



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 38

NEW YORK, N. Y., THURSDAY, FEBRUARY 24, 1938

FIVE CENTS

McNinch Opposes Burdensome Tax

FINCH FACSIMILE GETS SIGHT-SOUND LICENSE

The first FCC experimental license for the broadcasting of sound and facsimile simultaneously has been granted to the Finch Telecommunications Laboratories Inc.

Broadcasts will be aired on the 35.6 megacycle band with 1 kw. power. The audio broadcast will

(Continued on Page 2)

NBC Starts Transcribing "The Lone Ranger" Series

NBC Thesaurus starts this week with first of a series of 26 recordings of "The Lone Ranger," King-Trendle feature originating in studios of WXYZ, Detroit. Deal has been made whereby the show, now heard on many stations as a live talent pro-

(Continued on Page 2)

New Transmitter Lines Being Installed by NBC

NBC is installing new 10 kilocycles lines from its studio to the WEA-F transmitter at Bellmore, L. I. Lines are of the high fidelity type and will improve the quality of the WEA-F signal. After the WEA-F job is completed, same thing will be done with the WJZ lines to Bound Brook, N. J.

Kyser to New York

Chicago—"Kay Kyser's Musical Klass" on Mutual for American Tobacco will move to New York end of March for closer supervision by bosses. Kyser's contract with Blackhawk restaurant running until June will be abrogated. Kyser will probably play one nighters in and about New York for some time after he goes east.

Four-Point Jamboree

Tuscola, Ill.—WDZ, which has studios in five towns, puts on a Sunday show called "Four Studio Jamboree" aired from four studios at the same time. Show is run with scripts, as artists from the different studios exchange gags and songs, with same effect as if show were coming from one studio. George Losey writes and produces.

Boston Ranks Fifth

Boston—As a program-originating city for NBC, Boston now ranks fifth, outstripping many cities of larger population. It is topped only by New York, Hollywood, Chicago and Philadelphia. Average is 16 network shows weekly, with some weeks as many as 21, being fed by WBZ-WBZA.

\$50,000 PRIZE CONTEST AUGMENTS NEHI PROGRAM

Nehi, which starts "Royal Crown Revue" over NBC-Blue on March 11, will simultaneously start a \$50,000 consumer prize contest which will run for 25 weeks.

Contestants are required to write 25-word letters on the subject "I like Royal Crown cola best because...."

(Continued on Page 3)

Anti-Ascaph Measure Advances in Canada

Toronto—Ascaph's representative in Canada, the Performing Right Society, is dealt its severest blow yet in a bill which was given its final reading by unanimous vote in House of Commons yesterday and now goes to the Senate. Measure provides that no performing right fees can be collected from hotel keepers or merchants who turn on radio programs for benefit of their friends and patrons.

KCKN Sales Up 44%

Kansas City, Kan.—Marking the sixteenth consecutive monthly increase, KCKN commercial sales for January were 44 per cent higher than same month last year.

League is Formed to Conduct National Referenda by Radio

New Pepsodent Program For Pacific Coast Group

Chicago—Pepsodent has bought the serial "Career Woman," by Ted Sherdman, for five Pacific Coast NBC-Red Stations (KPO, KFI, KGW, KHQ, KOMO), starting March 21 at 3:15 p.m. Lord & Thomas agency is handling.

FCC Chairman Seeks More Reaction From Broadcasters Before Taking Stand on Proposed Wattage Levy

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—FCC Chairman Frank R. McNinch has "no desire to see the radio industry taxed out of existence," and although he feels that the broadcasting field could contribute something, he is not inclined to go into such a plan until he has "more reaction from the broadcasters themselves on the subject," he told RADIO DAILY in a special interview yesterday.

Despite reports printed in some newspapers, McNinch does not favor the wattage tax bill sponsored by Rep. John J. Boylan. Declaring that he had never seen the Boylan measure, much less favoring it, the FCC chairman pointed out that when he said some fair system of taxing radio stations could be worked out he meant that some method might be evolved out of taxing licensees, but that such a plan would take considerable thought. He said some quarters had misunderstood him on the Boylan bill.

Hearings on the Boylan measure will not be held for "at least three weeks," according to Congressman Thompson, chairman of the House Ways and Means Sub-committee, which will consider the measure. Well informed sources add that any legislation of this type is extremely unlikely at this time. The bill, though introduced at the first session of the present Congress by Boylan, was conceived by FCC Commissioner George Henry Payne, who some months ago released a detailed plan for taxing stations \$1 per watt. Many

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CENTRAL CASTING BUREAU BEING SET UP IN CHICAGO

Chicago—As the radio dramatic center of the nation, this city will shortly have a Radio Central Casting Bureau, patterned after the Hollywood casting bureau, with headquarters in Mather Tower and operated by A. N. Elyot, formerly with Don Lee Artists Bureau, Hollywood, and Margaret Patterson, production manager of the defunct Insull Affiliated Broadcasting Co.

Agencies, production directors and performers are reported believing the bureau will alleviate some of the

(Continued on Page 3)

Lambert Pharmacal Show Going on Mutual Network

Lambert Pharmacal on March 22 at 9:30-9:45 p.m. will start a new series of "True Detective" programs on three MBS stations (WOR, WGN, WLW). Effective with daylight saving, eight mid-west and eastern stations will be added to the network.

This is the first Lambert show to

(Continued on Page 2)

Geo. Ross Managing KWG

Stockton, Cal.—George Ross, former production manager of KMJ, Fresno, has been appointed manager of McClatchy's KWG here, succeeding Bernard Cooney, resigned, it is announced by Howard Lane, g.m. of California Radio System.

Local Fiddlers Out

Norfolk—WTAR was upheld in its musicians' local controversy when Examiner Henry Clifton backed up Henry Cowles Whitehead, station's musical director, also the audition board, in declaring local fiddlers were unsuited for position as first violinist. Whitehead has gone to Philadelphia and New York for a suitable man.

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FINANCIAL

(Wednesday, Feb. 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	140 7/8	139 1/2	140 1/2	- 5/8
CBS A	18 1/2	18 1/8	18 3/8	- 1/8
Gen. Electric	42 1/2	41 3/4	42 3/8	+ 1
RCA Common	7	6 5/8	7	+ 1/4
RCA First Pfd.	52 1/2	52	52	+ 1/2
Stewart Warner	10 1/8	10	10 1/8	+ 1/2
Westinghouse	100 3/8	98	100 3/8	+ 3 1/2
Zenith Radio	14 3/8	13 1/2	14 1/4	+ 7/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	3/4	3/4
OVER THE COUNTER		
Stromberg Carlson	5 1/2	6 1/2

Form League to Conduct Nat'l Referenda by Radio

(Continued from Page 1)

if enough local chapters can be set up in communities, radio referendum can be made permanent agency of government for use when foreign entanglements threaten.

