



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 39

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FIVE CENTS

## Loopholes Found in N. Y. Radio Bill

### Looking On ... AND LISTENING IN

**TAXATION** The inconsistencies of legislators, especially when it comes to proposing taxes or other burdens on industries about which they have only superficial knowledge, are once more illustrated by current bills aimed at placing additional taxes on radio stations.

Broadcasters are besieged on the one hand by public leaders who want more resources donated to non-commercial programs of cultural, educational and civic interests.

And from the opposite direction comes the battalion of law-makers who seek to tax away the income that makes it possible for stations to provide more and better public service features.

Chairman Frank R. McNinch of the FCC shows good sense in saying that he wants to hear the views of broadcasters before he commits himself on any tax matters.

Now it is up to the industry's big and little fellows to come forth and talk.

One of the weaknesses of the radio business is that it hasn't the spokesmen and trouble-shooters so badly needed by any industry of such size and importance—and one which by its alluring nature invites more crackpot harrassing than the prosaic enterprises of shoe-making or glass-blowing.

The revitalized NAB has a chance here to realize its full possibilities for service.

First step is the selection of a president who will do aggressive and intelligent active service—not a "name" who takes big dough for doing nothing.

The broadcasting business doesn't need any "window-dressing."

It requires leaders who know their stuff and aren't afraid to act.

—D. C. G.

### WBIG Helps C. of C.

Greensboro, N. C.—Chamber of Commerce here has requested use of WBIG's merchandising-research files for purpose of advertising the Greensboro trading area. Major Edney Ridge has specialized for past three years in collecting data on merchandising in WBIG territory, which includes Greensboro trading area.

### 16-WEEK ET CAMPAIGN ON 20 GRAND CIGARETS

Waxing was completed yesterday on 78 transcriptions for Axton-Fisher Tobacco Co. (20 Grand Cigaretts), to be aired on a three-a-week basis. Show is a musical with Martin Block as emcee. Station list is now being prepared. McCann-Erickson is the agency.

### 30 Ministers to Rotate On WORC "Morning Watch"

Worcester—WORC's "Morning Watch", aired daily at 8:45 a.m., will present over 30 of the city's leading ministers in rotation starting the first week in March under a new plan worked out by Manager E. E. Hill. Cooperating with the Worcester Council of Churches, WORC is seeking  
(Continued on Page 3)

### Kentucky Governor Uses Seven Stations for Talk

Cincinnati—To carry his Wednesday night speech from Newport, Ky., a one-hour talk looked upon as the touch-off in the biggest political battle in modern Kentucky history, Governor A. B. "Happy" Chandler engaged seven stations. Hookup in  
(Continued on Page 3)

### 20th Century Radio Prods. Has 4 Productions in Work

West Coast Bureau, RADIO DAILY  
Los Angeles—With four productions in work simultaneously at the recording studios of Aerogram Corp., 20th Century Radio Productions, newly organized company headed by  
(Continued on Page 2)

## John Royal, Rubicam, WOR Among Ad Awards Winners

John F. Royal, NBC vice-president in charge of programs, was presented the medal award for "contribution to knowledge or technique of radio advertising" at the Annual Advertising Awards Dinner sponsored by Advertising & Selling. Awards were presented last night at the Waldorf-Astoria Hotel and aired over WOR. Raymond Rubicam, chairman of the board of Young & Rubicam, was pre-

### Stations Erroneously Defined—Curb on Political Talks Seen—Tax Estimate Far Too High

By HOWARD J. LONDON

The McCall bill pending in the New York State Senate, designed to class radio as a utility and place it under the jurisdiction of the Public Service Commission, has two "loopholes" in very important sections, radio executives pointed out yesterday after a study of the measure.

The bill defines a broadcasting station as a "plant equipped for the transmission by the directional or beam method of music, speeches, amusement, news and other features." There are about 50 stations operating  
(Continued on Page 3)

### LUCKY STRIKE REPLACING WARNER BROS. PROGRAM

Although Lucky Strike cigarettes, through Lord & Thomas, on March 4 is renewing the time now occupied by "Your Hollywood Parade" over 77 NBC-Red network stations for another 13 weeks, the Warner Bros. studio production is being dropped March 23 when contract expires.

Same sponsor, American Tobacco, has the "Kay Kyser Musical Klass" now on Mutual out of Chicago and  
(Continued on Page 6)

### WIL Goes to High Court In Dispute with the FCC

St. Louis—Missouri Broadcasting Corp., operator of WIL, has gone to the U. S. Supreme Court in its efforts to compel the FCC to allot WIL the broadcasting facilities which the Commission recently assigned to St. Louis Star-Times, afternoon newspaper. Both applied for permission  
(Continued on Page 2)

### Commercial Biz Boosted On Calif. Radio System

West Coast Bureau, RADIO DAILY  
Los Angeles—Eight and three-quarter hours weekly in new business has been placed on California Radio System since Jan. 1. Recent new accounts included "Myrt and  
(Continued on Page 3)

### OFF-THE-AIR RECORDS DO NOT NEED LICENSE

Although the Music Publishers Protective Ass'n is still considering forms of licenses for radio stations making their own transcriptions and expects that it will work out a plan within the next two months, it has definitely informed the broadcasters that no license fees or other permission will be necessary for off-the-air recordings where a station takes  
(Continued on Page 6)

### Fair's Radio Activities Are Departmentalized

All radio activities at the 1939 World's Fair, both commercially and on a sustaining basis, have been broken down into three divisions by exposition officials, it was learned yesterday. Entire setup, designed to  
(Continued on Page 2)

### First From Fair

Regular broadcasts from the forthcoming New York World's Fair will be started next week by WNEW. First of the broadcasts will be from the Administration Building, which is at present the center of activities there. Wm. McGrath, WNEW program head, says WNEW wires are installed and will stay in until after the Fair is over.

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**RADIO DAILY**



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**FINANCIAL**  
(Thursday, Feb. 24)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel	140	139 1/4	139 3/4	- 3/4
CBS A	18 1/8	18 1/8	18 1/8	+ 1/8
CBS B	18 1/4	18 1/4	18 1/4	+ 3/8
Crosley Radio	9 3/4	9 3/4	9 3/4	+ 1/4
Gen. Electric	42	41 1/8	41 1/8	- 1 1/4
RCA Common	7	6 3/4	6 3/4	- 1/4
RCA First Ffd	52	51 1/2	51 1/2	- 1/2
Stewart Warner	10 1/8	10	10	- 1/8
Westinghouse	99 1/8	97 3/4	98 3/4	- 1 5/8
Zenith Radio	14 3/4	14	14	- 1/4

NEW YORK CURB EXCHANGE				
	Bid	Asked		
Nat. Union Radio	3/4	3/4	3/4	.....

OVER THE COUNTER		
	Bid	Asked
Stromberg Carlson	5 1/2	6 1/2

**NBC Symphony Series Continuing Into June**

Carlos Chavez, noted composer and conductor of the Symphony Orchestra of Mexico City, Artur Rodzinski, Pierre Monteux, Sir Adrian Boult and Bernardino Molinari have been scheduled to direct the NBC Symphony Orchestra following Arturo Toscanini's last broadcast on March 5. The Saturday night programs will continue into June.

**Carl Mark in Lion's Den**

Cleveland—Carl Mark, WHK announcer, is scheduled to chalk up another "first" for that station when he goes into a lions' cage at a circus next Monday armed only with a mike. Program is set for entire MBS web. Mark had to promise not to yell and scare animals before permission for stunt was granted.

