



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 40

NEW YORK, N. Y., MONDAY, FEBRUARY 28, 1938

FIVE CENTS

## 400 Stations In Used Car Drive

### 56 CBS STATIONS TO GET BREWER'S CO-OP SERIES

Brewers Radio Ass'n, a cooperative organization of 40 brewers banded together for the express purpose of sponsoring a series of broadcasts, will definitely be on the air next Monday, March 7, at 8-8:30 p.m. over a CBS network of 32 outlets. A week later the network will be enlarged to 44 stations and in the succeeding

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### Gen'l Mills to Sponsor Chicago Games on WIND

Chicago—General Mills, through Knox-Reeves, has bought Cubs and White Sox home games of Ralph Atlass' WIND. Russ Hodges and Jimmy Dudley will alternate in play-by-play and commercials. General Mills also has baseball on WBBM here. Kellogg will be on Atlass' other station, WJJD. Nuart Clothing is set to give summary and scores on WIND following ball games.

### Five-Minute Spot Series Augments Rubber Show

U. S. Rubber Co., through Campbell-Ewald Co., is preparing a series of WBS five-minute recordings to be used by dealers on stations of their own choosing. Manufacturer is paying the cost of the disks, featuring Ben Bernie and Buddy Clark, with the dealer paying the time cost. Disks will supplement the CBS show.

### WCHV in New Studios

Charlottesville, Va.—WCHV has moved into its new studios at Fourth and Market. The studios occupy a two-story brick building and basement.

### In Own Back Yard

Salt Lake City—Production heads at KSL recently searched in vain among the dramatic staff for a 'Lincoln' voice. Then Josephine Goff recalled the fundamentals of one Dick Evans, KSL engineer. Dick, who once made frequent appearances before the KSL microphone, was rounded up, and he took the Lincoln role with perfect results.

### Radio Index Gains

Chicago—Monthly index of radio advertising for January gained 12.7 per cent over the corresponding month in 1937, according to Printers' Ink. A gain of 3.9 per cent also was scored over December, although normally the gross for these two months is about the same.

### AFM MEETING TOMORROW ON ET LICENSING STATUS

Status of the AFM licensing the electrical transcription and phonograph record companies will be held in abeyance until tomorrow, at least, when it is planned by the AFM to hold a meeting in this city of its Executive Board. The deadline for the ET and records to stop being manufactured without a license ran

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### Kyser Reviving Title On Going to NBC Spot

Chicago—When American Tobacco places "Kay Kyser's Musical Klass," now on Mutual, in the NBC-Red spot now occupied by "Your Hollywood Parade," March 30, show will revert

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### Wrigley's New Plans

Chicago—Wrigley's Gum, whose "Double Everything" show on CBS folds March 20, is listening to various new items, including "Manhattan Mother" with Kaye Brinker and a new script revolving around a dance band. Time, however, had not been renewed yet.

## ★ THE WEEK IN RADIO ★

### ... McNinch Opposes Big Tax

By M. H. SHAPIRO

TAXES come to the fore again, both national and state . . . Chairman Frank R. McNinch of the FCC went on record as being opposed to a burdensome tax on the industry, apart from the fact that he does not favor the Congressman Boylan bill for a wattage tax . . . McNinch, before committing himself further, is seeking additional reaction from the broadcasters themselves . . . In the State of New York, Senator John T. McCall, introduced a measure where-

### 16 Agencies Cooperate in Placing Extensive Spot Campaign for the Auto Industry

### NEW WTOL IN TOLEDO FORMALLY DEDICATED

Toledo—Community Broadcasting Co., of which Frazier Reams is president, yesterday held formal dedication of Toledo's new station, WTOL, a 100-watter on 1200 kcs. Preliminary personnel includes M. E. Kent, formerly sales director WJBK, Detroit, as general manager in full charge of operations; Lester Mitchell, program and production chief; William Sieg-

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### Seattle Stations Cut Off Hot Political Orations

Seattle—Local stations had a hectic time keeping clear of libel with brusque shut-offs during the height of the intense local primaries last week. KJR cut off Mayor J. F. Dore in the middle of his lambasting another candidate as he took the air for re-election, with W. W. Warren, program director of KJR making no comment. Fear of libel if state-

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### Bisodol-Anacin Adding

Bisodol and Anacin on March 22 will add KOA, KDYL and the Blue Pacific to their NBC-Blue network shows, heard on Tuesdays, Wednesdays and Thursdays, 7-7:30 p.m. Blackett - Sample - Hummert is the agency.