Brig. Gen. James A. Ryan heads governing council; Senator Arthur Capper, and Homer J. Buckley, advertising executive, are vice-chairmen. Other officers are R. S. Brunhouse, vice-president; L. A. Paeth, treasurer; E. J. Costello, executive secretary; T. H. Hanlon, director.

League is non-profit, with headquarters at 333 North American Ave.

Consolidated Drug on KSTP

Chicago—Consolidated Drug Trade Products has started a new show, "Night Extra," over KSTP, St. Paul, to push Krank's Lather Kreem, new shaving preparation. Show features roundup of day's news and sports events. McCord Co. is the agency.

Jules Hanberg

- INSURANCE -

Insurance Specialists to the
Radio and Music Industries

JOHN 4-2800 BEekman 3-0375
80 JOHN ST. NEW YORK

★ Programs That Have Made History ★

WMCA's "Gangplank"

THE record for presenting the greatest number of notables on any one program or radio station during the year 1937 is claimed by WMCA. This record was achieved through the "Gangplank" series in which noted passengers aboard the ocean-going liners are interviewed at the piers of the big ships.

The total number of notables presented on WMCA microphones during 1937 adds up to 1,036. The ships covered on these broadcasts were the Normandie, Queen Mary, Conte di Savoia, S.S. Paris, Aquitania, Ile de France and the Berengaria. Altogether there were 148 individual broadcasts comprising a total of 2,220 minutes of air time.

Here are a few of the thousand odd names picked at random from the year-end compilation. (Incidentally, what a radio program they'd make if you could get them together on one broadcast):

Jack Benny, Mary Livingstone, Beatrice Lillie, Gertrude Lawrence, Anna May Wong, Lee Shubert, Dr. A. J. Cronin, Mrs. Martin Johnson, Lady Nancy Astor, Countess Dorothy di Frasso, Lady Drummond Hay, Giovanni Martinelli, Duke of Manchester, Duchess of Sutherland, Ely Culbertson, Tommy Farr, Max Schmeling, Grover Whalen, Amy Johnson, Mrs. Mollison, Mrs. Gloria Vanderbilt, Tommy Manville.

Also Fritz Reiner, Josef Levine, Victor McLaglen, Norman Thomas, Emil Ludwig, Hattie Carnegie, Lady Furness, Hervey Allen, Madam Elizabeth Rethberg, Madeleine Carroll, Maureen O'Sullivan, Marquis de Polignac, Baron G. Selmer Foughner, Georgie Hale, Vic Oliver, Clyde Pangborn, Rouben Mamoulian, Walter O'Keefe, Sonja Henie, Buddy Rogers, and many, many more.

There is no definite time for "Gangplank." It is presented several times a week, depending upon the schedules of ocean liners. One of the unusual things about the program is that it must be recorded before it is broadcast. This is necessary to eliminate unessentials and to conform to broadcast schedules.

Accordingly, although the broadcast is only a 15-minute period, it takes from three to four hours to compile. Passenger lists are thoroughly scanned for likely interviewees. Arrangements are then made to bring the people before the microphones waiting at the pier of the ship. What with customs regulations and other inconveniences, it is not possible to bring them to the mikes in anything like a steady stream.

After one of the interviews is recorded, there is a 30 or 60-minute wait for the next one. These lulls, however, are entirely missing from the actual broadcast. Therein comes the value of the recording equipment. The transcription is cut until the next one appears resulting in one

continuous recording which makes for a unified, punchy broadcast.

The interviews on "Gangplank" are conducted by Frankie Basch and Martin Starr under the direction of Dick Fishell, director of the special events department of station WMCA.

Frank McNinch Opposes Burdensome Wattage Tax

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feel that Payne was indirectly taking a potshot at 500,000-watt WLW.

Payne Upheld on WLW Hearing

Coincident with the new developments on Boylan bill, FCC yesterday upheld Commissioner Payne on his recent refusal to renew WLW's 500,000 watts without a hearing. Crosley Corp., WLW operators, petitioned FCC for a review of Payne's action on Jan. 20, but it was refused in routine decisions yesterday.

In view of the heavy burden imposed on big-watters, observers feel that the Boylan measure would have to be considerably revised before making any headway.

NBC Starts Transcribing "The Lone Ranger" Series

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gram, will have certain markets set aside where there is no conflict with the live talent broadcasts. Next 26 shows will be taken off the air and subsequently made available in certain territory for sponsorship.

KSL Morning Milk Quiztime

A new series of Quiztime Shows has just been contracted on KSL, Salt Lake City, by the Morning Milk Co., large Western evaporated milk producers. The show is heard twice weekly for quarter-hour time. Titled "What Do You Know?" with Judy and Joe, the quizzer twins open with queries and close with the answers. Envisaged is merchandising plan whereby milk company plans use of labels for submitted questions. Leonard Strong and Marty Husbands appear as the Quizzer Twins. Wally Sandack produces and announces. Frank McLatchy sold the account on long term basis.

Educational Series on WHN

A series of Tuesday educational programs known as "Women's Hour" will start over WHN on March 1 at 2:30-3 p.m., under auspices of Jewish Theological Seminary.

COMING and GOING

ELEANOR SPENCER, pianist, and P. AMARESCO, Austrian tenor, arrived from Europe yesterday aboard the Champlain.

FRANCIA WHITE arrives from Hollywood tomorrow to make some recordings for Rexall.

DAVE ELMAN, HARRY SALTER, DEL SHARBUTT and LEWIS R. AMIS go to Detroit for the March 16 broadcast of Hudson Motor's "Hobby Lobby" from the 5,000-seat Masonic Temple auditorium there via WJR.

O. B. HANSON, NBC vice-president in charge of engineering, and LENOX R. LOHR, NBC president, are back from the West Coast.

C. E. (Ned) MIDDLEY JR., BBDO radio time buyer, returns to town on Friday. He is on an extended trip through the West.

O. L. TAYLOR, president of KGNC, Amarillo, is in town.

JOHN CAPLES, president of The Caples Co., Chicago, and MRS. CAPLES, arrived back in town yesterday after a 25-day South American cruise aboard the Rex.

AL BRENNER of Rocke Productions is back in New York following a trip to the Boston territory.

JOAN BROOKS, NBC singer, has returned from a South American cruise on the Rex.

VICTOR J. ANDREW, Chicago consulting engineer and head of the radio equipment firm bearing his name, has returned to that city after a short stay in New York contacting stations.

Lambert Pharmacal Show Going on Mutual Network

(Continued from Page 1)

be aired on the Mutual network. Sponsor now has "Grand Central Station" on NBC. New program emanating from WLW, will plug Listerine shaving cream. Contract set for 52 weeks through Lambert & Feasley Inc.

Finch Facsimile Gets Sight-Sound License

(Continued from Page 1)

have a range of 4-10,000 cycles, with the facsimile using 10,000 cycles and above. Transmitter, located at the New York address, will have the call letters W2XBF.