**MARTIN BLOCK'S "Make-Believe Ballroom"**  
A WNEW FEATURE  
1250 Kc.  
9:15 TO 11 A. M. 5:30 TO 7 P. M.

**20th Century Radio Prods. Has 4 Productions in Work**

(Continued from Page 1)  
Archie Josephson, is currently the most active of local transcription producers. Josephson is a former midwest chain theater operator. Among shows he now has in production are: "We, the People", tabloid dramatic trials of actual criminal cases, with hidden clues; "Federal Agent", adventures of the FBI operatives; "Sunnyside"; homely and humorous strip written and produced by the originator of "The In-Laws" and somewhat reminiscent of that network classic, and "Five Star Theater", two-act dramas with different treatment.

**Cy Nathan Now Producing "Your Hollywood Parade"**

West Coast Bureau, RADIO DAILY  
Los Angeles—Cy Nathan has taken over production reins on the Lucky Strike "Your Hollywood Parade" for Lord & Thomas, with Tom McAvity relieved of detail in this connection to devote his entire time to supervision of all L. & T. shows from Hollywood. Other production assignments are unaffected by the change, though Arch Oboler, doing scripts, has asked for release within four weeks to permit freedom to pick and choose his chores, in addition to continuing to supply scripts for "Lights Out" for NBC out of Chicago, which he has been doing for three years past.

**Heatter Renewed for Year**

Gabriel Heatter was signed yesterday by Rogers Peet Co., through Marschalk & Pratt Inc., to a 52-week exclusive contract which will run until Aug. 25, 1939. Program will continue to be heard on WOR, Monday through Friday, 9-9:15 p.m. This makes the second consecutive year for Heatter under Rogers Peet. Initial contract expires on Aug. 26.

**Joins CBS Education Board**

Spencer Miller, director of the Worker's Education Bureau of the A. F. of L., has been named to the CBS Adult Education Board, William S. Paley announces. The new appointee has had wide experience in the preparation of labor and sociological broadcasts for the National Advisory Council on Radio in Education.

**Col. U. Radio Plans**

A radio committee headed by Dean Carl W. Ackerman has been appointed by Columbia University to study all phases of radio and its application to education.

**Manning Hall in New Post**

Philadelphia—Manning Hall, formerly publicity director of WPEN, is joining the Commercial Recording Co. as promotional director.

**Vick Show Ends March 20**

West Coast Bureau, RADIO DAILY  
Los Angeles—The CBS Vick's "Open House" series, starring Jeanette MacDonald, mutes on expiration of its 26 weeks, March 20.

**Fair's Radio Activities Are Departmentalized**

(Continued from Page 1)  
benefit both the paid and free broadcasters who select the site for their broadcasts will be handled under the headings of National, State and Industry, with all International broadcasting set into a special grouping. Majority of the broadcasting is expected to be on a sustaining basis, but many network sponsors are expected to air direct from the grounds. Although no contract has as yet been signed with CBS, negotiations are now under way, while it is understood that an agreement has already been reached with RCA for a permanent site to be located on the grounds. MBS, through its New York outlet, WOR, will probably broadcast directly from the Bamberger exhibit, which has already been leased.

**WIL Goes to High Court In Dispute with the FCC**

(Continued from Page 1)  
to broadcast on the 1250 kc. frequency. The newspaper got the nod. The U. S. Court of Appeals for the District of Columbia later upheld the Commission's decision. WIL now asks for a review of the appellate court's decision, contending the commission's action was invalid "for want of any finding of fact made on or before the date on which the decision was entered." WIL has operated here since 1922.

**Temple in Preview on MBS**

Shirley Temple makes her second radio appearance on March 4 over a coast-to-coast MBS network at 11:30-12 p.m. when her new picture, "Rebecca of Sunnybrook Farm," is previewed. Other stars set to appear include Gloria Stuart, Randolph Scott, Jack Haley and Slim Summerville.

**Band Bill Advances**

Albany—Senate Committee on Education and Health has reported favorably the bill by Senator Emmett L. Doyle of Rochester prohibiting school or college bands from furnishing music at outside public functions unless no local organized band exists. Measure is expected to be on Monday night's order of passage calendar. The Assembly companion bill by F. J. McCaffrey has been killed there.

**COMING and GOING**

BENEDICT GIMBEL JR., president of WIP, Philadelphia, leaves today for a two-week southern vacation.

EDWARD LASKER, vice-president of Lord & Thomas, has trained back east from Hollywood, where he spent a couple of weeks.

EDDIE CANTOR, who arrives in New York on Sunday from the Coast, will be accompanied by DEANNE DURBIN, JACQUES RENARD, JIMMY WALLINGTON, BERT GORDON, VYOLA VON, SIDNEY FIELDS and VIC KNIGHT. After doing their March 2 and 9 broadcasts from New York, troupe goes to Philadelphia and will air from there March 16, returning to New York for March 23 program.

RICHARD O'DEA, vice-president of WNEP, sails tomorrow for a three-week South American cruise.

HARRY HEILMANN, baseball broadcaster for WXYZ, Detroit, and the Michigan Radio Network, is off to the Detroit Tigers training camp at Lakeland, Fla. While at Lakeland, Heilmann will make his "Baseball Extra" transcription series, as he did last year.

GEORGE MCGARRETT, Lord & Thomas supervisor of all the Lucky Strike airings, is on the Coast for huddles with Tom McAvity.

LEWIS ALLEN WEISS, general manager of KHJ-Don Lee net, is back in Hollywood from the east.

TIM RYAN and IRENE NOBLETTE return to New York tomorrow after a two-week vaudeville tour. Upon their arrival they will immediately start rehearsals for the Nehi program to start March 11.

**"Meet the Missus" Anniversary**

Detroit—WJR's "Meet the Missus," with Harry Wismer, celebrates its first anniversary and starts into its second year Wednesday afternoon at 2:30. The meeting place is at the Women's Guild, 2631 Woodward Ave. Prominent among the guests who will meet Wismer are Mrs. Richard A. Reading, who will bring along the Mayor; Mrs. Edgar A. Guest, who has been an interested listener; Ann Campbell, Detroit News poet, and others. Sponsor is Fitzpatrick Bros. for Kitchen Klenzer, through Neisser-Meyerhoff Agency.

**Kaufman to Mankato**

Chicago—Robert L. Kaufman, who resigned fortnight ago as assistant to president of WHIP-WWAE, has gone to Mankato, Minn., to investigate opening at new station WMKT. Kaufman formerly was associated with WLS as promotional director.

Covers the Nation's brightest sales spot

**WKY** Oklahoma City

NBC Network • Representative — The Katz Agency

AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY

**Find Important Loopholes  
In N. Y. State Radio Bill**

(Continued from Page 1)

in the state. Of this number only a half-dozen use a directional antenna. The old "T" type is still being used by some and the new vertical type by others. Bill says nothing about programing, so apparently it only affects the transmitter which in some instances is located in adjacent states and therefore exempt from the tax. WJZ uses a directional antenna, but its transmitter is located in Bound Brook, N. J. WABC, WOR and WNEW also have their transmitters in Jersey. To evade the law stations close to the border of the state could easily move their transmitters into the adjacent state and escape the tax, which is based upon the utility tax scale.

Third section of the bill states that "no radio corporation subject to the provisions of this chapter shall, directly or indirectly, except with the express permission of the commission subject to rules and regulations promulgated and adopted by it, give any free or reduced service, except to its officers, employees, agents and attorneys in the prosecution of business of the corporation, and for the broadcasting of emergency notices affecting public health or safety on the certification of a police officer or a judge of a court of record as to the necessity for such broadcast; but the rule and regulations of the commission may provide for the free broadcasting of news of important events or of any other matter or thing in the interest of public health and safety."