Detroit—Radio will play a good share in a \$1,250,000 promotional campaign the automobile industry will put on during the week starting March 5 in behalf of used cars. A total of 400 stations have been signed up for 18 spot announcements each. These are being placed by the co-operating auto factories—a combination of the members of the Automobile Manufacturers Ass'n and the

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### A. F. OF L. CAMPAIGN GOING ON 55 STATIONS

Washington Bureau, RADIO DAILY  
Washington—American Federation of Labor's radio program, "The Labor Parade," which 55 stations have agreed to carry, made its debut Saturday night on WOL, Mutual out-

(Continued on Page 3)

### WMCA Announcers' Dept. Merged With Production

WMCA has merged its announcer and production departments, with Charles Capps heading the new setup. Auditions committee which will pass on new announcers will include Capps, Dramatic Director Philip

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### Mrs. Craig Joins Blair

Mrs. Jeanne Craig of Craig & Holtingbery joins the New York office of John Blair & Co. tomorrow. Mrs. Craig will close her present office at 250 Park Ave. when she makes the move.

### Auto vs. Television

Until autos are equipped with devices to suppress the vibration of running motors, good television reception in the home will be impossible, according to A. F. Murray, engineer in charge of Philco television research. Murray says the ultra-short waves on which tele receivers operate are extremely sensitive to the running of an auto motor.

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**RADIO DAILY**



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**DON CARLE GILLETTE** : : : Editor  
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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

**FINANCIAL**

(Saturday, Feb. 26)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	139 1/2	139	139	- 1/2
Gen. Electric	41 1/2	41 1/8	41 1/8	- 3/8
RCA Common	7	6 3/4	7	+ 1/8
RCA First Pfd.	52 3/4	52 3/8	52 3/8	- 3/8
Westinghouse	99	98	98 1/4	- 3/4
Zenith Radio	15 1/4	14 3/4	15 1/4	+ 5/8

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	163 3/8	163 3/8	163 3/8	+ 1/4
Majestic	1	1	1	- 1/8
Nat. Union Radio	3/4	3/4	3/4	.....

**OVER THE COUNTER**

	Bid	Asked
Stromberg Carlson	5 1/4	6 1/4

**Makelim Signs Dickinson**

Chicago—Hal R. Makelim, manager of WHIP, Gary-Chicago, has added E. S. Dickinson to the sales staff. Dickinson has an advertising background of 14 years of selling national accounts for the Kansas City Star and WDAF.

**FCC ACTIVITIES**

**APPLICATIONS RECEIVED**

F. W. Meyer, Denver. CP for new station, 1310 kc., 100 watts night, 250 watts day, unlimited.

WKY Radiophone Co., Oklahoma City. License to utilize equipment of W5XAU as a facsimile station.

Bamberger Broadcasting Service, New York. License to utilize equipment of high frequency broadcast station as a facsimile station.

**HEARINGS SCHEDULED**

March 2: Anne Jay Levine, Palm Springs, Cal. CP for new station, 1370 kc., 100-250 watts.

March 4: U. S. Broadcasting Co., Washington. CP for new station, 1310 kc., 100 watts.

BINGHAMTON—NEW YORK

**W N B F**

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market.  
 366 Madison Ave., N. Y. C.—Mu 2-5767.

☆ **THE WEEK IN RADIO** ☆

**... McNinch Opposes Big Tax**

(Continued from Page 1)

the gross, with NBC, CBS and Mutual doing okay . . . CBS was 21 per cent ahead, NBC about 7 per cent and Mutual earlier in the month revealed a 25 per cent jump . . . Canadian House of Commons paid attention to performing right societies and sought some changes on various points, including no station license fees for a broadcast from a remote point, for instance, once a similar fee has been paid by the establishment originating the broadcast . . . WBRK, Pittsfield, Mass., made its debut, an affiliate of CBS . . . WFIL discontinued its WLW Line tieup . . .

John Royal of NBC, Raymond Rubicam of Young & Rubicam, and WOR were among leading winners of awards made by Advertising & Selling for "contribution to knowledge or technique of radio advertising" . . . J. Walter Thompson cashed in on its Chase & Sanborn production skill, and N. W. Ayer & Son for the excellence of its Atlantic Refining and Kellogg—"Singing Lady" (Irene Wicker) shows . . . WOR received its award for its layouts and typography . . . MPA, through Harry

Fox, general manager, informed radio stations that the organization would not seek to license off-the-air recordings of network shows when original time is not available to carry the live show . . .