Bushman Heads Foreign Tour

Chicago — Francis X. Bushman, screen veteran, now headlining CBS "Step-mother" series and appearing in half dozen other Chicago shows, will be written out for two months during summer while he conducts a 50 day tour of a stage, screen and radio party through Europe.

GEORGE GRIFFIN

Lyric Baritone

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

Management NBC Artists Service

★ Call
for
BRINCKERHOFF
RECORDINGS

29 W. 57th St. PL 3-3015

Central Casting Bureau Being Set Up in Chicago

(Continued from Page 1)

confusion existing in Chicago's fifty-odd script shows.

Basil Loughrane of Lord & Thomas, Ros Metzger of Ruthrauff & Ryan, and Park Parker of Blackett-Sample-Hummert are among agency radio executives who see the bureau as a good thing.

Plan Newfoundland Link

Montreal—A new broadcasting system is being undertaken for Newfoundland, with site for a station at Mount Pearl near St. John's. It is planned to link the province by wireless telephone with Canada, the U. S. and England. Plan includes relay stations throughout the island.

Lyle DeMoss to WOW

Lincoln, Neb.—Lyle DeMoss, program director of KFAB, has accepted a better offer from WOW, Omaha, where he will be production manager and assistant to program director Harry Burke in charge of all music matters.

Allis Chalmers "Family Party"

Chicago—Allis Chalmers new show which takes air over NBC on March 12 has been named "Family Party" and will have Everett Mitchell as emcee and Joseph Gallicchio as musical master in addition to previously announced talent of Joe Dumond as commentator and Annette King as soloist.

Harry Lauder on Mutual

Mutual on March 16 at 4:15-5 p.m., via BBC, will air the Sir Harry Lauder program. Famous stage comedian has not been heard in this country in recent years.

Terri La Franconi Held Over

Miami Beach—Terri La Franconi, NBC tenor, has been signed for an additional five weeks at the Roney Plaza, making the longest run for a singer there.

WJAX to John Blair

John Blair has been appointed station representative for WJAX, Jacksonville, Fla. Station was formerly handled by the late Norman Craig.

NBC Employees' Dance

NBC employees will hold their annual winter dance at the Hotel Roosevelt on April 22. Peter Van Steeden will play for dancing.

NEW PROGRAMS—IDEAS

WDZ School of Music Clicks

WDZ, Tuscola, Ill., recently proved that teaching singing via the air waves really works. The operetta, "Snow White and the Seven Dwarfs," was taught to all Douglas County rural schools by teacher over WDZ, and then performed on Tuscola High School stage with only two rehearsals together. The large audience proclaimed the venture a big success. Teaching over WDZ will continue throughout the school term. Helen DeFore was the instructress.

New 5-Minute Series

Universal Radio Programs Inc. will soon release a new five-minute series known as "Builders of Our Nation." Scripts, for one-man production, give the listener glimpses into the lives of: Andrew Carnegie, Will Rogers, Theodore Roosevelt, Mark Twain, Stephen Foster, and others. Stanley Field, former program director of WLTH and now on the writing staff of Universal Radio, will supervise

Hal Kemp Crew in Crash

Worth, Ill.—Several members of Hal Kemp's orchestra were injured in the collision of the Chicago-St. Louis Wabash flyer with a truck Tuesday. John Peterson, manager of Kemp's tour, received a broken ankle. Maxine Gray, songstress, was severely cut and bruised. She will be laid up for several weeks. Various other members were treated for injuries. Anson Weeks' band was pressed into service Tuesday night.

Kemp is booked to appear on the Zenith program over CBS next Sunday night.

WILE for Fred Wile

Laporte, Ind.—Frederic William Wile, CBS commentator, will be honored by this his home town by having the new local station given the call letters WILE if and when FCC approves application for new 250 watter on 1420 channel. Application recently was approved by FCC examiner. Wile is father of Fred Wile Jr. of Young & Rubicam staff.

Linton to Expand

Chicago—Ray Linton, who has represented WMCA, New York, in Chicago area, opens offices in New York at 342 Madison Ave. and enters national representation field. Linton left John Blair & Co. in 1934, having served as vice-president. Prior to that he had been associated with WBBM.

WTMJ, Milwaukee

Mary Agnes Donahue, rhythm singer, clicked so well in her debut supported by the Tunesmiths that Musical Director Bill Benning plans to give her three shows a week.

George Comte, ace announcer, is handling the NBC broadcasts of Woody Herman's band, fed from Hotel Schroeder.

research for the series and do the writing.

KIRO Program Keyed to Skiing

On "Harmony Highway," program sponsored by the Washington Motor Coach System and broadcast twice weekly over KIRO, Seattle, commercials on bus fares are effectively keyed to the major winter sport by presentations of interviews with the instructor at the ski area to which the busses run. The aforementioned expert gives specific "pointers" on skiing technique, urging skiers to try 'em out next week-end. Agency handling the account is Beaumont & Hohman.

School Traveltalks

Wayne Henry Latham, program director of WSPR, Springfield, Mass., has begun series of "travel talks" for school children, broadcast in cooperation with "Travel Magazine." Program is heard in morning spot every school day.

Award to Genevieve Rowe

Genevieve Rowe next Sunday will be awarded the "Rising Musical Stars" \$500 prize. Program is sponsored by Sealtest on the NBC-Red network, 10-10:30 p.m. Miss Rowe is a regular vocalist on the WEAF Consolidated Gas program and the CBS-NBC Philip Morris half-hours.

\$50,000 Prize Contest Augments Nehi Program

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and for the best letters received weekly cash prizes will be awarded. First prize will be \$1,000; next ten prizes \$50; next 50—\$10.

With each letter, contestant must enclose a Royal Crown bottle cap. The first ten winners each week will be announced on the Nehi program. James A. Greene Advertising Agency, Atlanta, has the account.

A.A.U. Meet on Mutual

Exclusive description of the National A. A. U. Indoor track and field meet from Madison Square Garden will be aired over WOR-Mutual on Saturday night, with Dave Driscoll at the mike. NBC had the program sewed up but later found it might conflict with the Toscanini concerts, so dropped it into the lap of WOR and Mutual as a good-will gesture.

20,000 Letters in Day

Chicago — All previous mail records at WJJD have been shattered by deluge of requests for free pictures and toy balloon offered on Consolidated Drug Trades "Supper-time Frolic." On Monday 20,000 requests were received and since the offer went on a week ago 107,600 requests have been tallied. Account has two hours daily on station. Benson & Dahl handle the account.

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...

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION



DETROIT
MICHIGAN

The Paul H. Raymer Co., Representative

D'ARTEGA

AND HIS
ORCHESTRA

Exclusive Management

JACK LAVIN

PARK CENTRAL HOTEL NEW YORK

AGENCIES

DAVID NOYES, vice-president of Lord & Thomas, is in Hollywood from Chicago to discuss details of new Pepsodent show daytime serial, "Career Woman." Renewal of "Mickey Mouse" in a later night spot also is reported.