The FCC rule of "public convenience and necessity" becomes "public health and safety" according to this bill. It would, presumably, bar Governor Lehman from speaking to his constituents except by permission of the cop on the Park Ave. beat. Bona-fide appeals for charity, which radio has always helped, would be a thing of the past. Even the "fireside chats" of President Roosevelt would be out.

McCall also seems to have overlooked that in times of war the FCC regulations declare that the President can take over all radio facilities. This important point coincides with the many court rulings which have declared that radio broadcasting is interstate commerce and therefore cannot be governed by the states.

Apparently the state utility bill was taken as the model for this bill. Utilities are a monopoly—but radio enjoys no such privilege. It is a highly competitive business with all key cities containing three or more radio stations.

General opinion of legal counsel on this bill is that it is too ridiculous to

**NEW PROGRAMS—IDEAS**

**Air Camera Club**

KDYL, Salt Lake City, has inaugurated a "Camera Club of the Air," sponsored by four local camera firms. Show employs two characters in traditional clubroom airing, giving hints on the art of photography. Prizes are offered for best snaps, with fans encouraged to visit studio for picture-taking. Printed cards were mailed to all camera-owners on sponsors' lists, while promotion also includes elaborate store displays and distribution of program scripts. Idea came from Myron Fox of the station.

**"School for Songwriters"**

Friday Variety Show of KDYL, Salt Lake City, has added this feature to encourage local songwriters. Idea is to interview composers, following which station ork presents its own arrangement of writer's efforts.

**"Dear KIRO"**

KIRO, Seattle, Wash., has launched weekly "mailbag" column. Logged as "Dear KIRO," program features most interesting letters addressed to station. Queries are answered.

**Thirty Ministers to Rotate  
WORC "Morning Watch"**

(Continued from Page 1)

ing to enlarge the scope and interest of the devotional program, which is regarded as filling a real need in the community. Dr. Morris Peterson has had charge of the program for several years.

**Morris Plan's New Show**

New program which Morris Plan Bank of New York will start March 1 at 7:30 p.m. over WEAJ has been titled "You, the Unseen Jury." Scripts will be written by Howard Warwick, around plots designed by Roy Post. Milton Cross will do the announcing. Program is under direction of Chester H. Miller, and account is placed through Gotham Agency, with Arthur Kron as account executive.

**Fiction Series on WOR**

"Their Greatest Stories", produced by WPA Federal Theater Radio Division, based on outstanding stories made available by Scribner's, Esquire and other magazines, will start March 6 at 8-8:30 p.m. on WOR-Mutual. First offering will be "Surprise for the Boys", by Herbert Clyde Lewis, from Esquire. A special "reader" technique will be used.

**WBIG to Air Stopover Games**

Greensboro, N. C.—WBIG has contracts already to broadcast a number of big league exhibition games to be played here by various national league teams on their way home from training camps.

Greensboro is the home of a number of big league ball players, notably Wes and Rick Ferrell.

receive any consideration. Late stories from Albany stated that McCall estimates that his bill would net \$8,000,000, which on a pro rata basis means that each station, assuming all are taxable, would have to pay \$160,000 in tax. Some stations do not have gross billings equal to that amount.

Reports are current that the legislators are using this bill as an out to reduce some of the gasoline taxes, now that the autoists are turning the heat on the legislators. Attempt will be made to pass the bill on March 1.

**Kentucky Governor Uses  
Seven Stations for Talk**

(Continued from Page 1)

cluded WCKY, which fed the program; WPAD, WLAP, WOMI and WCM1, with a repeat over WHAS and WNOX. Chandler is running for U. S. Senator against Senator A. W. Barkley, present Democratic majority leader and Roosevelt man.

**"Dog Heroes" Stays on WJZ**

Modern Food Process will continue "Dog Heroes" on WJZ after the network series folds Feb. 27. Same period, 4:45-5 p.m., will be retained. The Clements Co., Philadelphia, is the agency.

**Royal, Rubicam, WOR  
Among Awards Winners**

(Continued from Page 1)

award for "excellence of commercial announcements" for its Atlantic Refining Co. and Kellogg-Singing Lady shows.

WOR received honorable mention in the "Advertisements distinguished for layout, art and typography" division. It is the first radio station to be so honored.

Edgar Felix received honorable mention under "research achievement" for his radio coverage reports.

The 1937 Jury of Awards consisted of Eugene Thomas, WOR; A. M. Crossley, Crossley Inc.; Richard Compton, Compton Advertising Inc.; J. Stirling Getchell; H. F. Jones, advertising manager of Campbell Soup Co.; Henry Luce, Time Inc., and others.

**Commercial Biz Boosted  
On Calif. Radio System**

(Continued from Page 1)

Marge" and "Hilltop House", for Colgate-Palmolive-Peet; John Brown Colleges, a coast account; a half-hour evening dramatic show for Gruen Watch, and "Dr. Friendly", for Kruschen Salts.

Basic stations for CRS, which is represented nationally by Trans-american, include KFWB here; KYA, San Francisco, and the four McClatchy stations, KFBK, Sacramento; KWG, Stockton; KMJ, Fresno, and KERN, Bakersfield.

There's Only One Radio Station  
in Bay City-Flint-Lansing  
-Jackson-Battle Creek-  
Kalamazoo-Grand Rapids  
.....These, plus

**DETROIT**  
WXYZ (Key Station)  
comprise the

**MICHIGAN RADIO NETWORK**

WXYZ  
KEY STATION

DETROIT  
MICHIGAN



The Paul H. Raymer Co., Representative

Spend yours  
Where the Money is!  
**WABY**  
COVERS THE  
CAPITAL DISTRICT  
ALBANY, N.Y.

## AGENCIES

**MERLE BLACKBURN**, formerly with WCFL, has joined staff of Critchfield & Co., Chicago, and will handle promotion for Wheeling Steel program.

**B. N. HUTCHINSON**, head of Western Agency Inc., Seattle, is on a tour of the southwest, including contacts with radio execs in Los Angeles and other Calif. cities and arranging publicity for Seattle Indians, pro baseball team.

**GOLDBLATT & SMITH INC.** has been incorporated by Alfred L. Goldblatt, F. E. McFarland and Solie Ringold, with headquarters in Lloyd Bldg., Seattle.

**STANLEY A. WILLER**, director of research of Ralph H. Jones Co. agency, Cincinnati, knows now that a tibia is something other than a stop on an organ. During a recent basketball game at a Parent-Teacher's frolic, he fractured his knee-bone in the left leg and will be confined to cast and crutches for a month.

## Jimmy Scribner Booked

**Jimmy Scribner**, WOR, has been booked into the Capitol Theater, Washington, for one week beginning March 18. Plans are now being completed whereby Scribner's broadcasts of the "Johnson Family" will be aired directly from the stage via WOL, Mutual outlet in that city. Henry Frankel, WOR artist bureau, handling the deal.

## Cozzi Signed for Operas

**Mario Cozzi**, NBC concert baritone, who appeared as soloist with Frank Black's orchestra over WTAM in Cleveland on Saturday and also at the recent NAB convention, has been signed for leading roles in three operas in Washington. He is scheduled for "Carmen" on March 6; "La Traviata," March 9, and "Tosca," March 12.

## Foreign Programs to WWAE

Chicago — Foreign language programs on Hammond Calumet Broadcasting Company's 5,000 watt WHIP are being shifted gradually to low-powered WWAE.



● ● ● "Little Shots About Big Shots"—This actually happened at last Saturday's "Hit Parade" and is a radio-classic as you may decide after gleaming these few lines....The show was on and the musicians were swaying to Richard Himber's (less 10 lbs.—and "MR.") hip-movements. One of the musicians is Jack Jenny, whose wife is Kay Thompson, the choir master. Kay was standing in the wings of the CBS playhouse watching and waiting for the show to end so that hubby and herself might continue along home. She, however, decided to take their dog for a walk—and to the broadcast the mongrel went. Kay held the dog's leash, turned her back a second—and away the mutt went—right on the stage—stopping at every musician's leg for a sniff—finally stopping at the trousered-leg of a singer who was making passionate love to the microphone—singing "Thanks for the Memory."

