Lowe Corp.

2,108,458—Receiver. Jacob M. Unk, Eindhoven, Netherlands, assignor to RCA.

Gets Sound Patent

Chicago—Wesley Wilson, 33-year-old president of the Wilson Lighting Equipment Co., has been granted patent on method of neutralizing sound distortion. Invention is held to be of some importance to radio, recording studios, pictures and television. The method, Wilson claims, will make possible re-recordings of older and less perfect phonograph disks with almost real-life fidelity.

Broadcasting of Records Put Under Ban by Decca

(Continued from Page 1)

warning if heeded will make it more difficult for broadcasters to buy disks.

Decca's ban also applies to Champion, Gloria, Odeon, Parlaphone and Decca English made. This will probably hit hardest those stations who have signed with NAPA, namely WPEN, WIP, and WDAS.

The letter sent to broadcasters warns of threatened suit and claim for damages if ban is not upheld. Company also claims property rights in records produced by them as well as do the artist members of NAPA.

2,108,519—Stem Assembly for Electron Discharge Devices. Paul Weigt, Berlin-Reinickendorf, Germany, assignor to Allgemeine Elektrizitäts Gesellschaft.

2,108,523—Cathode Ray Tube. Michael Bowman-Manifold, Worpleston Station, England, assignor to Electric & Musical Industries Inc.

2,108,533—Electrode Assembly. Thomas J. Henry, East Orange, N. J., assignor, by mesne assignments, to RCA.

2,108,539—Electron Discharge Device. Nils E. Lindenblad, Port Jefferson, N. Y., assignor, by mesne assignments, to RCA.

2,108,544—Cathode Heater for Electron Discharge Devices. Wilfred Meyer, Birkenwerder near Berlin, Germany, assignor to Allgemeine Elektrizitäts Gesellschaft.

2,108,562—Radio System of Fog Landing for Aiplanes. Forrest S. Mabry, Springfield, Mass., assignor to Westinghouse Electric & Mfg. Co.

2,108,539—Oxide Cathode More Particularly for a Gas-Filled Discharge Tube. Hendrik Lens, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,108,607—Radio Tuning Device. Nels Nelson, Upper Darby, Pa.

2,108,617—Electron Tube. Fritz Schroder, Berlin, Germany. Assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,108,640—Electron Discharge Apparatus. Carl A. Bieling, Westfield, N. J., assignor to Bell Telephone Laboratories, Inc.

2,108,729—Radio Receiver. Adolph J. Snow, Evanston, Ill., assignor to Sears, Roebuck & Co.

New Short-Wave Power

Schenectady—Increase in power strength to 1200 kilowatts for General Electric's short-wave station W2XAD is hailed here as pointing way toward great improvement in South American reception of short-wave broadcasts from this country. Together with new \$120,000-a-year series of foreign programs, established by NBC, complete coverage of South America is envisaged under new setup when used with two new frequencies recently granted by FCC.

Elaborate Industry Series Being Launched by WFIL

(Continued from Page 1)

Jaspert, local sales supervisor, evolved the idea. He claims that salesmen have been surveying the situation for a month and have a list of over 100 prospects.

A city-wide contest will be launched among high schools to select a permanent title for the series.

Spencer Allen at KTAT

Fort Worth—Spencer Allen, former program director at KOAM in Kansas, has joined KTAT in charge of the daily INS news broadcasts, a new feature on the station.

GE's Ultra-Shortwaver Starts Operation Monday

Schenectady—General Electric's new ultra-short-wave radio transmitter erected on top of the state office building in Albany will officially inaugurate its broadcast schedule Monday night. New station, W2XOY, will operate on a frequency of 41 megacycles or 7.31 meters with a power output of 150 watts. It will be on the air four times each week.

New W1XX Antenna

Boston—Westinghouse International Broadcast Station W1XX has placed in operation a new directional rhombic antenna beamed on Capetown, South Africa, and expected to greatly improve service to all of that area. New antenna comprises four 60-foot wood poles arranged in diamond form, 205 feet on each side. Resultant power gain is 20 times, thus giving effective beam power of approximately 120 Kw.

Antenna will operate on 9570 Kc. and time of operation is from 6 a.m. to 5 p.m. From 5 p.m. to 1 a.m. non-directional horizontal doublet antenna will be used.

