



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 37

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 23, 1938

FIVE CENTS

Web Billings at New Top

Looking On ... AND LISTENING IN

UTILITY Despite its obvious unfairness and impracticability, effort to place radio in the same public utility classification as power and light companies, railroads, telephone and telegraph companies is gaining momentum.

If radio were providing merely a means of communication or any other routine public service for which there is a yardstick, there would be little dispute about fitting it into the category of a public utility.

But radio is predominantly an entertainment medium.

Its service feature, though it may be equally important, is effective only in ratio to its success in getting and holding the public ear on an entertainment basis.

And there are no gadgets to regulate quality of entertainment by the turn of a switch or the push of a button.

Radio to a certain extent is an art, embracing something of music, drama and literature, and it must have not only freedom of expression but incentive to bring out greater effort.

In so far as allocation of channels and the various aspects of public interest are concerned, the Federal Communications Commission already holds sufficient regulatory powers.

There is no need for further complicating or restricting the industry, either by new federal legislation or by state laws.

The squabble that has been going on for some time in the Canadian broadcasting field—where the public is obliged to pay a license tax on receiving sets in order for the government to break even in its operation of the radio system—is a typical example of how the public gets it in the neck when politicians try to run enterprises that are best left in private hands.

—D. C. G.

Radio Thesis

Detroit — Frank Telford, who writes scripts for Radio Division of Board of Education and also attends Wayne University, will present his graduate master's thesis over WWJ in the form of a radio adaptation of "A Tale of Two Cities." Telford, who will be graduated in June, will cast, direct and produce his adaptation of the Dickens classic.

PACIFIC LUMBER INDUSTRY IS PLANNING A CAMPAIGN

Seattle—Douglas Fir Plywood Industry of the Pacific Northwest, through McCann-Erickson agency, plans a three-year million-dollar campaign coincident with the new federal housing and building plan.

John Brown Colleges Use Daily Shot on Calif. Net

West Coast Bureau, *RADIO DAILY*
Los Angeles — John Brown Colleges of California, group of private schools, are using a daily quarter-hour seven mornings weekly on California Radio System. Contract is for 30 broadcasts, through Leslie Sheldon Agency of L. A.

McClatchy Group Adds Four NBC Commercials

Sacramento—"I Want a Divorce," popular NBC-Red coast network show sponsored by S. & W. Fine Foods, now has a special rebroadcast at 9:15 Sunday nights for the McClatchy stations, which carry the NBC-Blue Irene Rich program when the Red network show is aired. "Fiber McGee," S. C. Johnson's Monday night NBC-Red show, and Nestle's "Women's Magazine of the Air," coast Red network show, also are additions on the McClatchy schedule. With addition of the new Allis-Chalmers show, McClatchy will be airing all the NBC Red and Blue shows on Saturday nights.

Agencies Meet Resentment In Seeking a Peek at Log

Status of advertising agency asking station for a peek at the log to see how spot announcements are being run has resolved itself into a survey being carried out by at least one account executive preparatory to placing insertion orders for an extended campaign. Account executive states that so far there is a mixed reaction, with majority of stations rejecting the idea of photostatic copies of the log or lesser peaks mostly as a matter of principle and on the ground that stations such as

CBS January Gross is 21 Per Cent Over Year Ago—NBC Red and Blue Ahead by 7 Per Cent

By HOWARD J. LONDON

January gross receipts for CBS and the combined NBC networks broke existing monthly records by substantial margins.

CBS gross billings totaled \$2,879,865, up 21 per cent over the same month in 1937. The Red and Blue NBC webs grossed \$3,793,516, an increase of 7.1 per cent over the same month a year ago.

Large increase in radio billings is contrary to the present trend of media billings, which are pointing downward.

This is the second consecutive record.
(Continued on Page 6)

Pre-April Fool

Daytona Beach, Fla. — WMFJ's "Man on the Street" was given a new twist by Ed Sims the other day when Sims, by pre-arrangement, got into a fight with a "drunk" who tried to tell a "traveling salesman" joke. The "drunk" took a poke at Sims for "suppressing free speech," whereupon listeners called the cops, who were in on the gag. Stunt went over big.

PAUL HARRON ACQUIRES WIBG IN GLENSIDE, PA.

Philadelphia—Paul Harron, former v.p. of WPEN under Clarence Taubel, has acquired WIBG, Glenside. He will be assisted by Charles Stahl, former g.m. of WPEN and at present doing radio production work. Stahl

(Continued on Page 6)

Commercials Cancelled For Charity Fund Appeal

At the direct request of John D. Rockefeller, five New York stations will cancel commercial programs tomorrow night, 9-10:30, for a charity

(Continued on Page 6)

CANADIAN RADIO PROBE; ATTACK MUSIC SOCIETY

Montreal—A special parliamentary committee will be set up in the Dominion House of Commons to consider the operations of Canadian Broadcasting Corp. Notice to this effect is given in the House Votes and Proceedings.

At the same time, a bill has been introduced in the House seeking to

(Continued on Page 6)

Short Wave Stations Get Wires from World's Fair

Officials of the world's fair have signed an agreement with short wave stations W2XAD and W2XAF whereby the two outlets will have permanent wires from Schenectady to

(Continued on Page 6)

Resourceful

Grand Forks, N. D.—When Louise Larson, KFJM Household Hour conductor, was laid up by illness last week, station's mikemen got together and presented the man's side of the kitchen. Bill Wallace told his favorite way to fix pork chops, Ellis Harris brought in the vegetable course, Milton Anderson gave a salad recipe and Jack Monsos supplied dessert.

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JOHN W. ALICOATE : : : Publisher

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

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

FINANCIAL

(Monday, Feb. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	139 7/8	137 7/8	139 7/8	+ 2 1/8
CBS A	19 1/2	19	19 1/2	+ 3/4
Crosley Radio	9 1/2	9 1/2	9 1/2
Gen. Electric	41 3/4	40 1/4	41 3/4	+ 3/8
RCA Common	6 3/4	6 5/8	6 3/4
RCA First Pfd.	51 1/2	51 1/2	51 1/2	+ 1/2
Stewart Warner	9 3/4	9 5/8	9 3/4
Westinghouse	97 3/4	95 1/2	97 1/4	+ 1 1/4
Zenith Radio	13 1/2	13 1/4	13 3/8	+ 1/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	3/4	3/4	3/4
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OVER THE COUNTER

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

20th Cent. Adds Salesmen

West Coast Bureau, RADIO DAILY

Los Angeles—Appointment of two new salesmen, Paul de Outo and J. Erwin Dodson, both previously active in midwest and coast film sales circles, is announced by Archie Josephson, general manager of Twentieth Century Radio Productions. Josephson says the company's plan is to create a sales force capable of assisting station owners in exploitation of programs produced here. Dodson will cover the Atlantic coast and south, while de Outo will visit the Mississippi basin.