● ● ● *Kelvin Keech rejoins NBC as a staff announcer Tuesday.* ...Peggy Gordon, featured thrice weekly via WBIG, Greensboro, N. C., is deluged with mail from college boys. One from Davidson College states "Every time I hear the station break of WBIG I think of you. I think the announcer says WBIG—for 'We Believe in Gordon'." And from N. C. State College, in Raleigh, there came a letter in the form of a special order from the regimental staff asking for a special dedication and signed by all officers of the staff from the Regimental Sergeant Major to the Colonel himself!...Don Johnson is writing, directing and producing the "Easy Aces" show until the end of February.

● ● ● Not having had the extreme honor and privilege of meeting O. O. McIntyre—or ever writing him for advice insofar as our career was concerned—this pillar was the only one that failed to comment on his passing....But the foregoing permits us to add a few humble words and we welcomed the opportunity....A WOR memo was sent to Gabriel Heatter stating that "Mrs. McIntyre had been touched deeply when she heard Heatter over the air the night of O. O.'s death—and would appreciate Mr. Heatter making a special recording for her"....The commentator complied....Incidentally, if any of George Washington's ancestors had been listening to Heatter's show Tuesday night—they, too, would have welcomed the wordage and information dispensed over the ether.

● ● ● This happened at WIP, Philly, the other day when Helen Kiley, operating the switchboard, had paged Maestro Clarence Fuhrman, through the p.a. system attached to the board's side—and at mouth-level....After the page she forgot to snap off the switch—and asked a nearby friend if she wouldn't have a piece of candy.... This invitation was wafted over the p.a. system to every nook and corner of the WIPlant and in two minutes over 30 members of the staff were swamping Miss Kiley for confectionery....Yesterday afternoon Billy Rose and John Murray Anderson staged a debate with two college profs at the Casa Manana before a group of students of N. Y. U., showing the theater of years ago and today. The students watched the exhibition by chorus girls, etc.—and then went home to write a thesis on what they had observed....When we went to college (and we did!) such things were unheard of—that's why the younger generation is so smart, eh!

● ● ● Harry Link, Irving Berlin's "headache-eliminator" has a RAT mounted on a plaque in his office with the following words embossed in gold: "A Robbins Spy—Bagged by Link—12-25-37"....Nick Kenny, who in his column the other day from Miami, credited the gag (about Goodman Ace having a sun-lamp in his room there) to Hy Gardner, who told us he "borrowed" the material from our pillar of two weeks ago—refused to go sea-fishing the other day. Seems he gets sea-sick!...Nick Kenny's known to his readers and intimates as "The OL' SAILOR"—and served in the Navy during the War.

## GUEST-ING

**GRANTLAND RICE** and **FLOR-ENCE RICE**, on Al Jolson show, March 1 (CBS, 8:30 p.m.).

**JOEL McCREA**, with Bette Davis in "Forsaking All Others," on Lux Theater, Feb. 28 (CBS, 9 p.m.).

**HOMER CROY**, on "Hobby Lobby," March 2 (CBS, 7:15 p.m.).

**ADOLPHE MENJOU** and **VER-REE TEASDALE**, on Chase & Sanborn Hour, March 2 (NBC-Red, 8 p.m.). **ROSALIND RUSSELL**, same show, Feb. 27.

**GLENN GRISWOLD**, **GEORGE BACKER** and **J. MAX WEISS**, discussing "Will the Depression Hurl Us Into War?" on World Peaceways Forum, Feb. 28 (WQXR, 9 p.m.).

**TOM TERRIS**, on Robert L. Ripley program, Feb. 26 (NBC-Red, 8 p.m.).

**FELIX KNIGHT**, on Walter Damrosch "Music Appreciation Hour," March 4 and 11 (NBC, 2 p.m.).

**SMITH** and **DALE** and **GEORGE MORAN**, on George Jessel show, Feb. 27 (Mutual, 6 p.m.).

**JOAN BENNETT** and **AKIM TAM-IROFF**, on Feg Murray-Ozzie Nelson program, Feb. 27 (NBC-Blue, 7:30 p.m.).

**TED SHAWN**, interviewed by Frankie Basch, Feb. 26 (WMCA, 3 p.m.).

**FRANCIS LEDERER** and **MARGO** on Paul Whiteman show, March 4 (CBS, 8:30 p.m.).

**EMILY POST**, on "Aunt Jenny's Stories," March 3 (CBS, 11:45 a.m.).

**JACK KOFOED**, sports writer, will be interviewed by Frank Graham on "Setting the Pace," tonight (WHN, 6:45 p.m.).

**JEAN LENAUER**, interviewed by Doris Smith, today (WNEW, 4:30 p.m.).

**DUKE ELLINGTON**, **BOB CROSBY** and **GLEN GRAY**, added to list of guests for the CBS "Saturday Night Swing Club," tomorrow (CBS, 7 p.m.).

**MARTHA SCOTT**, currently in the Broadway play, "Our Town," interviewed on "Theater Guide," today (WINS, 10:45 a.m.).

## 'ARNO'



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

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

## 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 25

Ellis Andrews Victor Bay  
Ronny Weeks

February 26

Joseph Bonime Maximilian Pilzer

February 27

David Sarnoff Maurice Spitalny  
Ruby Cowan Frank Munn  
Harold Turner

**PROGRAM REVIEWS**

**"Your Hollywood Parade"**

Musical portion of "Your Hollywood Parade" on NBC-Red last Wednesday night took a spurt with the addition of 12 men to Al Goodman's orchestra, giving him a crew of 52. Goodman made excellent use of the extra personnel. In an arrangement of "Siboney," for instance, he accomplished a variety of interesting effects, bringing various instruments and groups to the fore by turn without ever distorting the course of the melody. This was typical of the added color, tonal quality and other new values that characterized the work of the amplified band.

Program in other respects was in average form. Sally Eilers was guest star, subbing for Constance Bennett, in a skit with emcee Dick Powell. Bob Hope, in comedy, and Rosemary Lane, vocalizing, were the other headliners.

**"Skyways Reporter"**

This interesting series from the Newark Airport now has a six-weekly stint over WNEW at 8:45 p.m. for Lighting Electric Co., through Wm. N. Scheer Advertising Agency, Newark. Bob Becker does the interviewing, with Frank Reynolds and Art Beadle on production and engineering. A prize contest, with flights to Hollywood, Montreal and Niagara Falls as awards, is part of the new series. Show has good novel human interest, plus an occasional thrill or two as interesting air-travelers and personnel are interviewed. The 5 p.m. WAAT broadcasts also continue.

**Briefly**

Lew Lehr, on Ben Bernie's Wednesday night program over CBS, is the radio comedy find of the year. He is both different and funny.

Nan Wynn did some mighty appealing vocalizing in that 10:30 p.m. spot on Wednesday over CBS. Her style is in the swing class, but nice.

Another current CBS sustaining songstress who merits sponsor attention is Doris Rhodes. Over the network at 6:45 last night she displayed plenty of what-it-takes to please the ear in a vocal way. Freddie Rich conducted the orchestra in his usual workmanlike style.

**WHIP Uses Elevated Ads**

Chicago — WHIP, 5,000 watter of Hammond and Chicago, has contracted for \$15,000 worth of advertising in billboards on platforms of the Chicago Rapid Transit (elevated system).