In Chicago, the George Washington League was formed for conducting national referenda by radio . . . in the same town plans were being made to set up a central casting bureau for radio dramatic talent, similar to the central bureau operating in Hollywood . . . Finch Telecommunications Laboratories received the first FCC experimental license to conduct facsimile on a sight and sound basis . . . Agencies seeking to obtain copies of the log from stations so that the lineup of announcements can be spotted continue to meet with resentment from the broadcasters, but the survey now being carried out by one agency is expected to result in copies of the announcers' work sheet being furnished from time to time . . . New book on radio by Herman Hettlinger and Walter Neff made its appearance and was hailed as an excellent job . . .

**Seattle Stations Cut Off Hot Political Orations**

(Continued from Page 1)

ments going over the air were untrue led to the cut-off. Next night KOL cut off Vic Meyers when his time ran out. KIRO next canceled speech of Ralph Hammer, Seattle attorney, with opinion of the station announced that material to be broadcast was libelous. Hammer arranged to broadcast his speech over KEEN.

**56 CBS Stations to Get Brewers' Co-op Series**

(Continued from Page 1)

two weeks a total of 56 outlets will be used.

As already announced, talent will be headed by Richard Humber and his orchestra, Lou Holtz, Ted Husing and Kay Thompson trio. The U. S. Advertising agency handles the account, with the entire show lined up by Frederick Mayer, acting for the brewers. This is the first cooperative-sponsor show accepted by CBS. After March 28, the new Eddie Cantor show will precede the beer program.

**WRTD Musical Director**

Richmond—Appointment of George Conrad Rianhard Jr. as musical director of WRTD is announced by Manager Jack Maxey.

**Otis Joins Universal Radio**

Barnet Otis, who has been active in various branches of the entertainment world as publicity counsel, joins Universal Radio Programs tomorrow as sales manager.

**400 Stations to Carry Used Car Spot Campaign**

(Continued from Page 1)

only important non-member, Ford Motor Co.

In addition to this blanket coverage, the factories here confidently expect that individual dealerships will try to bring prospects into their own particular showroom during the Used Car Exchange Week by doing some promotional business of their own—which would be likely to step up the radio bill that week considerably.

Theme of the week is to "trade up" on used cars—to bring in the old jalopie and drive out a better one. Agencies directly placing the radio time are Young & Rubicam; Brooke, Smith & French; Geyer, Cornell & Newell; Roche, Williams & Cunningham; J. Walter Thompson, U. S. Advertising Corp. and Grace & Bement. Other cooperating agencies include Lee Anderson Advertising Co., N. W. Ayer & Son, D. P. Brother & Co., Campbell-Ewald Co., J. Stirling Getchell, Arthur Kudner, McCann-Erickson; MacManus, John & Adams, and Ruthrauff & Ryan. The manufacturers have contributed to the promotional fund in proportion to their sales last year. Regardless of work done, the agencies are dividing the commissions on about the same basis.

**KMMJ**

Clay Center, Neb.

The favorite family station

**COMING and GOING**

ED CRANEY, manager of KGIR, Butte, is visiting in town.

MR. and MRS. JOHN BLAIR are in Florida for a vacation.

CARLETON BRICKERT leaves Chicago this week for New Orleans to attend the Mardi Gras.

DONALD W. THORNBURG, CBS vice-president on the coast, and LEWIS ALLEN WEISS, general manager of Don Lee System, are back in Hollywood from their eastern trips.

LUTHER REID, CBS news editor, went upstate over the week-end visiting WHEC, Rochester, and WOKO, Albany.

PAT O'TOOLE, CBS press, is in Cleveland for a minor operation.

F. H. (TINY) ELPHICKER, manager of CJCA, Edmonton, Alberta, Can., who has just completed his term as president of the Western Ass'n of Broadcasters, is on a six-week business trip visiting agencies in Canada, Chicago and New York.

TITO SCHIPA, operatic tenor, sailed for Europe on Saturday.

FORD FRICK and his wife arrive tomorrow in New York after an 18-day southern cruise.