Rorer Managing WPEN

Philadelphia — Dwight E. Rorer, formerly an assistant attorney-general in Washington and for two decades a prominent attorney there, has been appointed manager of WPEN by Miss Hyla Kiczales, g.m. of William Penn Broadcasting Corp. George Lasker remains as head of commercial department. Ed Dukoff of New York will handle publicity.



IN A CLASS BY ITSELF

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Feb. 19 covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Goodnight Angel (Irving Berlin Inc.)		39
I Double Dare You (Shapiro-Bernstein Inc.)		32
Thanks For The Memory (Paramount Music Corp.)		28
Sweet As A Song (Robbins Music Corp.)		26
You're A Sweetheart (Robbins Music Corp.)		26
Whistle While You Work (Irving Berlin Inc.)		24
Bei Mir Bist Du Schoen (Harms Inc.)		23
I Can Dream, Can't I (Marlo Music Co.)		23
Dipsy Doodle (Lincoln Music Corp.)		21
More Than Ever (Miller Music Inc.)		21
Two Dreams Got Together (Remick Music Corp.)		20
Mama That Moon Is Here Again (Paramount Music Corp.)		19
Just A Simple Melody (Witmark and Son)		17
You Took The Words Right Out Of My Heart (Paramount Music Corp.)		17
The One I Love (Leo Feist Inc.)		17
Always And Always (Leo Feist Inc.)		16
Did An Angel Kiss You (Famous Music Corp.)		16
I Live The Life I Love (Words and Music Inc.)		16
Love Is Here To Stay (Chappell and Co.)		16
Outside Of Paradise (Santly Bros.-Joy)		16
You're An Education (Remick Music Corp.)		16
I See Your Face Before Me (Crawford Music Corp.)		15
It's Easier Said Than Done (Olman Inc.)		15

4 New KSL Productions

Salt Lake City—With four former sustainers now sponsored, KSL has added the following musicals to the sustaining log: "Prescriptions in Rhythm", written and produced by Tom Axelsen, announced by Russel Stewart; "Music for Madame", written and produced by Fred G. Taylor Jr., announced by Leonard Strong; "Melodies by Moonlight", put on by Axelsen, announced by Glenn Shaw; "Concert Album", by Ralph Hardy, announced by Roy Drushall. Musical direction is by Gene Halliday, assisted by William Hardinan.

New Time for News Testers

Starting Sunday, WOR-Mutual's "News Testers," novelty quiz on the news, will be heard at 6:30 p.m. every Sunday. Quarter-hour show was formerly aired at 9:30 p.m.

Tues. Spot for Griffin Mfg.

The Griffin Mfg. Co. show, if it is approved by the sponsor, will be heard in the Tuesday, 10-10:30 p.m. CBS spot immediately following the Benny Goodman-Camel program.

52 Men for Al Goodman

West Coast Bureau, RADIO DAILY

Los Angeles—Al Goodman has added twelve men to the former 40 comprising the "Your Hollywood Parade" orchestra for Lucky Strike.

COMING and GOING

M. V. CHESNUT of CKCK, Regina; JERRY GAETZ of CJOC, Lethbridge; F. H. ELPHICKE of CICA, Edmonton; MAJOR WILLIAM C. BORRETT of CHNS, Halifax, and H. R. CARSON of All-Canada Radio Facilities were among last week's New York visitors from the Dominion.

JEANETTE LAND, secretary to Ted Streibert, WOR executive vice-president, is in Florida for a vacation.

MRS. PARKS JOHNSON, wife of the interviewer on NBC Vox Pop and Radio Newsreel program, left last week for Texas to look over some family properties.

G. A. RICHARDS, head of KMPC, Beverly Hills, WJR, Detroit, and WGAR, Cleveland, is in New York.

PAUL K. TRAUTWEIN, president of Mirror Record Corp., has returned to New York after a week's trip which included a four-day stay in Washington during the NAB Convention.

HOWARD ESARY, head of the Hearst International transcription department, has returned to his KEHE desk in Hollywood following a month in Chicago and New York.

Murray Stephenson, chief engineer of 2GB and 2UE, Sydney, Australia, arrived in Los Angeles on the S.S. Monterey from the Antipodes on Sunday for a tour of technical study of American stations and recording studios.

JOS. N. WEBER, president of the AFM is back at his desk after a lengthy business and vacation sojourn in Florida.

RAY FABING'S INCENUES, 16 girl musicians, have arrived in New York from Mexico City for a radio audition.

TED WEEMS is in New York.

MRS. ED. FITZGERALD, N. Y. department store executive and wife of the WOR star, has returned from a month's vacation in Europe.

MICKEY ALPERT is back in Philadelphia after spending a few days in and around New York.

ERNEST COLLING, RCA Bureau of Information, leaves town tomorrow for the west coast where he will join Gen. J. C. Harbord, chairman of RCA board, and accompany him on his trip around the world.

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

NORTHWEST'S LEADING RADIO STATION

OFFERS
KSTP LIFELIKE RECEPTION

NEW TRANSMITTER
INCREASED COVERAGE
BASIC RED NETWORK

25,000 WATTS

KSTP

MINNEAPOLIS SAINT PAUL

Plain facts concerning the **ITALIAN MARKET**

For all practical purposes, the Italian Market must be considered as a unit in itself, with its own buying habits, its own wholesale and retail outlets, and its own advertising mediums. Here are a few plain facts about this little known market.

1

TERRITORY: One hundred miles around the city of New York.

2

POPULATION: New York City 1,200,000; Westchester County 82,000; Connecticut 260,000; New Jersey 507,000; Philadelphia 350,000; Delaware 121,000. Total 2,521,000.

3

BUYING POWER: It is a billion dollar market with a buying power quite above the average. Here is an instance: in New York City, the Italo-Americans constitute 15.44% of the total population and the latest available figures for automobiles registered under their own names are as follows: pleasure cars: 17.44% and commercial vehicles: 18.37%.

4

OUTLETS: There are 7500 grocery stores, 1500 drug stores and numberless outlets for practically every product to be sold.

5

COVERAGE: Complete, economical coverage every hour of the day and every day of the year, through Radio Stations WOY, WBIL and WPEN.

6

RESULTS: Without a single exception, any product that has first been advertised through the medium of WOY, WBIL, WPEN is now a leader in its own field. First Italian Program was broadcast April 4th, 1932; it is still on the air.