New School Recorder

Seattle—New recording machine, designed to eliminate phonographic sound of reproduction, has been developed by Philip A. Jacobsen, director of the campus radio studios of the University of Washington. Machine will be used to record lectures and special school programs, the disks to be sent to stations throughout state for educational broadcasts.

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Chicago

AL AVERY is a new announcer at WIND, replacing Jack Peyser, who left to do free lance work.

Arch Oboler, author of "Lights Out" and those sketches for Lucky Strike on "Your Hollywood Parade," is here from Hollywood for week-end visit with dentist.

Mary Gruszynska, WCBF, contralto, celebrated five years of warbling at station this week. She was winner of Rosa Raisa scholarship half dozen years ago.

Marion Jordan's (Molly McGee) physician reports that her complete recovery in near future is assured. She's still in hospital for treatment following nervous breakdown.

Joe Taylor of WLS Kentucky Girls is taking some time out because of mumps. Edythe Dixon, publicist for same station, laid low with throat difficulty.

Jack Hurdle no longer is handling production of "Betty and Bob" for Blackett-Sample-Hummert on the Gold Medal hour. Courtenay Savage has taken over; Ed Morse handling "Arnold Grimm's Daughter" on same hour.

George Kercher of Edward Petry staff making a swing northwest including stops at Minneapolis and St. Paul.

Esther Ludwig of NBC continuity staff to Florida for a fortnight's vacation.

Bill Irvin, radio editor of the Daily Times, is back from Florida and Cuba with a lot of color movies.

COLUMBUS, O.

Bob French, WHKC newscaster and program director, renewed by his sponsor for fourth year.

Gene Kent, WCOL continuity writer, has composed a waltz theme song for the Karmeen Quintet. "Dream Idyll" is the title of both program and song.

WHK-WCLE, Cleveland

Gene LaValle starts a new series of 8:30 a.m. "Reminiscing" shows on WHK, sponsored.

Ina Ray Hutton and her girl band will appear on WHK when they play the Hotel Cleveland Ballroom Feb. 25.

Jimmy Ague starts "Music for Madam" on WCLE.

Another network show, "Sunday Matinee," with Bernie Cummins on the first show and Ted Weems thereafter, will be heard in transcribed form starting Feb. 27.

WSPD, Toledo

Elsa Clement, soloist, is starting a school of voice culture.

Marilyn Maynard, singer in the New Secor Hotel Parisian Room, and who was married last week, has started a five-weekly series at 1:45 p.m.

STATIONS OF AMERICA

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

WCAU—Philadelphia

1170 Kcs.—50,000 Watts, Full Time, National clear channel

WCAU BROADCASTING CO., Owner

DR. LEON LEVY, President and General Manager

ROBERT A. STREET, Commercial Manager

ON Feb. 10 of this year, WCAU celebrated the fifth anniversary of its studio building, which was dedicated by former President Herbert Hoover in 1933. This was the first building of its kind to be designed and constructed exclusively for broadcasting. Since the opening of the building many additions and improvements have been made, including two additional studios and an auditorium-studio on the second floor with a seating capacity of two hundred and fifty.

WCAU was founded in 1922, then operating on 250 watts and located at 1936 Market Street. In 1924 the transmitter was moved to the Hotel Pennsylvania and the power increased to 500 watts. In 1927 the general offices of the station were moved to 1940 Market Street and the next year the transmitter was granted an increase in power to 1,000 watts and moved to Byberry, Pa. In 1929 the power was increased to 10,000 watts, and new studios were constructed at 1321 Arch Street.

In 1931, the Federal Radio Commission granted a construction permit to the station for a 50,000-watt transmitter which was completed and dedicated on October 2nd, 1932, by Gifford Pinchot, then Governor of Pennsylvania. WCAU is the only 50 Kw. station in Philadelphia and serves 29 counties in Pennsylvania, nine in New Jersey, seven in Maryland and all of Delaware.

The WCAU Broadcasting Co. also operates the following short wave transmitters, W3XAU, W3XIR, W3XEO, W3XHW. Have been members of Columbia Broadcasting System since the beginning of the network.

In addition to Dr. Leon Levy as president and general manager, and Robert A. Street, commercial manager, staff heads include Stan Lee Broza as program director; John G. Leitch, technical supervisor, and Kenneth W. Stowman, public relations director.