PAUL WHITEMAN goes to Atlantic City tomorrow to play at the banquet of the Associated Exhibitors National Education Ass'n in the Traymore Hotel. On Saturday night, Whiteman plays a concert for Smith College Club at Bushnell Memorial, Hartford.

GLADYS SWARTHOUT is expected in town Wednesday from the coast.

**WQXR Opera Series**

Members of the New York Opera Co. and other soloists, under the direction of Enzo dell' Orefice, will present a new series of opera programs at 9-10 p.m. on Saturday evenings over WQXR. Verdi's "Rigoletto", in condensed version with piano and organ accompaniment, will open the series on March 5. Nina Quartin, Arthur Filippi, Vladimir Zorin and Sandro Giglio will sing the leading roles.

**Grady Cole's Dual Operation**

Charlotte, N. C.—Grady Cole, WBT's ace commentator, believes in killing two birds with one stone. He entered Mercy Hospital last week for an appendectomy and a tonsil operation. During his layoff, Cole's programs will be handled by William Winter and Clair Shadwell.

**Carmichael Back at WBT**

Charlotte, N. C.—Cecil Carmichael, formerly publicity director at WBT, has rejoined the station and has been assigned in charge of special events and continuity editing.

CLAUDE

**AUSTIN**

VOCAL COACH and ARRANGER



**"COACH of STARS"**

Present and Future

799—7th Ave.  
 New York, N. Y.

Telephone  
 Circle 7-4541

### AFM Meeting Tomorrow On ET Licensing Status

(Continued from Page 1)  
out on Friday, but due to the inability of Joseph N. Weber, AFM president, to leave Florida, nothing was done about it. Weber definitely hopes to arrive here in time for a Tuesday meeting of his national executive body. His delay has been due to a severe cold.

Meantime the AFM home office reports numerous applications for licenses, and it expects to send out such applications as are approved soon as possible, after the Tuesday meeting. The transcription manufacturers' committee has held conferences of its own the past week but does not plan to issue a statement until after action by the AFM Executive Board.

AFM contemplates licensing of disk manufacturers as its means of bringing into line the small stations which have not yet reached an agreement with AFM locals in regard to hiring additional musicians. Not all of these outlets have a gross business large enough to come within the AFM minimum figure, but a sizeable number are expected to be brought in through the medium of restrictions on the disks.

### Harris Agency Releases Spots for Electric Tie-In

Salt Lake City—R. T. Harris Advertising Agency has released 26 half-minute dramatized announcements plugging electric appliances. Recorded on RCA flexite discs, the "True Life Dramas," complete with local tie-in announcements, are offered on an outright sale basis in territories.

### Bob Venables Promoted

Chicago—Bob Venables has been promoted by H. R. Makelim, manager of WHIP, to chief announcer with headquarters in the Chicago studios. Venables, a college man with two and a half years of radio work, was formerly at KSD, St. Louis. He handled the one-hour symphony orchestra concert from Grant Park for 69 consecutive nights, announcing, writing and producing the show alone.

### Ed Cleland Resigns

Ed Cleland, publicity director for WINS, has resigned to enter the free lance field. No successor as yet named by station.

### Nuptial Note

Howard J. London of RADIO DAILY was married to Ann Conti on Saturday at the Church of the Transfiguration. Couple are spending their honeymoon at Sea Island, Ga.

The PERFECT MARKET'S  
**WOKO**  
LOUDSPEAKER  
ALBANY, N.Y.  
Newly Equipped for Super Power

### WRC-WMAL Oblige

Anything to oblige—that's the spirit of NBC in Washington. Some weeks ago WRC and WMAL, the Red and Blue outlets there, began airing traffic court trials and asked listeners to write if they liked the programs. Nine-year-old Clarence Dow replied that he favored the broadcasts very much but couldn't hear them unless he stayed home from school, since programs went on Monday and Thursday mornings. So General Manager Kenneth Berkeley and Assistant Manager Carleton Smith got together and now Clarence can hear his traffic court programs on Saturday.

### A. F. of L. Campaign Going on 55 Stations

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let here. Series will run for a year, with 15-minute re-enactments of outstanding labor news. Inaugural program, in addition to the 15-minute recording, had an additional quarter-hour of remarks by labor officials and friends of labor.

### WMCA Announcers' Dept. Merged With Production

(Continued from Page 1)

Barrison and Program Director Alfred Hall. New policy follows resignation of Bob Carter, chief announcer, who leaves to take over a group of commercials on a free-lance basis.