We think we know how to present your product, the Italian way, to the Italo American population of New York, Connecticut, New Jersey, Philadelphia and Delaware. We have done so for the last six years and gladly place at your disposal whatever we know about the Italian market. Please write or call. No obligation on your part.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York, Tel. BRyant 9-6080

WBIL ★ **WOV** ★ **WPEN**

NEW YORK, 5000 Watts

NEW YORK, 1000 Watts

PHILADELPHIA, 1000 Watts

AGENCIES

KRAFF ADVERTISING AGENCY of Minneapolis recently appointed E. P. Shurick Jr., for many years actively engaged in Northwest advertising work, as the new director of the agency's radio department. Shurick is well known to Twin City advertisers for his various radio surveys and market analyses prepared while with Addison Lewis & Associates before going to the advertising department of the Minneapolis-Honeywell Regulator Co. This work attained country-wide recognition and was instrumental in clarifying the radio situation as concerns this area. Kraff is one of Minneapolis' oldest agencies, established in 1916.

SCHWIMMER & SCOTT, Chicago agency, is celebrating its fifth anniversary. Walter J. Schwimmer and R. J. Scott head the firm, with Cecil Widdifield and Norman Heyne as radio executives.

JOHN G. CORNELIUS, vice-president of Batten, Barton, Durstine & Osborn, is in Hollywood for a once-over of the local scene.

JOHN FAULKNER ARDT & CO., Philadelphia, has been admitted to membership in American Ass'n of Advertising Agencies.

King Starts Fifth Year

Chicago—Wayne King launched his fifth year of Lady Esther Serenades on CBS on Monday. Series has run a couple of years longer than that on NBC, and is oldest sponsored show on air featuring only a dance orchestra.

Durante School Expands

For the second time in two years, the School of Radio Technique directed by George Marshall Durante is enlarging its quarters in the RKO Building. A new control room and studio are being added, giving the school two control rooms.

GUEST-ING

CLYDE BARRIE, baritone, on Heinz "Magazine of the Air," Feb. 27 (CBS, 5 p.m.)

SYLVIA CYDE, lyric soprano, **BEATRICE BRODY**, contralto, and **EARLE E. STYRES**, baritone, on "Metropolitan Opera Auditions," Feb. 27 (NBC-Blue, 5 p.m.)

W. C. FIELDS, on Lux show, March 7 (CBS, 9 p.m.)

TULLIO CARMINATI, on "Your Hit Parade," March 5; **LOIS BENNETT**, March 12 (CBS, 10 p.m.)

KAY THOMPSON, on "Saturday Night Swing Club," Feb. 26 (CBS, 7 p.m.)

JOE E. BROWN and **DOROTHY WADE**, on Eddie Cantor show, Feb. 23 (CBS, 8:30 p.m.)

WROK

ROCKFORD, ILL.
1410 KC.

IS THE RADIO
VOICE IN NORTHERN ILLINOIS AND
SOUTHERN WISCONSIN



● ● ● **PERSONAL Postcards To:** Lanny Ross' Nadine Conner who used to sing those "Show Boat" duets with you, will hold that Coca Cola spot indefinitely... **Sholem Secunda:** Cahn & Chaplin, who made "B. M. B. D. S." swingy, have toyed with another Yiddish tune, "Yussel, Yussel" which will be recorded by the Andrew Sisters under "Joseph, Joseph"... **Louis Sobol:** Hugh Hough writes a sensational column for the Miami Herald—four months out of the year covering nightclubs and such; the other eight months Hugh (whose real tag is Bill Morrell) is editorial director for the 17 publications published by the University of Pitts... **Jimmy Fidler:** In your syndicated column the other edition you stated you've been covering Hollywood for 20 years. Izzat so?

● ● ● **Senator Wheeler:** To KOAM, Pittsburg, Kan. goes credit for one of the most dramatic rescues in the history of the modern midwest. Just five hours after frantic parents appealed to the station for aid in the quest for their children lost while on an adventurous bicycle exploring trip, one child, a girl, was found and returned to her mother's arms unharmed. However, the boy was found dead due to exposure and exhaustion... Also, please note that a news flash from KFVS, Cape Girardeau, stating that two fugitives had escaped from the Missouri State Pen., resulted in the convicts being nabbed when a resident of Illinois heard the description and phoned the sheriff of Illinois County.

● ● ● **Guy Lombardo:** Jan Garber replaces Ray Nobles' crew on the Burns and Allen show April 11 when Noble returns to London... **Jack Pearl:** You know, of course, that the Jack Benny show comes East next month, along with Phil Baker and Eddie Cantor. But did you know that Kenny Baker can't come to N. Y. because of picture commitments and must be replaced with a local singer?... **G. W. Hill:** Bearing out our raves when it was a sustainer, Kay Kyser's show for you, aired over two stations only, received more than 37,000 pieces of mail... Maybe you'd like to take our suggestion now to air David Ross—whose voice is so, so pleasing—and convincing... **Eddy "The Great" Duchin:** Richard Himber lost ten pounds—and Brother Robbins says "his MR. also" last week.

● ● ● **Shep Fields:** Last year you created a sensation with your "Rippling Rhythm." For a furore in '38 we recommend Dewey Bergman's distinctive melodies... **Ben Marden:** Your Mickey Alpert has been catering to the society folks around Philly with his crew... **Jos. N. Weber:** At the Casa Manana the other dawning, Abe Lyman played drums, Ted Weems tooted a trombone, Liebert Lombardo blew a trumpet, George Hall and Guy fiddled, Little Jack Little and Jack Miller doubled on piano—and Jerry Blaine, Jack Denny and Seymour Simons knocked themselves out to get the baton. The combination sounded so awful—that union cards had to be presented as proof that they were musicians... **Jack Adams of Erwin, Wasey:** MBS' "News Testers", the sustainer you're very much interested in, will be moved down to follow George Jessel's show Sundays.

● ● ● **Hy Gardner:** Article on short-wave propoganda in U. S. by Larry Wolters, radio editor, recently printed in the Chi. Tribune, was the subject of a debate on the floor of the House of Commons last week... **Max Baer:** Don Norman, emcee of WAAF's "Breakfast Express" in Chicago, interviewed Kingfish Levinsky who said he's a rassler now... **Henny Youngman:** You should be able to use Jack Waldron's gag: "I've been turned down so often by my girl—I now feel like a bedspread!"... **Joe Marsala:** Isn't it about time you quit advertising Adele Girard as appearing with your band at the Hickory House—she's been in Hollywood since December... **Jimmy Dorsey:** Your former vocalist, Vicki Joyce, has joined a hillbilly crew headed by Zeke Manners—her brother.

ORCHESTRAS
MUSIC

JACK MILLS has acquired the score of Leonard Sillman's revue, "Who's Who," new Broadway production which Elsa Maxwell is presenting and scheduled to open the week of Feb. 28th at the Hudson Theater.