★ Programs That Have Made History ★

WATL's Castleberry "Riddle-Man"

AN epidemic of "Riddles" has broken out in Atlanta, according to Maurice C. Coleman, manager of WATL. It has resulted from the new and novel Castleberry "Riddle-Man" program broadcast over that station Monday through Friday at 11:45 a.m.

While old and young in Atlanta are now playing "Riddle-Me-This," the office of the Southern Bell Telephone Co. in that city was confronted with a real big "riddle." Its boards were so congested, not only during the program, but for one hour after its conclusion, as to make necessary the employment of a complete crew to restore normal service. Fire department, hospitals and delivery services were "tied in a knot" until the telephone company arranged with WATL for a direct service from a special manual control board for exclusive private use by the "Riddle-Man."

The program, now in its third month consists of riddles asked over the air, with the allowance of a definite number of minutes to answer each riddle over the telephone. If any riddle is not answered within the given time, another one is asked. Joe Hill, WATL announcer who handles the program, has a special phone set-up in the studio through which he answers the phone over the air and then asks the next riddle.

All who telephone in correct answers receive a certificate for a

free can of the sponsor's product. Winners "cash in" awards at their neighborhood grocery, which makes it necessary for all grocers in Atlanta to stock a complete line of Castleberry's Food Products.

Another important and attractive feature of the program to Atlanta housewives is that weekly a French Fryer or a Marvel Cooker is awarded for the best riddle sent in on the back of a Castleberry label or facsimile.

Wonderfully successful for the sponsor, the "Riddle" program created, temporarily, real "headaches" for two. Maurice Coleman had to strive hard to convince the telephone company that the station was not intentionally "riddling" it. In fact, he has spent so much time at the telephone company's offices "ironing out" complaints that he feels he is entitled to be on their payroll.

Portable Displays

Sponsors of foodstuffs using WLAC, Nashville, get the benefit of two portable displays placed on the floor of stores handling at least 16 products advertised over the station. The display, 5x7, must be filled with radio-advertised products from the shelves of the store showing the Market Guide. Daily spots advertising where the Guide may be seen are aired without charge. Edwin Gleaves, merchandising manager of WLAC, plans a contest in connection with showing of the Guide.



HAROLD J. BOCK, newly promoted from Hollywood press manager to Western Division press manager for NBC, is one of the youngest division managers in NBC. He is still under 30 years old. Bock joined NBC in 1930 and was at one time in charge of the news bureau at San Francisco as well as with Don Lee System.

Mary Boland is making a special trip to New York to appear as guest on Paul Whiteman's program over CBS on Feb. 25. She has just finished a film comedy with Ernest Truex called "Mama Runs Wild".

The CBS press department tells this one: A 10-year-old boy, determined to find out what "Beetle" looks like, waited outside the stage door of the CBS Playhouse where Phil Baker's program was being broadcast and asked every person that emerged, "Are you Mr. Beetle?" A policeman watched from nearby with growing amusement until Mrs. Baker came out with her son Stuart, 4. The 10-year-old was about to turn away when the policeman said to him, pointing to little Stuart, "That little boy there, that's Beetle." The youngster snarled. Then with a quick thrust he kicked the policeman in the shin and scampered into the crowd.

NASHVILLE

John Campbell and Arthur Omberg, WSM engineers, attended conference in Columbus, O.

WSIX staff gave housewarming for newlyweds Joe Hill Calloway Jr., announcer, and Glanna Dodson, pianist.

Jack Harris, WSM chief announcer, addresses Tenn. Educational Ass'n on "Adapting Speech to Radio".

Bob Chaudoin now in charge of WSIX programs, replacing Harold Russey, who left.

WIOD, Miami

Jack Dempsey appeared on Dorothy Dey's gossip broadcast.

Retta Revell, daughter of Neighbor Nell, returns to WIOD after NBC engagement.

Annual Miami-to-Nassau Yacht Race gets under way in sea so rough that WIOD remote broadcasting equipment has to be double lashed to the deck of the Cruiser Helen, and Sailor Sam Parker, special events announcer, feeds the fishes.

Hal Leyshon, vice-president and general manager, used plane for NAB Convention trip.

Earle Barr Hanson, musical director, is playing with his band at the Miami Beach Kennel Club and broadcasting through all three local stations.