**WANTED:  
100 OR 250 WATT  
TRANSMITTER**

State lowest cash price. Also second-hand 150 foot tower  
BOX A-132, RADIO DAILY  
1501 Broadway New York City

**ORCHESTRAS - MUSIC**

**L**ANNY ROSS will give the premier broadcast of one of his own compositions, "Vision of Love," as his farewell song salute on the last performance this season of "Hollywood Mardi Gras," March 1, over NBC-Red Network, 9:30 p.m. The composition was published last month by Stasny Music Corp. in sheet form and included in a book of "Lanny Ross Song Treasures," a collection of new love songs and famous old favorites.

*Bernard Herrmann, recently resigned for a five-year contract as staff conductor and composer with CBS, will appear in both capacities before a visible audience this evening when he guest-conducts the WPA New York Civic Orchestra in a program that includes two of his own compositions.*

Al Donahue, who was recalled five times to the Rainbow Room, earns again the title of "The Man Who Comes Back" when he opens his third return engagement at the Hotel Roosevelt in New Orleans on March 25. Donahue, currently playing at the Colony Club in Palm Beach, goes into the Roosevelt Blue Room on that date with his orchestra, Durelle Alexander, the Male Glee Club and String Choir. Just as they did during their last appearance there, the Donahue organization will break in some new novelty acts for their next Rainbow Room engagement in April.

*Tito Guizar waxed four sides for RCA-Victor in Hollywood this week, recording numbers from Paramount's just-completed "Tropic Holiday."*

Jan Garber and orchestra have arrived by plane on the coast to open at Topsy's Cafe.

*Victor Young has been signed for an additional 13 weeks as musical director for the Al Jolson show.*

Bernard Fowler and his orchestra of High Point are being featured over WBIG, in Greensboro, N. C., in a half hour period every Sunday evening—a recording dance orchestra that is fast becoming a southern favorite.

*George Olsen is preparing a full library of all the Ziegfeld music he played when he directed the pit orchestra for Ziegfeld productions, for use on his new commercial which starts March 11 over NBC-Blue. Olsen conducted the orchestra for many of the Ziegfeld shows, including "Whoopee" and "Louis the 14th." He plans to use a special "Music of Tomorrow" arrangement of one of the Ziegfeld numbers on each of his broadcasts.*

William Farmer and his orchestra have signed CRA management contracts and will return to the Prom-

enade Cafe of Rockefeller Center, New York, for the third successive summer season on June 14. Farmer will have an NBC network wire.

*Codolban, gypsy violinist, and his orchestra, have had their contract renewed at the Hotel St. Regis, New York, for an additional 12 weeks through CRA.*

Mark Warnow is collecting recordings of Chopin music, having developed a yen for this composer's works that is almost fanatical. He believes Chopin is the greatest composer who ever lived.

*Ken Sisson, director of "Canada 1938," had quite a pow-wow with Percy Grainger, celebrated pianist, composer and conductor, who is making a guest appearance with the Montreal Symphony Orchestra.*

Maestro Heinie of Heinie and His Grenadiers fame is on a two-week vacation trip to the West Coast.

*Larry Clinton, Jimmy Dorsey and Claude Hopkins, bring their bands to Philadelphia next week for a one night swing session at the Convention Hall.*

Ozzie Nelson winds up his current engagement at the Victor Hugo in Beverly Hills on March 3. Maestro continues his batoning on the Peg Murray show while doing one-nighters in Southern California.

**WGES Record Renewals**

Chicago — Gene Dyer's WGES is pointing to a record of renewals of accounts, some of which have been with the station for more than six years. All use foreign language broadcasts. Three Star Laundry, six years on station; Rubens Clothing Co., six years; Leader Laundry, five; Turner Brothers, six; Publix Credit Clothing, five; Progress Furniture, three; Peoples Furniture, three; Local Loan, two; General Credit Clothing, five; Clorox, Libby, McNeill & Libby, American Family Flakes, all with long records. A new account is Linc Wash.

**PROMOTION**

**Riddle Contest Clicks**

A riddle contest, with the program titled "Riddle Me This," has clicked on WTMJ, Milwaukee.

The show, tested as one of a new nightly "quizzer" series with only \$1 prizes, pulled more than 300 responses at its first airing. Contestants represented all walks of life, with such professional men as professors, lawyers and dentists predominating.

The program is handled with an M.C. and a "riddle" man who pops in seemingly from nowhere with his riddle bag, and the two bat the dialogue back and forth. Three conundrums are broadcast for solving and the contestant submits one of his own along with his answers. Transcribed brass band music is used for interlarding.

This is one of three "quizzer" programs which WTMJ is using to build up the nightly 10:15-30 period.

**Promoting Drug Items**

KTUL, Tulsa, Okla., has sold afternoon program to independent local drug stores, stressing service of the independents and at the same promoting sales of standard items advertised on other station programs. Although show does not carry advertising for particular products, cooperation of the local sponsors includes provision for store displays, confidential information on products and its competitors, and personal interest in the sale of particular items. Program enables station to offer drug manufacturers thorough coverage of the Tulsa market.

**WDOD Coverage**

Field survey for WDOD, Chattanooga, was recently conducted by James R. Donavon, during which each signal strength measurement was carefully checked. Following are figures disclosed by the survey: Station serves population of 1,329,549, with a total of 145,395 radio homes. Buying power of the retail sales market is 178 million dollars. Primary coverage area, composed of some 35 counties, is about 16,000 square miles.

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

*.. Did you know that the equipment at The School of Radio Technique is identical with that used at N.B.C. and C.B.S.?*

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

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## WDZ Makes Novel Use Of Its Portable Unit

Tuscola, Ill.—“Gerke's Roving Neighbor”, bakery-sponsored program over WDZ here, makes novel use of station's mobile truck unit. Idea is to visit three different Illinois towns each week, calling on housewives and giving dollar bills to those able to produce wrapper from sponsor's product. Proceedings are aired through mobile unit's mike. Prior to the tours, station announcement makes known the offer. Floods of orders for the product are reported to follow.

Eight-point pickup in one hour is scheduled by the station next week, utilizing five studios as well as truck equipment. Thirteen Rotary clubs will participate in the broadcasts.

## W8XNT Starts Operation

Cleveland—Short-wave dialers in this area are now able to hear a new station carrying programs simultaneously with WHK each Wednesday. New unit is W8XNT, which started operation this week. It was the first time short-wave programs have been carried by a Cleveland station and an ultra high frequency transmitter at the same time. Transmitter for the station is located on 44th floor of Terminal Tower. Station operates on a frequency of 38,600 kilocycles with a power of 50 watts—sufficient for local coverage, according to E. L. Gove, technical supervisor of the United Broadcasting Co.

## Replace KRBK Steel Tower

Sacramento—A new steel tower, to replace 350-foot tower blown down in recent storm, was ordered today from Bethlehem Steel Corp. by KRBK, local McClatchy station.

New tower embodies latest developments, including top loading and controlled angle of radiation.

## Rugby for Television

London—First television broadcasts of rugby football are scheduled to start March 19, when England and Scotland teams play at Twickenham. Three cameras will be used by BBC is making the pickup.

## CHARLES ROSS, Inc.

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

## F. C. C. ACTIVITIES

### APPLICATIONS GRANTED

Cache Valley Broadcasting Co., Logan, Utah. CP for new station. 1200 kc., 100 watts, unlimited.

Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime.

WMAZ, Macon, Ga. Mod. of CP to increase power to 5000 watts LS. 1180 kc., 1000 watts night, unlimited.

WBAX, Wilkes-Barre, Mod. of license to change hours of operation from specified to unlimited. 1210 kc., 100 watts.

WJBW, New Orleans. Renewal of license to operate on 1200 kc., 100 watts, shares.