Richard Whiting, a popular song writer for 25 years, died Saturday in Beverly Hills after a lingering illness. He was 46 years old. His mother, widow and two daughters survive.

Tommy Dorsey, sentimental gentleman of swing, takes time off from his successful Amateur Swing Contests long enough to play on March 2, over NBC-Red at 8:30 p.m., a half-hour medley of the tunes he has introduced to the air since he first hit the popular fancy with "Marie."

Following in the latest Scotch swing style, popularized by Benny Goodman's renovating of "Loch Lomond," Jack Mills is handling swing versions of "Annie Laurie," and "Comin' Thru The Rye," arranged by Sid Phillips, Scotch swingmaster of the British Isles.

Arthur Cremin, director of the New York Schools of Music, will be feted in the Georgian Room of the Hotel Piccadilly the night of Feb. 26 in celebration of his latest composition being adopted as the official national anthem of the Junior Birdmen organization.

Mischa Violin, concert violinist-conductor, who will be a guest Wednesday on Dave Elman's "Hobby Lobby," will play a violin solo and also discuss his hobby of collecting smoking pipes.

Blue Barron's orchestra, the Cleveland band now in New York at the Hotel Edison, is recording for Victor. Barron's contract with Victor, arranged by CRA, calls for 30 records. Barron is heard four times weekly via NBC and has been renewed for another 13 weeks.

... Did you know
that a rigid audi-
tion is necessary to
qualify for admit-
tance to The School of
Radio Technique?



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



NEW BUSINESS



SYBIL BOCK will provide the incidental organ music for Lum and Abner when the rural comics start their new Postum series over CBS on Feb. 28. Hal Rorke, head of CBS publicity, will publicize the virtuosity of the young lady who, in private life, is the wife of Hal Bock, head of NBC publicity.

Lal Chand Mehra's "Story of India" series on KECA has been muted temporarily to permit of the author-commentator preparing a number of scripts in advance.

Jack Patton, who has been conducting KMTR's Sunday "Study in Swing," has a new program each week night at 10:15-10:30, and Bob Miller's "Your Romance" series has been switched from 11:15 to 9 p.m. on Mondays.

Don Wilson was guest for George Jay on KFWB and the California Radio System on Monday afternoon's "Hollywood Matinee." Gave him chance to gag about the broadcast being transmitted over "6 delicious stations." Patricia Norman, the Ed-Edy Duchin vocalist, takes her bow today, when Jay also will guest Lucky Strike's "Your Hollywood Parade" auctioneer, F. E. Boone. Ray Noble was quizzed Friday.

NBC Red will broadcast the testimonial dinner tendered Louis B. Mayer on the occasion of his retirement from the presidential chair of the Association of Motion Picture Producers on Feb. 24. Set for 9:15.

Marney Food Co. of Los Angeles, maker of Marco dog and cat food, has renewed its "Marco Juvenile Revue" on KNX for a second 52-week period. I. F. Wallin, account executive for I. F. Wallin & Staff, Los Angeles agency, placed business.

Bobby Huston, 11-year-old vocal prodigy, has been added to the cast of Ed Lowry's "Swingtime" program over Mutual, taking the place of Milton Watson, who is set to do a little trouping with the Mae West unit in Eastern cinemas.

The Chesebrough series, "Dr. Christian," starring Jean Hersholt goes off the air at the expiration of its 26 weeks in April. The actor is due for another trip to Canada for filming the annual 20th Century-Fox picture with the Dionne quins.

KFWB has a couple of new band remotes from the newly opened La Conga nitery. Harry Rosenthal and his orchestra, as well as Eduardo Durande and his rhumba band, will be heard nightly.

KGVO, Missoula, Mont.: Kellogg, "Howie Wing" series.

WCAU, Philadelphia: Armstrong Cork Co., "Heart of Julia Blake," through BBD&O; Webster-Eisenlohr Cigar Co., time signals, through N. W. Ayer.

WFIL Philadelphia: Sterling Products Co. (Haley's M-O, Danderine), ETs, through Blackett-Sample-Hummert; P. G. Vogt & Son (Meat Products), ETs, through Clements Agency; Lever Bros. (Spry), spots, through Ruthrauff & Ryan; Vikonite (tonic), talk, through Philip Klein Agency; Piso Co. (cough medicine), through Lake, Spiro, Cohn, Inc.; Holland Furnace, spots, through Ruthrauff & Ryan; Crowell Publishing Co. (Women's Home Companion), through Geyer, Cornell & Newell, Inc.; Libby, McNeil & Libby, ETs, through J. Walter Thompson; Paac Chemical Co. (headache tablets), spots, through Walker & Dowing; American Chicle (Sen-sen), spots, through Badger, Browning & Hersey, Inc.

WIP, Philadelphia: Sendol Laboratories

(Kelpamalt), music; Ironized Yeast Co., music; Carter Medicine Co., spots; Sunday School Times (publication), through N. W. Ayer; Longines-Wittnauer Co., time signals.

KNX, KSFO, San Francisco: Bayuk Cigar, "California Sports Review," with Sam Balter.

KSFO, San Francisco: Armstrong Cork (Quaker rugs), "The Heart of Julia Blake," ETs through McCann-Erickson; Loxol Shampoo, "Glamorhythms," ETs, through Milton Weinberg Agency.

WFAA, Dallas: Comet Rice Co., ETs, through Freitag Advertising Co.

KFRU, Columbia, Mo.: Service Life Insurance Co., spots, through Presba, Fellers & Presba; Armand Cosmetics, announcements, through Wade Advertising Agency; Tonex Tonic, programs, through Vogel & Beerbohm; Stuart Tablet Manufacturers, programs, through Benson & Dall.

WFIL Starts ET Service

Philadelphia—WFIL has established a recording service under direction of Roger W. Clipp, business manager, with Edward Pamphillon, engineering supervisor, looking after technical operations. Waxings already have been made for Taylor Packing Co. for use on three southern stations, also for Personal Finance and a number of network commercials taken from Mutual and WLW lines for rebroadcasting. Don Withycomb, g.m., says the new service does not aim to compete with outside recording firms for commercial business.

WJR Show for WGAR

Detroit — "News Comes to Life," year old feature on WJR at 7 o'clock Saturday nights, will be piped to WGAR, Cleveland, starting Feb. 26. Show follows, loosely, pattern of "Time Marches On" but confines stories to American events.

Each show features one crime story, with criminal always caught to carry out "crime does not pay" idea, hero of the week and bits of comedy and pathos from news of the week.

Scripts are written by Geraldine Elliott, Duncan Moore and Al Reibling. Produced by Charles Penman.

Padula on NBC Tele Staff

Edward Padula has been added to the NBC-Radio City television production staff. He fills the vacancy caused by the resignation of John Gihon, former KDKA employee, who came here last September to work in the television department.