ALVIN AUSTIN CO., agency for Pilot Radio Corp., has started a test campaign on foreign-language stations.

JOHN G. ROBEL, formerly with Frank Presbrey agency, has joined Evans Associates, Chicago.

ALBERT KIRCHER CO., Chicago, has landed Erie Clothing Co. account.

HENRI, HURST & McDONALD, Chicago, through J. J. Martin, research director, has issued an analysis of the Robinson-Patman, Tydings-Miller and Fair Trade Acts.

WANDA MEYER has joined J. Walter Thompson Co., Chicago, as assistant to Earl Pritchard, head of outdoor department.

THORNLEY & JONES, Chicago, has taken over Pure Oil Co. account.

FRANK PRESBREY CO, Chicago office has been moved from Merchandise Mart to Builders Building. Agency has landed account of DeKalb Agricultural Ass'n, DeKalb, Ill., breeders of hybrid seed corn. A radio campaign is contemplated.

W. ARTHUR WILLIAMS has been named manager of National Advertising Service, Chicago.

JESSIE ELIZABETH CHURCH, formerly with WIBM, Jackson, Mich., has joined Aircasters Inc. as executive in charge of all women's programs.

KARL FREDERICK, formerly with Chicago office of Ruthrauff & Ryan, has gone to Detroit where he is account executive on Electric Auto-Lite Co.

WQAM, Miami

Byron Lowery, formerly of KRLD, has joined the announcing staff.

Sonja Henie, up to make a guest appearance on Dinty Dennis' "Dug-out of the Air."

Mallory Chamberlin, WMC official, visited WQAM during Miami sojourn.

WQAM is feeding both the Flamingo and Widner stake races to CBS from Hialeah on Feb. 26 and March 5. Bryan Field will be at the "mike."

BIRTHDAYS

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

February 24
Jack Ingersoll
May Singhi Breen
Theo Alban
Ruth Pickard
Pauline Morin



● ● ● Walt Disney's "Mickey Mouse" show for Pepsodent has been RENEWED for 13 weeks after which it'll rest for an equal period—and return for another quarter.... Ben Pollack replaces Jimmy Grier's crew on the Joe Penner show March 21.... Victor Young has been renewed for 13 weeks on the Al Jolson series.... Andrews Sisters will do a 5-weekly series for Chi on completion of their "Double Everything" show.... A new Wrigley show is being prepared called "Double Lovely" tied in with an elaborate newspaper campaign using the fashion pages for its medium.... Billy K. Wells will gag the Lou Holtz material for the Brewers' show—which is again delayed because time can't be cleared.... Raymond Scott's Quintet will be off the air for the next two months because Johnny Williams, the drummer, was in an auto crash which required 16 stitches in his head.... Emery Deutsch will be feted at Leon & Eddie's Sunday, and Estelle Taylor will appear at Billy Rose's Casa Manana.

● ● ● Sportslinger Tom Dailey abetted by Lou Kemper covering the wrestling matches from the ringside last week for WDOD, Chattanooga, became part and parcel of the tussle they were describing.... One of the bone-crushers decided to use the leg of the broadcast table to comb the hair of his opponent. Table was torn asunder and chairs were taken from the broadcasters to further accomplish no-good.... When Dailey and Kemper managed to get back to the ringside, another cauliflower-plaster decided to use the similar tactics—and Tom and Lou did a ringside description from the BALCONY!... KARK, Little Rock, aired a flash for the U. S. Employment office that 500 men were wanted. Within 10 minutes 300 men were in trucks en route to work—and an hour later the office asked KARK to discontinue the plea—as 1,000 men had been engaged!

● ● ● Kay Thompson and a Trio instead of Connie Boswell will be on the Brewers' show.... Alexander Kirkland and June Walker have taken steady parts in the "Big Sister" show.... Now that Jack Robbins is back in town, he'll begin a rampage of firm-buying—the first being Donaldson, Douglas & Gumble.... Mack Millar will not give up his press agency in N. Y.—but will leave the office under an ass't. His nite club accounts have been divided.... Bert "Mad Russian" Gordon leaves Hollywood today for N. Y.... Spencer Hare is with Mills Artists now.... CBS Artists will be booked by WOR into clubs, etc.... Lucky Strike "Hit Parade" will give up airing from the CBS playhouse and return to the studio—because the band set-up can't be changed.... Fred Readick, who portrayed the original "Shadow," will direct the Phillip Morris series, replacing Chubby Martin—and the writer comes from the "March of Time" forces.

● ● ● Hoagy Carmichael's first song under his Paramount pact is "College Swing," the title song for the picture—which also has "Moments Like This" and "How'd You Like to Love Me" written by three newcomers in whom Sidney Kornheiser at Famous has great faith.... WMT of the Iowa Net was recently looking for an idea to promote the station and Ralph Slade's band—when a "natural" fell in their lap. Lambda Gamma Nu, Greek letter house at Iowa State Teachers College, was quarantined for small-pox and the event got plenty of space in the daily sheets. WMT followed up the newspaper publicity by dedicating an entire program to the "shut-ins." Material for the show was furnished by their school paper. Smallpox angle was played up with frat coming in for plenty of praise. Students ballyhooed the show and parents, friends and teachers listened to the special airing.... Idea became so popular that the station execs now salute another frat each week in the various Iowa colleges.

PROGRAM REVIEWS

Raoul Marlo

Marlo is offering a travelog type of program in this new series on Tuesday at 7:45-8 p.m. on WMCA-Inter-city. Suitable background music is supplied by an organ, and for the first trip Marlo included some of the tropical climate isles in the nearby Atlantic. For a sustaining show there is much in the travelog to stimulate the listener's desire for extended travel or the short cruise, and it would seem like a good bet for the latter ticket agencies or steamship lines.

SAN FRANCISCO

John B. Hughes, local prexy of AFRA, has reached agreement with Titan Recording Studios whereby Titan will record AFRA talent.

Titan Studios added Daisy Hoffman in charge of sales promotion, while Harry Carney, formerly of KFRO, is now in charge of sound effects.

Maurice Gunsky, singer, starts a new Titan transcribed series shortly, while Sam Moore has finished an additional 26 episodes of "Swamp Caesar".

PITTSBURGH

Bob Pritchard, KQV man-on-the-street, starts a new show Sunday, "Front Page People", dealing with folks who make the headlines.

Dan Munster, former WCAE announcer, is now at KYW, Philadelphia.

Mary McKay of WJAS has about recovered from a nose operation.

GUEST-ING

GEN. SMEDLEY D. BUTLER, on "For Men Only," Feb. 28 (NBC-Red, 10:30 p.m.).

"BEETLE," on "Log Cabin Jam-boree," Feb. 26 (NBC-Red, 8:30 p.m.).

PHYLLIS BROOKS, with Tyrone Power in "Broadway Buckaroo" by Harlan Wares, on "Hollywood Playhouse," Feb. 27 (NBC-Blue, 9 p.m.).