KLZ, Denver. CP for new mobile low frequency relay station. 1622, 2058, 2150, 2790 kc., 200 watts.

### APPLICATION DENIED

Food Terminal Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, daytime.

### SET FOR HEARING

Anchorage Radio Club, Inc., Anchorage, Alaska. CP for new experimental station. 3492.5, 6425 kc., 175 watts, unlimited.

Juan Piza, San Juan, P. R. CP for new experimental station. 4797.5, 6425, 8655 kc., 1000 watts, unlimited.

## CBS Move Indefinite

Although still a topic of discussion, CBS' plans for moving New York headquarters to new Park Avenue Building are still indefinite, and it is believed the web will remain in its present quarters at 485 Madison Ave. for some time to come. Current lease expires April 1, 1939, but renewal arrangement has been negotiated whereby CBS may renew on year-to-year option basis. One factor in the delay is said to be uncertainty in the television setup.

## Builds Portable Amplifier

Kansas City—Lloyd Sigmon, KCMO Chief Engineer, has constructed a new portable amplifier, embracing several unique features.

## Off-the-Air Records Do Not Need License

(Continued from Page 1)

down a network program to be re-broadcast, or similar instances where the outlet has no time available when the original broadcast is made. Usual recordings made for purpose of public performance for profit, including broadcasts, must be licensed. The one exception is the following.

(1) "Where due to unavailability of station facilities or resulting inconvenience to a station, a network program is recorded for subsequent broadcast within one week following the network broadcast, a license to cover such recording is not required at the present time where such original network program is licensed. This class of cases is known as delayed or deferred broadcasts."

Other clauses in the MPPA letter are:

(2) "In no event are the so-called 'off-the-air' recordings to be sold in bulk or volume, or to the general public."

(3) "At this time we are not requiring licenses to cover so-called off-the-air recordings where such recordings are made merely for file, reference, or audition purposes, even though a few isolated copies of such recordings are sold for such purposes".

## Improve High Fidelity

Recently-installed "stabilized negative feed-back" at WABC has greatly increased high-fidelity characteristics of musical programs, it is reported. The device, according to chief engineer A. B. Chamberlain, utilizes a self-corrective principle of harmonic reduction whereby distortion is cancelled out by the deliberate introduction of artificially produced distortion.

## Start Tube Manufacture

North Bergen, N. J.—New Republic Radio Corp., a subsidiary of the Duro-Test Corp., will start production of receiving tubes for the retail market, it has been announced. Promotion will be handled by News Features, Inc.

## Lucky Strike Replacing Warner Bros. Program

(Continued from Page 1)

is bringing this show to New York, thus giving rise to reports that the Kyser show may go in the NBC spot.

Warners are understood to have been dissatisfied with the program particularly the generous use of other than Warner players as guest stars Dick Powell, emcee, also was at one time reported to be on the verge of walking out.

## WBIG Branch Studios

Greensboro, N. C.—Mayor Earl Horner of Durham made the opening address at the inauguration of WBIG's Burlington studios in the Alamance Hotel in Burlington. Two Burlington sponsors are already using the studio for their program and a half a dozen more will be on within a fortnight. Manly Holland is studio manager in Burlington.

Gilbert Hutchison, newest addition to commercial staff, will probably be assigned to WBIG's High Point studios, expected to open in the next few weeks. Hutchison was formerly with CBS in Cincinnati.

## WEW Improves Studios In New Expansion Plan

St. Louis—Studio improvements and expansion have been started here by WEW, commercially-operated station of St. Louis University. Alterations, which are expected to be complete within six weeks, will provide engineering improvements as well, and will give the station new arrangement of general, executive and auditioning offices. Indirect lighting and air-conditioning are included in the plans.

The station first became commercial last September. Its sensational success under the new arrangement prompted the improvements, which presage further expansion. Rev. Wallace Burk, S. J., is director, and Bro. Rueppel is chief engineer.

## In Larger Quarters

Glenside, Pa.—WIBG has moved into its new studios at Easton Road and Mount Carmel Avenue here, with final touches on the larger quarters expected to be made within a month, when formal dedication will take place. Outstanding in the new layout is a studio twenty-five feet square—large enough to accommodate a symphony orchestra or a chorus of two hundred.

## Western Electric Net Up

Western Electric Co. reports 1937 sales at \$203,467,000, compared to \$146,421,000 in 1936, while net earnings last year were \$19,514,197, against \$18,698,049 the year before. Taxes paid totaled \$6,181,000 or 24 per cent of the company's earnings.

THE ANSWER IS

Yes...

We can reproduce your ad with the realism and lustre that makes good engraving the final step in the creation of convincing advertising.

**CITY**  
PHOTO ENGRAVING CORP.  
250 WEST 54th STREET, NEW YORK  
Telephone . . . . . COlumbus 5-6741



SIXTEEN CBS announcers will be strategically spotted along the 390-mile Colorado River Aqueduct for a special coast-to-coast CBS broadcast tomorrow at 3:30 p.m., to acquaint the nation with the immensity of the project of the Metropolitan Water District of Southern California. Details being arranged by Fox Case, CBS director of special events.

Lou Marcelle, formerly of Kansas City, has been added to the staff of KFVB as announcer and news commentator.

KFVB has been picked by Colgate-Palmolive-Peet to release the waxed series of "Hilltop House" and "Myrt and Marge." Swift and Co. is sponsoring a gardening series conducted by Major Bateson over the same station.

Elvia Allman, one of the busiest of radio actresses with intermittent chores for Lux, Cantor, Jolson, Jean Hersholt and "Hollywood Hotel," is carrying around blueprints for a new home in San Fernando Valley.

Euclid Candy Co. adds to coverage for "Headlines on Parade" with KOIN, Portland; KIRO, Seattle; and KVI, Tacoma, of CBS Pacific Coast net, releasing for 52 weeks from March 1. Knox Manning handles at 5:40-5:45 p.m. each Tuesday.

Eddie Albright returns to KNX and CBS Pacific Coast with his "Bookworm" program on Thursdays at 4:45-5.

Jean Hersholt made a flying trip to San Francisco last week to introduce Governor Frank Merriman at the opening banquet of San Francisco's "Year of Festivities" planned to precede the California International Exposition of 1939.

The newly organized KFI-KECA "Chorestra" group has quickly found a sponsor in the Inglewood Park Cemetery Ass'n. The vocal musicians will be heard on the sponsored stanza Tuesdays at 7-7:30 p.m. over KFI, starting April 5.

KEHE now offers the 40 voices of the Glee Club of the Hollywood First Presbyterian Church on Friday nights at 8:30 to 9.

Merle Carlson and his orchestra will be heard on a new KMPC remote from the Zenda Ballroom at 10:30 nightly except Sundays and Tuesdays.

Globe Investment Co. is sponsoring a 15-minute news period five times weekly over KFI, with contract running until Feb. 17, 1939; and LeRoy Diamond Company has signed for nine daily time signals until March of next year—3285 in all.

Eddie Conrad and Pat C. Flick are writing the new show being readied by Ben David of the Lou Irwin agency, with John Boles, Ethel Mer-

### WSFA Alumni Now in Big League

Montgomery, Ala.—Four years ago John Allen Wolf and Meador Lowrey formed the entire announcing staff of WSFA. Now Lowrey is studio director in charge of production at WHAS, Louisville, and John Allen Wolf has almost two years experience as a CBS announcer behind him in New York. At the same time Fred Mosely was a fledgling in the advertising department. Mosely is now general manager of WAGF, Dothan, Ala., and doing a swell job. L. B. Hallman Jr. at that time was chief engineer. He is now a big shot research specialist at Wright Field, Ohio, having been called to the big league direct from WSFA.