Mickey Mouse Fading

Los Angeles — The Mickey Mouse show for Pepsodent goes off the air at the expiration of the initial 13 weeks on March 20. Set up by Lord & Thomas on a more or less experimental format, the fanciful characters of Walt Disney to date have failed to hit their stride. New show being readied for the sponsor is a script series called "Career Woman," written by Ted Sherman.

CRA Signs Busse

Henry Busse and his orchestra have been signed by Charles E. Green to exclusive management contract with Consolidated Radio Artists Inc. Busse will continue at the Chez Paree in Chicago with nightly broadcasts over NBC networks, also his Mar-o-Oil commercial on the same web.

With the signing of Busse, the CRA lists reaches the 150 mark, with names including Whiteman, Russ Morgan, Marek Weber, Ferde Grofe, Don Bestor and others.

New Indiana Corporation

Indianapolis—Incorporation papers for Indiana Broadcasting Corp., to operate a new radio station planned here, have been filed by Glenn VanAuken, attorney, and Bethel Wilson and Mrs. Nancy L. Ladd as incorporators. VanAuken said the corporation was formed to permit transfer of a radio permit issued in his name last May by the FCC to the company which plans to operate the station.

Stephen Cartwright Dead

Lincoln, Neb.—Stephen Cartwright, 47, blind and deaf radio news commentator who had worked on 20 different stations in the U. S., died Sunday of a heart attack. He was last employed at KOIL.

Bob Carter's Book

Bob Carter, chief announcer of WMCA, who has resigned effective March 1, is putting the finishing touches on a book he is doing for the benefit of novice announcers, and which may be used as a handbook for old timers as well. Carter plans to leave for the coast as soon as the tome is completed.

ERNA PHILLIPS, author of "Woman in White," "Road to Life" and "Guiding Light," has been commissioned by a publishing firm to write a textbook on how to write for radio.

George Hooper of NBC reception staff left Feb. 21 to join announcers and writers staff of WBEO, Marquette, Mich.

Jim Ameche, who has been fitting pretty well into the shoes left here by Brother Don, is now taking singing lessons from Don's old teacher.

Fern McKeon, secretary to John Baker at WLS, is laid up by illness.

Lucy Gilman, recovered from appendicitis, is back in the cast of "Attorney at Law."

The NBC Night Club with Ransom Sherman as emcee is to be brought back on the Blue at 9:30 p.m. tomorrow. Harry Kogen will serve up the music with Clark Dennis, Betty Bennett and the Three Romeos as vocalists.

Bob Trendler is directing the WGN dance orchestra and vocalists while Harold Stokes vacations in Florida.

Yvette Rugel, WOR-Mutual radio songstress, is heading the floor show at Colosimo's Restaurant.

Willie and Eugene Howard are heading the new floor show starting at College Inn around March 1.

Virginia Clark is vacationing in Florida with her husband.

Kingfish Levinsky has been making some appearances on WAAF Breakfast Club.

WIND has contracted to carry the remaining half dozen basketball games on Northwestern's schedule.

Lillian Gordoni is spotting the singing pooch of Margie-Lou Weisenberg on her Monday night Radio Party on WSBC for R. B. Clothing Stores.

CKLW, Windsor

Forster Hewitt, hockey announcer, will be at the mike in Toronto on Sunday for the New York Rangers vs. Toronto Maple Leafs game.

"Wings Over the World", the Father Schulte series, starts here today.

WAKO
ALBANY, N.Y.
Under One Tent
★ POWER
★ MARKET
★ POPULARITY
Newly Equipped for Super Power

First in local accounts
in Chicago
WGES
(In the heart of Chicago)

Another Way to Tell the KVOO Story!

★ KVOO, is the most powerful station between St. Louis, Dallas and Denver, covering the heart of the Triangle. More population, more radio sets and more spendable income than any other Oklahoma station! 25,000 watts. N. B. C. Edward Peary and Co., Rep. representatives ★

Web Billing Establish New Record in January

(Continued from Page 1)

ord-breaking month for CBS. Network's December, 1937, total was the all-time high with \$2,786,618. The January figures top this by \$500,000. NBC's record month of the past was October, 1936, with \$3,696,489, which included the Presidential election gross expenditures.

Commercials Cancelled For Charity Fund Appeal

(Continued from Page 1)

appeal under the name of Greater New York Fund.

WJZ, WOR, WABC and WHN will air the entire show. WEAJ and WMCA will broadcast the first hour. Programs which will be cancelled out are the General Foods—"Good News of 1938" and the Chrysler-Major Bowes hour.

Gabriel Heatter on WOR, usually heard at 9 p.m., will probably be heard at an earlier time. Understood that Winthrop Rockefeller did the contacting for his father and in some cases went direct to the sponsor in order to get permission to use the New York outlets.

Program will be broadcast from the Center Theater with the NBC Symphony orchestra under the direction of Walter Damrosch and Fritz Reiner, each conducting one number. Amparo and Jose Iturbi will also be on the show. Speakers will include Mayor LaGuardia, John D. Rockefeller, Alfred J. Smith and others. Lowell Thomas will express the thanks to sponsors for relinquishing their time.

New Recording Studios Established in Dallas

Dallas — Broadcasting Recordings Inc. has been established here in the Santa Fe Bldg. by Gordon Butler, as president. Newly incorporated concern succeeds Butler Recording Studios. Company is engaged in transcribing programs for various commercial sponsors and will service stations in this territory with custom-built shows and library of recordings. Quarters include a studio, control room, executive offices, reception room, latest RCA speech input equipment for recording and broadcast, and a staff of writers, directors and technicians.

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

Greetings from Radio Daily

Feb. 23

Sylvia Press
Thomas L. Thomas
Don Kerr

F. C. C. ACTIVITIES

APPLICATIONS RECEIVED

KNEL, Brady, Tex. CP to change frequency to 1340 kcs. change transmitter site.
WSAU, Wausau, Wis. CP to make changes in equipment and change power to 100 watts night, 250 watts day.
WHBF, Rock Island, Ill. Involuntary transfer of control of corp. to The J. W. Potter Co., Marguerite F. Potter, John W. Potter, Ben H. Potter, 1267 shares common.
KTKC, Visalia, Cal. CP to change frequency to 890 kcs., install new transmitter and directional antenna, change power to 1

kilowatt and hours of operation to unlimited time.

EXAMINER'S RECOMMENDATIONS

Transfer of control of WNAX Broadcasting Co. from Charles H. Gurney to South Dakota Broadcasting Corp., be granted.
Young People's Ass'n for the Propagation of the Gospel, Philadelphia. CP for new station, 1220 kc, 1 kw., daytime, be denied.
Transfer of control of KRGV Inc., Weslaco, Tex., from M. S. Niles, transferor, and O. L. Taylor, Gene Howe, and T. E. Snowden, transferees, be granted.