THOMAS MANN, novelist, on "Book of the Month Club Concert," today; OSWALD GARRISON VILLARD, editor, tomorrow; JOHN ERSKINE, novelist, Feb. 27 (WQXR, 8 p.m.).

FELIX KNIGHT, on Schaefer Beer program with Leo Reisman, tonight (WEAF, 7:30 p.m.). ETHEL WATERS, same program, March 3.

RICHARD BONELLI, on Indianapolis Symphony, March 5 (MBS, 9:30 p.m.).

LISTEN TONITE TO
DORIS RHODES

6:45 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.

NEW BUSINESS

Signed by Stations

KWKH, Shreveport: American Pad & Textile Co., announcements, through Rogers & Smith; Carter Medicine Co., spots, through Spot Broadcasting; Chattanooga Medicine Co., announcements, through Nelson Chesman Co.; P. & G. (Naptha Soap), through Compton Advertising; Rio Grande Valley Citrus Exchange, announcements, through Leche & Leche; P. & G. (Ivory Soap), announcements, through Compton Advertising; Rit Products, spots, through Earle Ludgin; Hudson Motor Co., cut-in announcements on Hudson CBS programs, through Brooke, Smith, & Dorrance; CSO Laboratories, announcements, through Ratcliffe Advertising Agency.

KTNS, Shreveport: B. C. Remedy Co., announcements, through Harvey-Massengale Co.; P. & G. (Naptha Soap), spots, through Compton Advertising; RCA, announcements, through Lord & Thomas.

WLAC, Nashville: Kroger Grocery & Baking Co., (Clock Bread) "The Editor's Daughter," ETs; also "Linda's First Love" for Kroger's Coffee.

WNAC, Boston: Gillette Safety Razor, announcements, through Maxon, Inc. (also on 12 other Yankee net stations); National Biscuit Co., ETs, through McCann-Erickson; Holland Furnace, announcements, through Ruthrauff & Ryan; Sterling Products, Inc., ETs, through Blackett-Sample-Hummert, Inc.; United Drug, ETs, through Street & Finney; Axton Fisher Tobacco Co., ETs, through McCann-Erickson.

WBZ-WBZA, Boston: Vocational Service, ETs, through Critchfield & Co.; United Drug, ETs, through Street & Finney; Harvey Whipple Inc., ETs; White Laboratories, announcements, through William Esty & Co.; Devoe & Reynolds, through J. Sterling Getchell; Refrigeration & Air Conditioning Training Corp., "Musical Clock", through National Classified Advertising Agency; Standard Oil of N. J., "Esso Reporter", through Marshall & Pratt; Basco Co., announcements, through Kenyon & Eckhardt; North American Accident Insurance Co., news, through Franklin Bruck Advertising Corp.; Pine Bros., announcements, through McKee, Albright & Ivey; M. J. Breitenbach Co., announcements, through Morse International.

KDYL, Salt Lake City: Carter Products, spots; Sugarhouse Lumber, programs; Mountain Fuel Supply, spots; Pacific Fisheries, spots; Boston Store, time signals.

KFRC, San Francisco: Procter & Gamble (Oxydol), "Ma Perkins", ETs, through Blackett-Sample-Hummert; Longines-Wittnauer Co. (watches), announcements, through Arthur Rosenberg Co.; Procter & Gamble (Dash), spots, through Pedlar & Ryan; Lever Bros., announcements, through Ruthrauff & Ryan.

WHO, Des Moines: B. F. Goodrich Co., news; Oneida, Ltd., through BBD&O; Time Tested Laboratories (Glidden Paints), through Meldrum & Fewsmith; Miles Laboratories, through Wade Advertising; Service Life Insurance Co., farm news, through Presba, Fellers & Presba.

BOSTON

George Jessel's Sunday Mutual show, "30 Minutes in Hollywood", has been bought by Community Opticians over WAAB.

Adams & Swett, rug cleaners, expand their spot announcement schedule to include WEEI, WAAB, WCOP and WHDH, using 18 announcements weekly, through Dowd-Ostreicher Inc.

Eagle Cleaners make radio debut this year under same agency over WAAB.

ORCHESTRAS - MUSIC

WJR in Detroit paid tribute to the memory of composer Richard A. (Dick) Whiting at 11:15 last night. Spot is a regular feature titled "Reminiscing" and on this occasion was devoted entirely to Whiting songs, sung by Frankie Connors and played by the WJR orchestra under Samuel Benavie. Whiting began his writing career in Detroit and remained here until he went to Hollywood, where he died Saturday.

Ernie Holst's orchestra, currently in Detroit, opens at the Netherland Plaza Hotel in Cincinnati on March 9. Holst, now heard in Detroit over WJR, will have two network wires during his Cincinnati engagement, including two local outlets.

Each time that Victor Kolar directed the Detroit Symphony Orchestra in Schubert's Unfinished Symphony some dire happening followed. His fear of this music was revealed the other day when Olga Fricker, Detroit's leading teacher of classic dancing, included the Symphony in a routine for her dance numbers with the orchestra. So last night Ralph Holmes, music critic of the Detroit Times, brought Kolar and Miss Fricker together in the WJR studio to tell how it all happened that the maestro refuses to direct this particular symphony.

After Joe Rines and his orchestra complete their series of 78 transcriptions for a cigaret sponsor, they'll do a short vaudeville tour until they return to the networks on their "Time Of Your Life" show in March.

Billy Hayes, heard nightly over WIP from the Hollywood Restaurant in Philly, has written a song with Tommy Ginhardt called "Looney Little Tuney," which has been accepted by Exclusive Publishers. The band resumes recording shortly.

"You Are Music," with music by Frank Black and lyrics by Bernard Maltin and Albert Stillman, will be featured Sunday on "Magic Key of RCA" over NBC-Blue at 2 p.m. Number is published by Sam Fox.

Jack Jenney, whose trombone has augmented most of the name radio bands, is rehearsing his newly-formed orchestra for a commercial tryout.

Sammy Kaye, the "Swing and Sway" maestro, has penned a new song, "I-Ay-Ov-Lay-Oo-Yay," Pig Latin for "I Love You," which will be introduced by his band on the Mutual network on Saturday. On the same broadcast, he will dedicate

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

Six Star Revue

Zeke Manners' Gang

"Phi Epsilon Pi for Aye" to the national fraternity.

Milton Kellem, former band leader, is now booking orchestras in Philadelphia.

At his last NBC broadcast, Larry Clinton played his new song "Dipper Mouth" and two kids began dancing in back of the studio a la Benny Goodman cats.

Clifford Herzer and Jascha Zayde, young American duo-pianists, celebrate today their first anniversary as a team and as broadcasting artists on WQXR.

The King's Jesters, who for the past two years have played continuously in three major Chicago hotels, the Morrison, Bismarck and La Salle, leave the Windy City for their first out-of-town engagement when they open for CRA at the William Penn Hotel, Pittsburgh, on Feb 28. Jesters will have a KDKA and NBC wire from the Pittsburgh hotel.