Mannie Gates and his boys broadcast through WIOD for the West Flagler Greyhound Track.

OKLAHOMA CITY

John Straiton, KOMA engineer, in Norman Hospital as result of auto accident.

Wilber S. Lukenbill, KOMA continuity chief, doing Roger King, Man-on-the-street airings.

Cecil Kirkland, young baritone, signed for Mellow Memories on KOMA. Orch. for spot under direction staff conductor Herman C. Chaney.

KTOK feeding Ralph Webster's Orch. from Blossom Heath to the Oklahoma Network four times a week.

WTMJ, Milwaukee

Lee Laetyn, who got her start at WTMJ, and now is featured singer with Louis Panico's NBC band, came home with Louie for a one-night at Eagles Ballroom and a broadcast over WTMJ.

Announcer Warren Mead is doing the emcee chores on the new "Quizzer" programs nightly at 10:15.

Johnny Olson has withdrawn from the ork business to devote all his time to his tri-weekly "Rhythm Rascals" shows for Penn Tobacco Co. Stephen Swedish, well-known band leader, takes over Johnny's ork at Futuristic Ballroom.

KYA, San Francisco

Jimmy Walsh and his orchestra will be heard at regular intervals from Sweets' Ballroom in Oakland.

Musical Director Walter Rudolph has made a change in personnel of Trio Celeste, instrumental group. It now consists of Jack Seltenrich, pianist; Hubert Sorenson, violinist, and George Rogovoy, cellist.

Betty Bell, traffic manager, resigned recently for a post at the Hotel St. Francis. She was succeeded by Josephine Avis, formerly assistant traffic manager.

New daytime hostess is Francis Pike.

ONE MINUTE INTERVIEW

LENOX R. LOHR

"Radio's peculiar problems make outside censorship impossible. Radio has script changes until the moment a show goes on the air, so no board such as motion pictures have could possibly function. There can be no 'freedom of the press' in radio. That means freedom of the publisher to print what he desires. We must take exactly the opposite stand. Radio cannot editorialize. But we do have freedom of opportunity for discussion. We try to see that both sides of every controversial public question will be heard by the public."

★ Coast-to-Coast ★

GLENN DARWIN, 25-year-old baritone protege, was suddenly called upon to sing the part of Aaron Burr in Walter Damrosch's opera, "The Man Without A Country" at the Metropolitan Opera House last night. Other members of the company were selected from the former winners of Metropolitan Auditions of the Air. Darwin was selected for the role on short notice when Donald Dickson, another young "Metropolitan find," became ill. He had never sung the role before and had less than two days to learn and rehearse it.

David Lowe is setting some kind of a mail pull record on WNEW with his movie gossip broadcasts, the station reports. Over 13,000 letters a week for a three-a-week 15-minute period on one local station is impressive.

Allen Prescott's "Wife-Saver" series, via WOR-MBS, will have Joey Nash as its first guest star Monday. Various other radio luminaries will appear at each broadcast.

When Elinor Sherry, WOR songstress, guests on Hammerstein's Music Hall some Friday next month, she will sing a swing version of the "Glow-worm," in observance of the 30th anniversary of its introduction in this country by her mother, Maybelle Fisher. Miss Fisher first sang the song in 1908 in Hammerstein's Victoria Theater.

The surrealist movement, confined mostly to art and the legitimate drama, now makes a stab at radio with the presentation on WMCA of a specially adapted version of the surrealist comic fantasy "The Man Who Ate The Popomack," to be heard tomorrow afternoon at 2-2:15. Houseley Stevens Jr., brother of Onslow Stevens, and Virginia Campbell will play the leads.

"I now pronounce you man and wife" is a serious matter in the Bronx. "Should a Mother Tell," running serially on the Jewish Women's Hour under the direction of Abe Lyman over WBNX, developed a romance and the hero and heroine were wed. The radio audience voiced their approval with 208 congratulatory telegrams, 1,600 pieces of mail, and one hotel in Lakewood, N. J., proffered the bridal suite for one week with all expenses paid.