Hettinger and Neff Complete Radio Book

Practical Radio Advertising, new volume by Herman S. Hettinger and Walter J. Neff, was published this week by Prentice-Hall Inc. Tome, which sells for \$5.00, is a comprehensive work, taking broadcast advertising from its conception to the checking of results. Extensive analysis includes Fundamental Considerations, going into definition of radio advertising, the complete campaign, the listeners, the radio advertising structure and the service organizations, planning and executing the campaign, television outlook, data on radio families, retail trade and structures of regional and national networks as well as rate cards and sample scripts.

Hettinger is Assistant Professor of marketing at Wharton School, U. of Penn., and was formerly director of research for the NAB and with the FCC. Neff, formerly sales manager of WOR, is head of the Neff-Rogow Agency.

George Silvers on His Own

George Silvers, formerly with Ed Wolf Associates and Jimmy Saphier, is opening his own offices shortly. He has in tow a list of programs built around Murdock Pemberton, Upton Close as a commentator, Arthur Robb of Editor & Publisher, and others.

P. & G. on New WOV Schedule

Procter & Gamble programs on WOV, which feeds the shows to WPEN, Philadelphia, and WCOP, Boston, are now being heard in a continuous three-quarter hour period, 10:15-11 a.m., Monday through Friday. Programs are the Camay, Oxydol and Ivory shows.

Radio Classes via KTMS

Santa Barbara, Cal. — A radio course has been added to the curriculum at Santa Barbara Teachers College, with classes meeting in studios of KTMS. Purpose of course is to instruct in radio technique. Classes meet each Tuesday afternoon and the group builds a show for presentation over KTMS on Thursday night.

Mueller Co. to Renew

C. F. Mueller Co. (macaroni) on March 14 will renew the Crosby Gaige "Kitchen Calvacade" show on seven NBC-Blue stations, Mondays through Fridays, 10:45-11 a.m. Kenyon & Eckhardt Inc. has the account.

KHUB Renders Service In Cal. Flood and Storm

Watsonville, Cal.—KHUB has won high commendation for service rendered in the recent windstorm and flood which inundated a third of the city. With special FCC permission to operate after sundown, station aired storm warnings and correct information about conditions at intervals during day and night.

Jack Bennett, station manager, covered the waterfront during the day and was actually standing on the levee when 150 yards of it crumbled away. Jack Wagner, operator and announcer, kept in close touch with the situation all night long, aided in rescue work and then wrote a story of the levee break which he aired as a scoop at 6:30 a.m. "Toby" Hanny, chief engineer, stayed at the controls day and night.

Gene and Glenn to Shift

West Coast Bureau, RADIO DAILY
Los Angeles — Gene and Glenn, rural comics long sponsored by Kellogg from various origination points, are reported washing up the affiliation after April 1.

New Hollywood Script

West Coast Bureau, RADIO DAILY
Los Angeles — Hugh Wedlock Jr. and Howard Snyder, writers for Eddie Cantor and various other programs, are scripting a new one called "Young Hollywood" for submission to agencies and sponsors. Cast will be recruited from picture juveniles, with an orchestra headed by Benny Bartlett.

George Fischer to Resume

West Coast Bureau, RADIO DAILY
Los Angeles — George Fischer resumes his "Hollywood Whispers" over Mutual on Feb. 27. Eastern release is set for 9:45 p.m., and he will do a coast re-broadcast at 9:15 PST. Bob Hope will guest on the initialer.

Charles O'Connell to Conduct

Charles O'Connell, young American conductor, will lead the Philadelphia Orchestra program next Monday over NBC-Blue at 9 p.m. Lauritz Melchior will be the guest soloist. W. M. Kiplinger will be speaker. Program is sponsored by Group of American Banks.

Emil Corwin a Father

Emil Corwin, NBC-Radio City press department, is the father of a boy, born Monday. Child will be named Thomas.

Agencies Meet Resentment In Seeking a Peek at Log

(Continued from Page 1)

basic objection was that they did not want the "outside world to know their business."

Results of the survey is expected to ease all difficulties and a copy of the announcers' work sheet furnished when requested. Agency takes the position that it has every right to protect its client in any way it sees fit. Stations on the other hand still contend that all must not suffer for the unethical practices of isolated cases. Letters from station managers to station rep. on the subject were recently printed in these columns.

Canadian Radio Probe; Attack Music Society

(Continued from Page 1)

break the monopoly of the Canadian Performing Right Society, which levies toll on practically all music on the air. W. K. Esling, supporter of the bill, says the Society is collecting on two to three million titles which it claims to own, and he charges many of the numbers are not owned.

Short Wave Stations Get Wires from World's Fair

(Continued from Page 1)

the fair grounds during entire run of the exposition.

All sustaining programs emanating from the grounds will be aired over the two stations on the 9550 kc. and 9530 kc. channels. The 21,500 and 15,330 kc. channels will be used for evening broadcasts directed to Central and South America. Deal was confirmed by John S. Young, radio director of World's Fair.

Paul Harron Acquires WIBG in Glenside, Pa.

(Continued from Page 1)

will handle foreign language business. Harron at present holds a license to build a new station in Camden.

Paper to Start Station

Port Angeles, Wash.—The Evening News here will soon start its own radio station. FCC recently granted authority for a station on 1500 kcs., 100 watts night, 250 watts day.



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OKLAHOMA CITY

Earl C. Hull, WKY chief engineer, is in Washington and M. H. Bonebrake, commercial mgr., in New York on biz.

Robert Donley, WKY announcer off for new ticket with WCAE in Pittsburgh.

Honey and Vic Gregory, well known Pacific Coast artists, auditioning at WKY.

Ken Griffin is now announcing at KVOO, Tulsa.

Father John J. Walde, Catholic priest, buying Sunday seven p.m. spot on KOMA for religious discussions.

WKY Artists Service Bureau, under direction of Hal Scher, getting flood of calls for station talent.

Lee Norton and Ken Wright, WKY artists, booked for the Criterion Theater week of March 3.

Uncle Leo Blondin, Oklahoma City zoo superintendent and former circus man, on WKY three times per week with kiddies' animal show.

WKRC, Cincinnati

Bernice Williams Foley, book critic, begins a weekly series tomorrow as part of the "Woman's Hour".

Dick Bray, sports commentator, is back at the mike after a two-week vacation.

Al Bland, Dow's daily "Dawn Patrol" pilot, and Maynard Craig, announcer on the program, ad-lib most of the time, and fan mail indicates the listeners like it.