Barney Rapp and his New Englanders have been set by CRA to play a week's engagement at Loew's States Theater, New York, March 14.

Consolidated set a new location spot in San Francisco with the booking of Carl Ravazza and his orchestra into the Sir Francis Drake Hotel.

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

April 4: WRSP, Inc., Wisconsin Rapids, Wis. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

April 5: Martin Anderson, Orlando, Fla. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

April 6: R. C. Atwood, Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Florida West Coast Broadcasting Co. Inc., Clearwater, Fla. CP for new station. 1300 kc., 250 watts, unlimited.

April 13: Garden Island Publishing Co., Ltd., Lihue, Hawaii. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

April 29: State Broadcasting Corp., Gretna, La. CP for new station. 1370 kc., 100 watts, 250 watts LS., specified.

May 4: Continental Radio Co., Washington. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

May 9: Monocacy Broadcasting Co., Rockville, Md. CP for new station. 1140 kc., 250 watts, daytime.

SAN ANTONIO

William McCabe, manager of KABC, and Charley Belfi, chief announcer, handled the remote of the Perry-Vines tennis matches last week.

W. T. Martin of Radio Enterprises is back from a New Orleans trip.

Mayor C. K. Quin is giving a series of talks over KTSA.

Travis Twins (Ted and Bill) are being sponsored by Sabinas Brewery on KTSA.

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

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

and
Hundreds of Others

NED WAYBURN'S DANCING, SINGING and DRAMATIC SCHOOL

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

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

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

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who in the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.

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

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

625 MADISON AVE., NEW YORK

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



WARREN STOKES returns to his "Pick of the Pictures" at KEHE following release of Bob Garrett by Jack Gross, general manager. Stokes checks in on Feb. 27, with Bob Le Mond pinch-hitting during the interval.

KMPC has a new show in "Amy, Belle and Vi" on a Monday, Wednesday, Friday schedule at 2:45 p.m. Femme trio consists of Ora Sornsen, Dorothy Knox and Myrtle Ferguson.

Mark L. Gerstle, San Francisco, president of Associated Cinema Studios, Hollywood, planed in last week for a ten-day checkup on studio activities.

KFI's newly organized orchestral-choral group, "Chorestra," organized and christened by general manager Harrison Holliday, has had a third broadcast added to its original twice-weekly airing, and may now be heard Saturdays at 7:30 p.m., in addition to the Monday and Wednesday sessions at 6:15.

Forrest Barnes, American Radio Features scripter, has concocted a set of lyrics to fit the music of Charles Wakefield Cadman's "Love Comes Calling Me."

KHJ-Don Lee will broadcast twelve of the operas being presented by the California Opera Co. at the Shrine Auditorium, starting March 4.

Dr. James A. Vaus will present the "Jewish Prophetic Hour" on KMPC Sunday mornings at 9:00-9:30 for one year, under a contract just signed by the Smith & Bull agency. The same station also reports Dr. Maurice LeBell, D.C., now sponsoring the transcribed "Singing Strings"; Imperial Mutual Life Insurance Co. sponsoring the Monday-Wednesday-Friday "Answer Machine," placed by W. B. Ross and Associates; and Dr. G. A. Breigle signed for a religious series, "Seein' Things," to continue indefinitely.

KHJ-Don Lee initials another program of interest to women with the advent of Adelle Davis, author and nationally recognized dietician, and her advice "To the Ladies" on Thursday at 11:45 to 12 noon.

"Take the Air," the Gene Inge-KFWB commentary on radio programs of the week, has been grabbed off by Radio Show, now inserted Saturdays in the Daily News as a feature radio section.

Don Prindle, writer on the Joe Penner show, became the papa of a 7-pound daughter last week.

☆ PROMOTION ☆

Exploit "Alaska" Disk

To exploit the "Alaska" episode of Ports of Call, Atlas Radio transcribed series now running on WREC, Memphis, the station capitalized on the experience of a veteran Memphis actor who had been in Skagway in the gold rush days. Special audition was given to Archie League, the old time actor, and his favorable comments upon the incidents dramatized in the program were used for a feature story. League's verdict also was used for between-program breaks and he was interviewed over the air.

League was operating a show in Skagway at the time of the famed fatal dual between "Soapy" Smith and Frank Reed, an incident dramatized in Atlas' program.

Program is sponsored by Memphis Power & Light.

Canadian Promotions

Inauguration of CBC commercial network found Northern Broadcasting Co. of Canada already in an extensive promotion for CJKL, Kirkland Lake; KKGB, Timmins, and CFCH, North Bay. All three stations carried series of ten and twenty-word station breaks; banners were placed on cars, trucks, and buses;

WMAL, Washington

"Home Towners", sponsored by Mayer's Furniture Co., a Tuesday variety show with Lee Everett as emcee, Maxine Tappan, vocalist, and Rudy Schramm's ork, started Tuesday.

"What is the Song", sponsored by Tolman Laundry, begins next Monday on a six-weekly basis. Bryson Rash is announcer.

A new Sunday words and music show is "Cabbages and Kings", with words by Hilmer Baukhage, Washington correspondent.

WSFA, Montgomery, Ala.

Camille Brown has resumed her daily program over WSFA after a two-month vacation in New York, Washington, Wilmington, Delaware, and Langley Field, Va. During her absence, she made guest appearances on NBC-Red and Blue networks and Mutual.

Nine telephones and nine operators are required in WSFA's studio during the "Riddle Man" programs heard Monday, Wednesday and Fridays.

Paul Duncan, in engineering department for almost eight years, recently named chief engineer.

WDOB, Chattanooga

Addition of a union studio orchestra brings talent staff up to 45.

Earl Winger, co-owner of station, returned from NAB convention with great enthusiasm for new setup.

"The Breakfast Club", with Chuck Simpson, heard for 90 minutes each morning, is becoming a local institution.

window displays were plentiful; and four-page brochure was distributed. Promotions directed attention to the major commercial offerings.

Quaker Oats Stunt

A promotion stunt by Quaker Oats Co. in conjunction with its NBC "Dick Tracy" series will create a force of juvenile detectives on the lookout for store robbers. Special window displays being distributed to dealers offer \$100 reward for information leading to arrest of anyone robbing the store. Fletcher & Ellis Inc. is the agency.

"Romance of Merchandising"

Faced with problem of publicizing its ninety departments, Loveman, Joseph & Loeb, Birmingham department store, has started three-weekly series over WAPI, logged as "Romance of Merchandising." Show dramatizes the stories of its leading merchandise, from discovery to modern usage and production.

Photos with Interviews

Photos will be taken of persons interviewed on "Red" Joyner's street broadcasts over WHKC, Columbus, Ohio, and forwarded to them as soon as developed in a novel merchandising tie-up.

KTUL, Tulsa

Erv Lewis, newscaster, off on a well earned two-week vacation.