Other WSFA stars of the same period now in faster company include Teddy Grace, singing blues with Mal Hallett's orchestra; Jessie Reed, on the New York stage; Dixie Dunbar and Frank Tennille, in Hollywood; Bradley Lewis Roberts, also on the west coast rapidly climbing to the top of the musical ladder; the Triads, girl trio, just back from a tour with one of Major Bowes' units in the U. S. and Australia; Harry Pomar, production manager of WATL, Atlanta, and John Tillman, announcing at WHAS, Louisville.

### SAN ANTONIO

Margaret West, lately of New York, is being featured in stage shows at The Hayloft, new nitery. She is also on the staff of Stephen R. Wilhelm Advtg. Agency.

Pat Flaherty, WOAI sports editor, addressed the Kiwanis Club of San Marcos recently.

President Hugh A. L. Half of Southland Industries, has returned from New York and Washington.

### Harold Smith Buys Fla. Home

Miami—Harold E. Smith, president of WOKO-WABY, Albany, has bought a residence here.

man and David Broekman's orchestra featured.

KHJ offers a new commentator on activities of women in the news with the advent of Agnes McKaye in "Women's News Parade" on Tuesday mornings at 11:45.

Hal Horton, the "Old Time Keeper," resumes his "It's A Fact" program on KFVB daily at 6:30 a.m., featuring gleanings from the news to point the theme that "fact is stranger than fiction."

Milton Weinberg Advertising Co. has injected a contest angle into the Loxol-sponsored Fray and Bragiotti waxed program by offering KNX listeners \$25, \$15 and \$10 for the best letters of suggestion or criticism received.

Sanka Coffee is eliminating Pacific Coast release of "We, the People," cutting off outlets west of Denver next month.

"Songs of the West," new KFVB program featuring the favorite songs of famous personages, will be a regular Tuesday logging at 9:45 p.m.

Garrett Fort, screen playwright who did the adaptations of "Dracula" and "Frankenstein" and other blood-curdling, will appear as guest on the KNX-CBS "Hollywood Showcase" on March 3.

Jim Guest conducts a DX fanning bee on his KMTR "DX Class News" each Saturday at midnight to 12:45 Sunday morning. Gives the distance bugs the lowdown on short wave around the world.

KFAC dramatizes the early life of Eddie Cantor and his lifelong romance with Ida on the "Dramas of Youth" series over that station Saturday at 5:30 to 6 p.m.

### BOSTON

Mac and Moore return to WBZ and WBZA in a new series on Monday under sponsorship of Webster Thomas Co., distributors of "Matchless Brand Foods."

Atlantic Coal Co. of Boston, exclusive distributors of "Ambercoal" up until now confined to newspapers, took on radio as an additional medium and are henceforward sponsors of morning weather reports by E. B. Rideout on WEEI six days a week.

### LOUISVILLE

New offices for WAVE are rapidly nearing completion. Additional space has been much needed to enable the staff to handle the increased volume of business.

Earl P. Carter, head of Pan-American Recordings, is sporting a new car.

Bob McIntosh, WGRC program director, plans to organize and direct a male octet. He is now conducting auditions to select the voices.

### WORL, Boston

Jimmy Gallagher, orchestra leader, is back on the schedule, three times weekly.

"The New Leadership", conducted by Fredrick Ellsworth Wolf, author, is a new thrice-weekly feature dealing with community, national and world affairs.

Mrs. Charles Geissler's daily contract bridge programs go into tenth year next week. She taught the game for eight years on WEEI, four years on WNAC, and at one time was on three stations simultaneously.

### WIS, Columbia, S. C.

"Castleberry's Riddle Man," aired thrice weekly, is doing a land-office business. Only trouble is keeping the telephone line from jamming as listeners rush the dial with answers to the riddles. Frank Burger is presiding over the brain-teasers.

Three quarter-hour educational programs are being presented each week through the extension division of University of South Carolina.

### WIS Brochure

WIS, Columbia, S. C., has prepared a 32-page promotion brochure, due off the press shortly. Publication is being handled by Bennett Advertising Agency, with station ad department in charge of distribution.



FRANK RAND, CBS press chief, off to St. Louis and other points to visit radio editors and make other contacts.

Truman Bradley, Ford Sunday Evening Hour announcer, has moved his cosmetic concern, Mme. Huntingford, to new headquarters in the new McCormick Bldg.

Buddy Rogers and Mary Pickford put on an entertainment for the veterans at Hines Hospital.

Earle Bailey, manager of Music Corp. of America in London, is back on furlough.

Louis Panico, trumpeting band leader, has been named to follow Buddy Rogers at the College Inn starting Friday. Willie and Eugene Howard also will be headliners.

M. H. H. Joachim due here this weekend to take over post of radio directorship of Buchanan and Company agency.

John Harrington, baseball broadcaster on WJJD, got back from west coast vacation with the Joe E. Browns.

Don Pedro, who sings and plays violin for Evans Fur on WGN, is taking vocal lessons in opera singing from Rosa Raisa and Giacomo Rimini, who have organized an opera class.

### WOKO-WABY, Albany

Central Avenue Merchants Ass'n have signed with WABY for a daily musical time table program, 8-8:30 a.m., aimed at turning shoppers into the Central Avenue district. Program will be handled by "clock watcher" Grenfell Rand.

The George Jessel program aired over Mutual on Sundays is now being carried into Albany via WABY, under sponsorship of Standard Furniture Co.

### "Know Your State"

Little-known facts about North Carolina, from early days to the present, will be treated in a new series now being prepared by WPTF, Raleigh, for sponsorship by Commercial Printing Co. Dr. C. C. Crittenden, Secretary of State Historical Commission, will prepare sketches and introduce initial broadcast. Early evening spot is planned on weekly basis.

### Lamont Corliss to Switch

Lamont Corliss on March 4 will shift "Those We Love" to the Monday, 8:30-9 p.m., on NBC-Blue. Show is now heard, Tuesday, 8-8:30 p.m., on the same web. J. Walter Thompson is the agency.

### NEW BUSINESS

WCFL, Chicago: Texas Co., Chicago Cubs and White Sox games, through Buchanan Co.; Nu Enamel Co., baseball summaries; Holland Furnace Co., spots, through Ruthrauff & Ryan; Utilities Engineering Institute, "Nothing But The Truth", through First United Broadcasters Agency.

KNX, Los Angeles: Chicago Engineering Works, "Camera Speaks", program; Armstrong Cork (rugs), "The Heart of Julia Blake."

## OKLAHOMA

Lyman Brown, program manager KASA, Elk City, married Bessie White, school teacher, with honeymoon spent in Oklahoma City and Woodward.

Walter Kronkite, newscaster at WKY, Oklahoma City, is in Kansas City on vacash; Hal Scher, promotion and Artists Bureau director, back from Tulsa; M. H. Bonebrake, commercial manager, back from New York.

KTUL, Tulsa, added to individual web of KVOO, Tulsa, and WKY for Oklahoma Tire & Supply Co. "Sunday Afternoon Social."

Lee Norton doubling as Larry Nelson in "Sunday Afternoon Serenade" on WKY for Local Building & Loan.

Harry LeVan, formerly with WBAP and WLS and Sinclair Minstrels, under option to WKY.

Evelyn Huff, executive secretary at WKY, named assistant for promotion and Artists Bureau, both under H. M. Scher's direction.

Marvin Krause, WKY announcer, placed by Artists Bureau as soloist for Oklahoma City Christian Science Church.

## BIRMINGHAM

Joe King, formerly with WAPI, has switched over to WBRC, NBC Red outlet.

Bill Edwards has left WBRC to join the Mutual system.

## WTAR, Norfolk

Colleen Moore's Doll House, on display in town, has received big radio buildup.

Junior Scherzo Club of Norfolk is scheduled for trial period on WTAR.