WISN, Milwaukee

"Ann Leslie's Scrapbook", conducted by Mary Ann LeMay and sponsored by Milwaukee Fresh Fruit & Vegetable Adv'g Council, renewed for extended period.

D. A. Weller, chief engineer, spoke on "Studio Technique" before speech class of Shorewood High School.

"Even as You and I", with Conrad Rice, now heard five-weekly at 4:30 p.m.

16,000 Time Signals

West Coast Bureau, RADIO DAILY

Los Angeles—LeRoy Diamond Co., local jewelers, has been the most consistent user of time signals locally. Recently passed the 16,000th iteration of "correct time, courtesy of LeRoy's," and just signed for nine daily signals over KFI for another 12 months.

Paul Cherington Resigns

Paul Cherington has resigned from the presidency of the Market Research Corp. to open his own office. Percival White succeeds Cherington.

\$500,000 Corp.

Albany—Airways Broadcasting Co. Inc. of New York has been chartered with stated purpose of operating a radio station. Capital stock is listed at \$500,000. Coudert Bros., New York City law firm, filed papers, with James E. Hughes, Paul Jordan and C. Truman Thompson as incorporators.

Program Reviews and Comments

Alan Courtney

Alan Courtney, formerly on WNEW, began a new series of "Gloomchasers" programs Monday over WINS, daily except Saturday at 11:30-12:30 noon. With Louis Katzman's musical crew in the background, show is a well diversified variety show, moving along at a good clip under the guidance of Courtney and his breezy style. In addition to music and chatter, with plenty of informal gagging by Courtney, the routine includes vocalist contributions, guest stars, birthday greetings, weather report and five minutes of news bulletins.

Vocalists on yesterday's show, Don Lamont and Peggy Mann, did very pleasing work. Miss Lamont is a night club singer from the Village and shows special promise. The guest of the occasion was Barry Wood, CBS singer and handler of lines, who made an ingratiating visitor.

Program, designed for participating sponsorship, has a fan club angle and should prove a good audience holder.

Alan Kent

Bucking the somewhat similar show on WINS for half of its running time, the new "Fun Club" musical which on Monday introduced Alan Kent as emcee over WNEW is amiable entertainment and should appeal particularly to listeners who prefer a leisurely pace in the handling of their musical variety fare.

Kent talks in a southern-flavored drawl that falls pleasantly on the ear. He indulges in the familiar banter, kidding and cross-fire with other members of the cast.

Orchestra is ably handled by Merle Pitt, and chief singer is Frank Raye, tenor. A group called The Smarties under the direction of Harold Cooke also dispenses some good harmony, and a trio known as the Sweet Young Things likewise injected vocal pep into the proceedings.

Show is logged Monday through Friday.

"Elmer and Axel"

New series on WMCA, Sundays at 1:15-1:30 p.m., concerns the adventures of two farmers in an up-state valley. Author is Alan Lampe, and show is produced by Charles Capps. Lead characters are played by Charles Perkins and Eddie Bisner. Perkins is a former ball player and radio is a new field for the erstwhile major leaguer. Bisner has been in show business for years.

First program held promise, yet it seemed that so capable a team could be doing something more important—unless the script develops strength along unusual lines. Sunday afternoon is probably no easy time to break in such an act, anyway. Nothing much happens in the first show and this might indicate that the author does not intend to inject action so much as to make it into a philosophical piece. The subsequent programs will have to tell the story as to the script's durability.

"Did You Know?"

Prefacing each item with the title query, "Did you know?" this WNEW program, heard Saturdays at 3:30-3:45 p.m., is an engrossing compilation of facts, fads and fancies. Material includes both news and magazine subjects, running all the way from current and coming events to interesting statistics, geology, child psychology and whatnot. The stuff is entertainingly touched up and holds attention, with commentator (unannounced) doing a good job.

Last Saturday's compilation included facts about the 10 most popular women in Europe, the info that one out of every 91 persons was a crime victim last year, Indiana's test for auto drivers suspected of inebriety, and a batch of other items.

"Earaches of 1938"

Final broadcast of this Harry Conn series over CBS on Sunday night was lively enough in the way of material and general talent, lacking only the right emcee personality to make it a bang-up show. As everyone seems to have known all along, Conn made the mistake of trying to be the show's main actor as well as its scripter. Had he stuck to the latter, in which he is ace, career of the program might have been a different story.

Beatrice Kay, Mary Kelly, Barry Wood, Charles Cantor and Freddie Rich's orchestra were the surrounding talent, all very able and willing. A youngster named Elvin Field, appearing in the role of a kid at the theater with his mother, also did a good bit on the final program.

"Outdoors with Bob Edge"

Bob Edge, WOR-Mutual's outdoor expert, makes a change in his time and style of program. Currently heard on Saturdays at 7:15-7:30 p.m., Edge is now devoting his program to questions that arise in the mind of the average angler, hunter or camera fan. In addition to answering the letters, there is other commentary on fish and game. First program was naturally tied up with the current National Sportsmen's Show at Grand Central Palace. Edge, as usual, knows his stuff and delivers it in authoritative manner.

Briefly

Major Edward Bowes' tribute to O. O. McIntyre, on his "Capitol Family" broadcast Sunday noon over CBS, was a heart-stirring gem.

Gladys Swarthout brought vocal distinction to the Chase & Sanborn Hour over NBC-Red on Sunday night, with tenor John Carter showing improvement over his recent initial program, and Helen Brown doing a swell piece of acting with Don Ameche.

Roy Atwell injected a few extra laughs with his stuttering on the

TOLEDO

Suc Blanchard has been appointed to the program department at WTOL, which makes its debut Feb. 27. Frazier Reams is president of the new station, with M. E. Kent as manager.

Ethel Palm, new singer here, is being heard twice weekly on WSPD with Eleanor Miles in her organ recital.

KSL, Salt Lake City

Social collegiate scoop of the season was bagged when Junior Prom committee of Utah U. chose KSL to supply music for 1938 prom. Gene Halliday directed the ork. Ann Reid was featured singer.

Chief Engineer Eugene Pack addressed U. meeting of American Institute of Electrical Engineers on short wave broadcasting.

"The Mayflower Sets Sail", new commercial, uses a lady philosopher for merchandising a food shop. Clair Stewart Boyer, writer and poet, is featured. Irma Bitner produces.

WSPR, Springfield, Mass.

Howard S. Keefe, senior announcer and public relations man, has resigned as radio programs director for the City of Springfield.

Wayne H. Latham, program director, has begun a new series of Traveltalks.

Principal H. Jacob Joslow of Ludlow High School has plans under way for a radio script writing course in the school's curriculum next semester to be aired over WSPR.

WHK-WCLE, Cleveland

Carl Mark is now emceeing "Burt's Amateur Show" as well as "Wake Up and Swing" for same sponsor.