Although the gala benefit concert of the American Guild of Musical Artists this Sunday evening in Carnegie Hall will not go on the air be-

cause of network commitments of the various participating artists, Lawrence Tibbett, the Guild's president, made a spot appearance on Lowell Thomas' NBC broadcast last night. Tibbett, who with Helen Jepson will sing several of George Gershwin's "Porgy and Bess" songs at the benefit, related a few humorous opera anecdotes and explained the work of the Guild, which represents opera and concert artists who are attempting to remove certain unfair practices, regarded as mutually objectionable by concert managers and artists, that have arisen from new outlets and new sources of income for musical artists in this country.

Jerry Bush, captain and star forward of the St. John's University basketball team, will be guest of honor of Jocko Maxwell, sportscaster over WLTH, on Saturday at 6 p.m.

The cause of better understanding between Christians and Jews as promulgated by the National Conference of Jews and Christians, through its annual Brotherhood Day observances during the week of Washington's Birthday, Feb. 20-26, will be furthered this year by broadcasts over the three major networks. Stars of the stage, screen and air such as George M. Cohan, Lawrence Tibbett, Paul Lukas, Rupert Hughes, Andre Kostelanetz, Deems Taylor, Al Shean and Edwin C. Hill are among the artists who have volunteered their services.

Northwest radio people are taking an interest in the recently formed Northwest Ass'n on Radio in Education, Olympia, Wash. Dr. Francis F. Powers of the College of Education is president of the group, which resulted from a meeting at the University of Washington a fortnight ago. Commercial radio folk who attended included James Wallace, KVI; Willard Warren, KOMO-KJR; Robert Priebe, Robert McCaw and Theodore Bell, KRSC; Henry Norton and Loren B. Stone, KIRO, and Rogan Jones, KVOS-KPQ.

Helen Bryan, Harold Davis, Robert La Salle, Mary R. Swift and Fira Less will appear in "An Evening of Monologs" by Anna Gordon to be held March 3 in the Hotel Barbizon. Robert E. Novak of the Armstrong Players is handling the event.

Bob Carter's forthcoming book, "Handbook for Novice Announcers," will have a foreword by Graham McNamee and Ted Husing. Carter is chief announcer at WMCA.

PHILADELPHIA

Dawn Fredricks is singing with the Bobolinks over KYW.

The Eight Bells show heard over WIP for the past two years, gives way to the new hour of the Happy Valley Mountaineers, with Howard Jones as announcer.

The Tell Sisters and Bert Balus are now on a program of their own over WIP.

Horace Feyhl, production chief of WCAU, recently returned to announcing and won a bet from his staff when he announced a musical number without speaking — by just whistling.

Charles Stahl, former g.m. of WPEN, is now doing radio production work and writing scripts for radio use.

The Graham Sisters are vocalizing over WIP.

Murray Arnold's "Tom Rodcap" over WIP is now on for a half hour nightly instead of 15 minutes.

Paula Markham is now heard on the "Dorothy Dix Column of the Air" via WHAT.

Norman Sickle of KYW, besides writing scripts, finds time to act in them.

The program of Louis J. Lewis called "Meet Yourself" is now being aired over WPEN and WIP.

Florence Bendon is being heard with the organ tunes of Mills Spooner over WFIL.

WPG, Atlantic City

New A. C. Daily World program, featuring songstress Maileen Glorious with staff ork, starts Monday at 5:30 p.m. Joseph Terlitzky, violinist, will conduct.

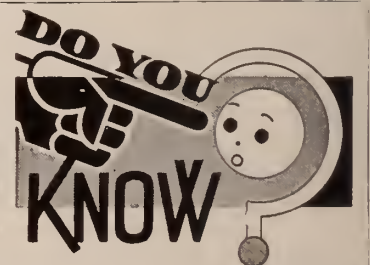
Margaret Keever, program director, with Irene Montz and Rodney Fitzsimons, vocalists, will be featured in Torrey McKenney's annual society show at Warner Theater on Feb. 26. Florence Peterson and Dorothy Stuppy, members of Ethel Rattay's Wednesday broadcast from Steel Pier Theater, will make their initial appearance.

WPTF, Raleigh

"Swingtime Varieties," half-hour studio show with Gordon's Pennsylvanians, currently at the Hotel Sir Walter Raleigh, and Clay Daniel, singer, debuts Sunday at 5.

Richard Mason, manager, recently addressed N. C. State College students on "Radio Advertising."

Sam Liles, transmitter engineer, is vacationing in Florida.



Ken Sisson, who directs the "Canada 1937" program, largest network show in Canada, is the only American on the program.