Louise Whitson does narrating for Old Virginia Chorus of 20 voices, latest sustainer to get under way.

Mary Jane Bakery is presenting "Boys and Girls Opportunity Hour" on Saturday mornings, with Mrs. Paul Kendrick writing and producing.

## ONE MINUTE INTERVIEW

## FRED NIBLO

"Radio programs that feature crooners could very well stand a Hollywood director's touch. It must be a bit incongruous to many listeners to hear a singer open a program with the melancholy lament, 'I'm Through With Love', and then return to the microphone immediately after and do a right-about-face with 'You're A Sweetheart!' Why can't they be consistent? Then, too, why can't something be done about those miniature basses who pull boats up the Volga in song and those heavyweight tenors who 'Tip-Toe Through The Tulips' when they face the microphone. Someone ought to tell them to be themselves!"

## ★ Coast-to-Coast ★

THE NBC Kidoodlers, who up until this week were heard on Tuesday night and Sunday morning via the NBC networks, have given up their Tuesday night spot and will hereafter be heard on Sunday at 8:30 a.m. and on Wednesday at 12:15 p.m., both over the NBC-Blue net.

*Genevieve Rowe will no longer be heard with Alfred Wallenstein on the Sunday night MBS "Musical Impressions" series after this week when the program is switched to Saturday night. Miss Rowe is unable to continue on that show because she is featured on the Philip Morris "Johnny Presents" programs which are heard on Saturday nights via CBS.*

Personal appearances of the Monroe Brothers, hillbilly recording stars, are in demand, not only in North Carolina, but in surrounding states as well. Their morning broadcasts at 7 a.m. over WPTF in Raleigh bring daily requests from points in Tennessee asking for available dates on which their stage show may be sponsored.

*The Radio Guide silver plaque for "excellence in broadcasting" will be awarded to station WQXR, New York on March 1.*

The Girl Scouts, the Junior League and the Y.M.C.A. are among the various organizations using the facilities of WBIG, in Greensboro, N. C., for promotional and charitable work.

*Graydon Goss, who plays Jack Trant, secret service agent, in "The Adventures of Ace Williams" series*

## PHILADELPHIA

Claire Lester and her novelty program, "Exploring the Magazine," makes bow over WPEN.

Newest additions to WFIL artist staff are Norman Benson, Mackay Swan, Frances Land and song stylist Judy Gray.

Tommy Smith is now handling WPEN's "Royal Court of Children."

Evelyn Russell is now singing with the studio band over WIP.

Don Glassman of the NBC press department is now in town weekly, preparing for KYW's new building opening.

Mary West and Paul Titus are now appearing in a program called "Echoes" over WIP.

Ray Fitzgerald is now airing with Anthony Candelori's band over WFIL.

Sam Serota, the dramactor at WHAT, is readying a new idea for one of his many voiced skits.

Harry Ehrhart, creator of the Dream Daddy shows in the early days of radio, returns to WCAU.

Jean Shaw is now being heard on WFIL's "Thursday at Three."

*handled by W. E. Long Co., Chicago, was born on an Indian reservation and went to Indian schools until he was nine years old—although he's now Indian.*

Guest stars who will be heard on Allen Prescott's "Wifesaver" series, which begins Monday via WOR, include Joey Nash, Harry Silvern, John Leal and "Michel."

"Arabesque," which was given a test run over WGL, Fort Wayne, for Fort Wayne Morris Plan, to determine if radio audiences were ready for its return, has established its point, and author Yolande Langworthy is concluding the test at once in order to "avoid taking the edge off" the program, according to her representative, Herbert G. Hyman of Radio Events Inc.

*An address by T. E. Steiner, originator of plan to triss-cross the continent with super-highways, was fed to Mutual on Wednesday at 6:15 p.m. by WHK, Cleveland. Steiner, interviewed by Larry Roller, WHK-WCLE special events director, covered the same topic as Senator Bulkley on NBC last night. Bulking is sponsoring the Steiner plan.*

*For the third consecutive season, WDZ, Tuscola, Ill., has sponsored grade school spelling bees. Each Saturday afternoon for 45 minutes third through eighth grade pupils spell words. Five Illinois counties are represented, utilizing the five studios of WDZ. Main studios are in Tuscola. Outside points are Mattoon, Effingham, Danville and Paris.*

## ST. LOUIS

Bob Lewis of WIL staff is recuperating after an appendix removal. Bud Bittick is pinch-hitting for him.

Thomas R. Reid, chief announcer for KSD, was recently appointed executive secretary of U. S. Junior Chamber of Commerce.

In lineup of "St. Louis Blues," which KMOX is again feeding to CBS on Sunday evenings, are Ben Feld's orchestra, Lorraine Grimm, vocalist, and the Celestial Choristers.

Rev. Father W. A. Burk, S.J., faculty supervisor of WEW, is very enthusiastic about new transmitter and other equipment being readied for station's new \$75,000 studios. Father Burk inspected the apparatus while in the east recently.

Helen O'Connell, new vocalist on KSD daily "Alpine Varieties," is only 17.

Bill Johnson, formerly of WHAS, Louisville, has joined WEW announcing staff. Another recent addition is Walter Cleary, operator, from KFRU.

Harry W. Flannery, KMOX news commentator sponsored by American Packing, has been touring luncheon clubs with a gab angle garbed "Slips That Pass in the Mike."

## KANSAS CITY

The KXBY Barn Warmers have been booked by the Electric Theater in Kansas City, Kan., for Saturday night stage appearances in conjunction with a weekly hillbilly amateur contest starting March 12. The Saturday night broadcast of this nightly hour program will originate from the theater.

George Couper Jr. of the KXBY sales staff to New York on business. KXBY has sold eight daily newscasts to the Olson Rug Co., and Jerry Burns will handle the airings.

Margaret Heckle, KMBC mike artist heard in the ET strip "Across The Breakfast Table," is laid up with tonsillitis, while Dorothy Malone, KMBC sales department secretary, also is on the sick list.

Everett Kemp, featured as Uncle Ezra on the recent sustainer "Happy Hollow" which KMBC produced for CBS, is now with KTHS, Hot Springs, Ark., where he is producing and conducting "Country Store." Kemp recently went to KOAM, Pittsburg, Kan., after more than eight years on the KMBC staff.

Moreland Murphy, KCMO announcer who was quarantined while his young daughter was laid up with mumps, has returned to the studio, as has Virginia Jones, pianist, who was ill.

Margaret Hillias, KXBY program director, is playing the featured role in a new dramatic strip, "Hollywood Girl," which the station is airing. Myra Clark and Grayson Enlow, also appear in the show which is scripted by Ralph Dickinson.

## WIOD, Miami

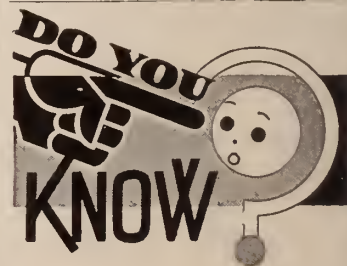
Martin S. Wales, station manager, and Vivian M. Stanton, who has been in the program department for the past two years, recently became Mr. and Mrs.

WIOD will be saluted by CMHK, Cruces, Cuba, in the first of a series of programs dedicated to the U. S.

## WELI, New Haven

Ann Palmer, vocalist, being groomed for guesting with "Tune Twisters", Saturday program, and "The Three Doctors", Thursday noons.

Dave Healy, baritone and vocal teacher, is now singing opera selections on Fridays and conducting juvenile talent in "Uncle Dave and His Gang" on Saturdays.



That in Alan Courtney's 9½ years on the air, working as many as 18 hours a day on three different stations, he never used a script, ad libbing all the way.