Walter Cox, salesman, scores again and this time with a midnight newscast. "The First News of the Day" presented by K. & S. Battery & Electric Co., is heard Monday through Saturday at 12 midnight, believed to be one of the latest night sponsored broadcasts on any station, anywhere.

Wade Hamilton, recently named musical director, has been named director of the "Piano-Ensemble Concert" of the Tulsa Piano Study Club.

KGVO, Missoula, Mont.

Besides donating time to annual Chamber of Commerce membership drive, Manager A. J. Mosby received an award for being first drive captain to perfect his organization.

Sam Smith, announcer, back on the job after a tonsillitis ailment.

H. F. Kain has assumed featured role in Sunday "Around the Fireside".

Evelyn Henry and Jimmy Barber are handling production of a new feature, "America's Hours of Destiny", using National Park Service scripts.

WIS, Columbia, S. C.

Richard T. Allen, salesman, spent his birthday (Feb. 21) in Columbia Hospital, laid up by a game knee, which was injured years ago in a football game.

Golden Gate Jubilee Singers, local favorites two years ago, are coming back to WIS on a network show—the Nehi "Royal Crown Revue" via NBC.



JAMES BINGHAM, of Chicago office of Howard J. Wilson, radio rep, and Helen May Sensenbrenner of Neenah, Wis., are honeymooning. Malcolm Claire (Uncle Mal) has launched a new NBC series titled "First Ladies," featuring biographical talks in kid style of the wives of Presidents.

Agnes Donovan, formerly of Gene Furgason & Co. rep concern, has joined Chicago office of International Radio Sales as secretary.

Ted Weems and band, in New York this week making records for Decca, return to Chicago to open at the Trianon on March 5 and for their Vardady of Vienna series on Mutual March 6.

Vic and Sade and Rush go to Danville, Ill., to make a theater appearance Saturday.

W. O. Conrad, NBC engineer and operator of W9WC at Elmhurst, Ill., who assisted with flood relief traffic in the Ohio valley last year, has been given the Public Service Award of the American Radio Relay League.

Jack Jefferson has replaced Gene Barron as assistant to Larry Wolters, radio editor of the Tribune.

Tom, Dick and Harry, harmony trio, has returned to west coast to enter radio work there.

Jess Kirkpatrick has taken over the Borden Marriage License Bureau interviews on WGN while Quin Ryan is in Florida.

It's a girl at Press Agent Jack Ryan's. Mother Lucille Ryan works for Clark-Hooper survey.

Sylvia Clark, NBC comedienne, playing a week at the Oriental Theater.

Harry W. Walker Jr. added to Chicago WOR sales force by R. J. Barrett, head of office.

Harold Azine has joined WLS as a newscaster assisting Julian Bentley, news editor of the station.

Charles Stookey, formerly of WLS staff, has been appointed general manager of KFNF, Shenandoah, Ia.

WICC, Bridgeport

Lois McLean, actress, left last week for a three-week trip to Texas.

Jeanne Poli starts an additional stint of "girl in the street" appearances, appearing on both the Mack Parker and the Bill Elliott interview periods.

Pop Smith's Nutmeggers added to permanent cast of "Tompkins Center." Program will also feature "Washboard Eddie," New Haven negro novelty.

KBTM, Jonesboro, Ark.

David Banks has returned as special events and sports announcer also head of continuity department. He was formerly of WTJS, Jackson, Tenn., and KARK, Little Rock.

Remodeling of studios and offices has been completed.

Lawson

Zerbe

PL 3-2600

PHILADELPHIA

Herbert Syme takes over the Saturday evening spot vacated by Alan Scott on WCAU.

Charles Ingersoll is being heard over WPEN in a new series called "Romance of Time."

Larry Vincent, being heard over WCAU with his songs for a bread concern, is labeled "Toast of the Town."

Fred Weber and Vernon Crawford are now sharing the emcee job on WFIL's "Old Time Spelling Bee."

Amelia Brook's "Farm and Fireside" over KYW brings in guest stars as a new policy.

Bill Ware, WCAU news commentator, is making a series of talks at various clubs and luncheon meetings.

Dorothy Dignam, who wrote the script, will also appear as the leading character in "Famous American Women of Yesteryear" over WFIL.

Bill Lang returns with a new series of human interest news stories over KYW, together with interspersed music of Adele London.

James Carroll, also known as Bill Naylor, is now being heard in "Songs All Enjoy" on WPEN.

Mort Lawrence is the emcee on the new "Dixie Plowboy" show over WCAU.

Charles Benford, member of WFIL's Educational Bureau, is directing the station's new "High School of the Air."

Doc Levy, proxy of WCAU, returns to Florida for a continued vacation.

Charles Sansone, pianist in the WFIL staff orchestra, has penned a tune called "Like Smoke from a Cigarette."

KDYL, Salt Lake City

S. S. Fox, pres. and mgr., and John M. Baldwin, chief engineer, back from the east.

Al Priddy named sound effects' chief.

Floyd Farr, chief announcer, is known to local Western Union operators as "the man with the good-looking voice."

George Snell, production mgr., author of new book scheduled for fall publication: "And If Man Triumph."

Macksene Smith, steno, starring in current Salt Lake Little Theater play, "The Constant Wife."

Myron Fox, program assistant, himself an ardent amateur photographer, authoring new program, "Camera Club of the Air."

Elwyn Quinn appointed to handle "Children's Party," twice-weekly musical program by and for kiddies.

Canadian Sales Gain

Sale of U. S. radio sets to Canada in 1937 totaled 264,209 units valued at \$22,691,150, a small gain over 1936.

KWK, St. Louis

Allen C. Anthony, chief gabber, back on the job after an appendix divorce.

Charlie Stookey, head man of the "Early Birds", left Saturday to assume duties of g.m. at KFNF, Shenandoah, Ia.

Bert Igou, who's now handling duties of talent director, has a couple of hot shows in "Dramatic Interlude", Wednesdays at 7 p.m., and "Mrs. O'Brien's Boarding House", daily at 8:15 a.m.

New WJJD Salesmen

Chicago — Sales manager Herb P. Sherman of WJJD has added two men to the staff. They are Harold J. Tobin, formerly district sales manager of Pepsodent Co., and John E. Hopkinson, advertising executive with Hearst newspapers here.

WTMV, East St. Louis, Ill.

Lester E. Cox, president, is in Florida with his family until the middle of March.

Elmer Willrich, "Singing Auditor", is rehearsing a morning show with Paul Godt, musical director and organist.

Suzie, "The Gal from the Hills", has been sold to David G. Evans Coffee Co., St. Louis.

Paul Rectz's nightly German program has advertisers calling and wanting to buy.

Theater Firm on KFOR

Lincoln, Neb.—City Manager Bob Huffman of Lincoln Theaters Corp. has signed for a year for five minutes daily except Sunday on KFOR. Barney Oldfield, Sunday Journal and Star movie commentator, goes with it.