Mutual-fed WHK-WCLE programs are being rebroadcast by WGH, Newport News.

Joe Penner-CBS show, which always is well laugh-studded anyway.

Phil Baker's program on CBS last Sunday sounded much funnier than usual, and Jack Benny's crew gave one of its best displays.

El Brendel in the comedy end and Sigmund Romberg in a bit of musical assistance bolstered the George Jessel "30 Minutes in Hollywood" stanza on Mutual. Jessel has built the show up to a formidable average.

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

KANSAS CITY

Richard Phelps, new KXBY president, made a week-end trip to Chicago to confer with Sam Picard and Leslie Herman, principal stockholders in First National Television Co.

Russell Crowell, WHB vocalist, who has been in the hospital, is now recuperating at home.

Bea Johnson, who appears in a KMBC commercial, addressed the Missouri University School of Journalism and the Stephens College student body in Columbia, Mo., on Friday.

Fred Weingarh, WDAF sports and special events announcer, has his arm in a sling. Fell on the ice.

Moreland Murphy, KCMO announcer, is quarantined by his daughter's mumps.

John Tompkins, tenor, with Harold Bernhard, violinist, and Newell Schaper, pianist, replaced Rose Ann Carr on Showalter Shoe's WDAF Sunday commercial.

Betty Ann Painter, KCMO staff artist, visiting Detroit.

Betty Sweeney has replaced Margaret Hillias on Fatty Lewis programs sponsored by Listerine Brushless Shave over WDAF.

KCKN sold three special broadcasts on Dollar Day stunt to 25 local merchants.

George Couper Jr. of KXBY sales staff back from a sales trip.

"Musical Shopping Bag", sponsored by eight grocers, is a new KCMO series, with Betty Ann Painter conducting.

C. R. Mooney, Chamber of Commerce publicity head, and Lee Roberts, KCMO program manager, making personal appearances as dad and son-in-law in a KCMO series titled "Dad Differs".

WGTM, Winston-Salem

Jimmie Riser, newscaster, has recovered from injuries received in a recent auto crash.

Ben Farmer and H. W. Wilson, managers, are back from a trip up north which included the NAB convention.

WBRY, New Haven

Bill Blatchley and Jack Henry are at the mike for weekly boxing matches from the Arena.

Harry Vartanian, bass baritone, is doing a semi-classical series on Thursdays.

★ Coast-to-Coast ★

VERN C. SOASH, savings department manager of the Minnesota Federal Savings & Loan Ass'n of St. Paul and Minneapolis, took to the midwinter conference of the American Savings & Loan Institute in Columbus, O., a transcription of one of the half hour funny paper shows his association presents each Sunday over WTCN. The recording of the feature, now known as Jane Joy's Minnesota Federal funny paper show, was presented at a two-hour breakfast meeting before about 300 delegates. Soash explained how the dramatized funny paper show with a cast of ten that had been a sustaining feature on the station for much of three years was taken over, a merchandising hook put into the script, and other additions made to bring about maximum listener interest, not only by boys and girls, but by grown-ups. The results, in developing savings accounts and other business, have justified a renewal of the contract, Soash told the delegates. Luther Weaver and Associates is the agency.

Don Allen, as the Hollywood Reporter, has begun a series of weekly programs over KSFO for C. H. Baker Shoe Stores of San Francisco on Sunday afternoons at 3 o'clock.

WOR on Sunday interrupted its morning schedule from 8 to 10 a.m. with Transradio bulletins on the Hitler speech to the Reichstag. Ordinarily WOR does not air the news until 10 a.m. on Sundays.

Finals and semi-finals of Detroit's Golden Gloves tournament will be broadcast by WJR from Olympia at 10:30 Tuesday night. Jimmy Stevenson and Harry Wismer, WJR's sports announcers, will be at the microphone.

Eight stars made transcriptions Monday with Victor Arden's orchestra for Chevrolet's "Musical Moments" series. The stars were Lucy Monroe, Kay Thompson, Ray Heather-ton, Jimmy Farrell, Irene Beasley, Howard Price, Barry Wood and Lois

Bennett. Programs were transcribed at the World Broadcasting System studios.

First broadcast from Boston to Lithuania took place yesterday via WORL and short wave station WIXAL. It was a special program in celebration of Washington's Birthday and the 20th anniversary of Lithuanian Independence.

Scotty Rose, young vocalist, has returned to WPAY, Portsmouth, O., in a new series titled "Song Stylist." He also is featured on station's new swing session with Dottie Page, Bob Newman, Gene Duncan and Jimmie Duncan.

George A. Ward, "The Star Gazer" on WNYC, will offer a special program of Longfellow readings in honor of Henry Wadsworth Longfellow's birth next Sunday. Program is at 8-8:30 a.m. with Robert E. Jones at the console.

Racine Pure Milk Co., Racine, Wis., sponsors of Lola Andre, commentator and philosopher over WRJN each Friday, and Pedar Back on Danish house each Thursday, has added its third broadcast over the same station in "Moments of Life," daily except Sunday.

CANADA

"Canada 1937-38", sponsored by Imperial Tobacco, celebrated its first anniversary last week. Victor George is the producer.

Ken Sisson, conductor of "Canada 1938", has accepted an invitation to conduct his orchestra at the Musicians Ball at the Windsor Hotel in Montreal late in April.

Toronto Printing Pressmen and Assistants Union has lodged protest against CBC, which is charged with "becoming a subsidiary of the American broadcasting companies" and keeping Canadian talent out of work. A petition is to be forwarded to members of Parliament.

WGAR, Cleveland

Jack Paar of the announcing staff escaped a shower of rice and old shoes when he married Irene Gubbins at Trinity Cathedral in an unannounced ceremony. Mrs. Paar was formerly a member of the musical staff of WKBN, Youngstown. Mildred Bruder, WGAR hostess, was maid of honor. Hal Hubert of WHK was best man.

Manager John F. Patt is back from Florida with an enviable sun tan.

WGAR staff attended the invitation preview of WTAM's new studios last Tuesday.

Fred Rosenberg and Charles McBride of the musical staff return from tour of the East with Cleveland Symphony Orchestra.

Stan Wood's Orchestra is added to dance band remote pickups.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

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Columbus 5-7366-7

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Wilson, Powell & Hayward, Inc.
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My dear Mr. Peppe:

With such a distinguished array of radio personalities under your management you must necessarily have need of exceptionally fine off-the-air recordings.

International Production Studios, with its modern, air conditioned studios, one of the most completely equipped in the east, is ready and eager to supply you with the excellent work you require.

A personal visit from you will enable us to convince you of the exceptional quality of our recordings.

Very truly yours,

Kenneth W. Howard
Sales Manager.

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KLZ Denver

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