DALLAS

Bill Hightower, announcer and newscaster, is leaving WFAA to join faculty of Southwestern School of Radio Broadcasting and to become an announcer for Broadcasting Recording Inc.

Senora Milla Dominguez, soprano, will again be guest on the Dr. Pepper Dixie network program next Sunday.

New "Rural Mail" program on WFAA features Peg Moreland, Preston Trio, Eddie Dunn as emcee, Uncle Amos Plunkett and other talent.

Golden Gloves on Mutual

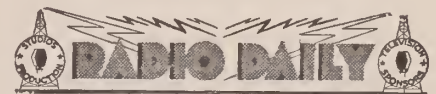
Mutual will cover the "Golden Gloves" bouts which start March 7. Dave Driscoll will handle the New York broadcasts with Bob Elson on the Chicago end.

Radio Continues Its March Of Progress---It Is Constantly On The Alert For New Ideas --- To Reach The Executives Of Radioland



**ADVERTISE
REGULARLY**

IN



**"A
TEST
WILL
TELL"**

**CARL
BIXBY**

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

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

NASHVILLE

Charles Duke has joined WSIX staff as engineer, replacing Joe Walters, who went to KPAC, Port Arthur, Tex.

Tim Sanders of WLAC is one of the new announcers permitted to take his mike into cabins of American Airline sleeper planes.

Jim Turner did such a good job on announcing end of Rubinoff's recent morning appearance on WSIX that the violinist had him assigned to his evening performance as well.

WDEL, Wilmington, Del.

"Parade of Melody," nightly musical feature, played host to Larry Clinton, NBC dance leader, composer and arranger. Clinton was interviewed by Lonny Starr, previous to his one nighter at the Black Cat Casino.

Chic Martin and his "Sing, Neighbor Sing" are currently sponsored by local Ralston-Purina dealers.

Alice Torrack, songbird, has returned to WDEL on Tuesdays at 3 p.m.

Herm Reitzes, sports commentator was among speakers at the recent farewell banquet to Lyal Clark, former Delaware University coach. Reitzes is a graduate of the U.

Wilmington Advertising Club had its annual banquet Saturday night at the Country Club. J. Gorman Walsh, WDEL manager, is also vice-president of the Ad club.

WDBJ, Roanoke, Va.

R. P. Jordan, station manager, returned from the NAB convention all smiles and full of enthusiasm. His outlook for the success of the reorganization can be described in two words, "very promising."

Mrs. Jack Weldon, R.P.J.'s secretary, is busy these nights rehearsing a play for the Roanoke Little Theater League. WDBJ announcer and commercial representative, Jack Weldon, is also busy, for the same organization, working behind the scenes.

ONE MINUTE INTERVIEW

RICHARD NICHOLLS

"Television will undoubtedly revolutionize all current concepts of advertising. No radio director can afford to overlook the significance of this incipient phenomenon. It will require the technique of a movie director, plus the skill of a stage producer to obtain effective results. Haphazard treatment will be inexcusable, inasmuch as the public is a much keener critic of sight than it is of sound. Those connected with the production of radio today will do well to brush up on the details of the guiding technique required by the new medium if they hope to keep abreast of imminent changes."

☆ Coast-to-Coast ☆

FRED ALLEN's 20th Century-Fox film, "Sally, Irene and Mary," with Alice Faye and Tony Martin also in the cast of headliners, opens tomorrow at the Roxy Theater. Musical numbers are by Mack Gordon and Harry Revel and Walter Bullock and Harold Spina.

While in Birmingham on Sunday, Rubinoff will be interviewed over WBRC. Fray and Braggiotti accompany him.

Pine Mountain Boys (John Montgomery, Roy McGeorge and Lonnie Robertson), formerly with WAAW, Omaha, and KFEQ, St. Joseph, Mo., have joined KFAB, Lincoln, Neb.

Lightning striking the tower of WHBL, Sheboygan, Wis., burned out the antenna, ammeter and fused the plates of the tower tuning capacitor forcing the station off the air from 9:10 until 11 p.m. one night last week.

Nat Shilkret's orchestra and Felix Knight have been engaged by NBC Transcription Service for a series to be heard on independent stations.

Johnny Neblett, WBNS (Columbus) sportcaster, has a beer sponsor starting Feb. 25. Johnny plans on spending some time down in Winter Haven, Fla., with the Columbus Red Birds.

Atlas Radio Distributing Corp. reports a stimulus in demand for its "Ports of Call" transcriptions as a result of the new upheavals in foreign countries.

Ernest Reiger, violinist, has been added to the schedule at WELI, New Haven.

Leo Stroh, guitarist with the Islanders, WHO, Des Moines, married Kay Weber on Monday.

University of Washington Men's Glee Club will be heard in the Columbia Chorus Quest on March 12 at 3 p.m. over CBS via KIRO, Seattle.

Tom Langan, script writer, has had his contract extended for the run of the Paul Whiteman air show. Langan is currently turning out copy for six network continuities, and begins on two more in the Spring.

The "200th Anniversary of the Founding of Methodism" will be aired over MBS on March 2 at 10-10:30 p.m. Program will be picked up by 20,000 Methodist churches in the country where approximately 2,000,000 disciples will be gathered. Senior Bishop Edwin Hope Hughes, Bruce Barton and Jeanette McDonald will be heard during the broadcast.

New set-up on the Imperial Tobacco program, "Canada 1938," over the

coast-to-coast Canadian hookup Fridays from 10 to 10:30 p.m., includes Ken Sisson as musical director, Walter Bowles and L. S. B. Shapiro, commentators; Russ Titus, baritone; Emelia Heyman, soprano; Simone Quesnel, contralto; Melodiers Trio, Winchester Octette and Imperial Choir of 16 voices. The program is being produced by W. V. George of Whitehall Broadcasting, Ltd.

Elinor Sherry has postponed her recently announced personal appearance tour due to radio obligations.

FORT WORTH

KTAT has started a morning "Studio Party" variety show with talent including Joe Pierson, Roy George, Frances Kay, Helen Eldrich, Mike Gallagher and others.

George Cranston, WBAP station director, also is a church choir director. He began last week handling Magnolia Ave. Christian Church vocal group.

An "I. Q. Bee Contest" is being aired by KTAT on Sunday eves from Texas Hotel.

Lang Thompson and ork are airing over WBAP from Venetian Room of Blackstone Hotel.

Katz Changes Name

Chicago—E. Katz Special Advertising Agency has changed its name to The Katz Agency.

TONIGHT

FROM 10:30 to 11:00 P.M.

RADIO STATION WOR

HAS THE PLEASURE

TO PRESENT

An Exclusive Broadcast

Containing the First Public Announcement of the Winners of the

ANNUAL ADVERTISING AWARDS FOR 1937

in Radio and Other Media and for Distinguished Services to Advertising

This broadcast, presented in cooperation with Advertising & Selling and emanating from the Waldorf-Astoria Hotel, is a must for every radio man.