### "Down by Herman's" Expands

Milwaukee—With completion of its third year as one of Milwaukee's most popular radio programs, "Down by Herman's" has completed preparations for a more varied program. In addition to the little German Band, Johann, leader of this popular musical aggregation also will direct a Viennese ensemble, on the same show. These two musical units will alternate during the broadcast which is heard over WISN daily except Saturdays at 6 p.m. CST. The little German Band will play from the beer garden while the Viennese ensemble will emanate from the "newly constructed" mythical banquet hall.

### One-Hour Drama on CBS

James Elroy Flecker's "Hassan," or "Golden Journey to Samarkand," a poetic tragedy of the East, will be presented with the music especially composed for it by Frederick Delius, for the first time in this country in its entirety, in an elaborate full-hour "Columbia Workshop" broadcast over CBS on March 12 at 7:30-8:30 p.m. Under the direction of Earle McGill, the special radio adaptation will require a cast of 12 actors, an eight-voice chorus, and the full Columbia Symphony Orchestra under the direction of Bernard Herrmann.

### Tappe Joins WINS

Louis Tappe of Schillin Advertising has joined WINS as copy chief. He rejoins Al Schillin, former head of the agency, who became sales manager of the Hearst station recently.

### NBC Wedding

Helen Winter, NBC secretary to R. J. Teichner, was married last Thursday to A. S. Faillace Jr. of the NBC guest relations department. Honeymoon in Miami.

### Kyser Reviving Title On Going to NBC Spot

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to its original title, "Kollege of Musical Knowledge," under which banner it originated as a WGN-Mutual sustainer from Blackhawk Restaurant at 1 a.m. Tuesdays. Show was a terrific mail puller, drawing up to 20,000 responses per airing. New series will originate in New York, and Kyser plans to quit playing dances for a month or so until program is launched. Frank Coughlin of WGN continuity staff is authoring.

### Using 105 Mins. Daily on WCOP

Boston—With addition tomorrow of a special half-hour daily show from New York featuring Zeke Manners' band, Community Opticians will be taking one hour and three-quarters daily on WCOP.

Community Opticians and Auroticians have just bought "The Eyes of the Community," one-hour variety show at 7-8 a.m., six days a week.

### New WTOL in Toledo Formally Dedicated

(Continued from Page 1)

man, chief engineer; Frank Ridge-way and Emil Gebhardt, engineers.

Announcers thus far named are Jack Zieghn, from WIBM, Jackson, Mich., and Bob Ingham, who handled sports at Akron's WADC.

Estelle Scott is secretary; Suzanne Blanchard, traffic; Nettie Paddock, bookkeeper.

Sales personnel includes Arthur Craghan, formerly WDG, Minneapolis, and Ralph Sisson, Ralph Meckler, Robert F. Dranper and W. F. Kilmer.

Program talent also includes Allan D. Grigsby, "The Family Counsellor"; Mary Merickel West, who will handle an early morning spot; Ralph Sisson, newscasts; Karl W. Kessler, newspaper and magazine writer, handling Man-on-the-Street, Department Store Traveling Mike and special chatter programs. Mitchell will produce special dramatic programs for "try-outs" as he did in Detroit.

### RCA Annual Report

RCA's 1937 annual report, released Saturday, showed net profit for the year of \$9,024,858, only a slight difference from the estimate of \$9,000,000 published early this month.

The report, a 24-page booklet, also tells about the corporation's various activities and its progress in radio, television, facsimile, etc., during 1937.

Regular quarterly dividend on the preferred stock was declared Friday.

# POINT OF PURCHASE

at the retailer's counter... that's where the final decision is made... where retailer meets customer... that's why a retailer is judge and jury of advertising results... retailers in Michigan's eight major markets prefer, by actual experience, the....



The Paul H. Raymer Co., Representative



# Radio

\*RADIO GOES TO COLLEGE... published January, 1938 by CBS. We will be glad to mail you this study on request.



# goes to College

**T**URN *where we may, investigate whom we will, radio is discovered an intimate and important and active part of daily living!*

College investigators, last Spring, at the request of the COLUMBIA BROADCASTING SYSTEM, studied the radio habits of college students. They found that over 95% of the students listen *regularly* to radio. Even more interesting is the amount of college-time spent listening to radio. The average male student reports listening 3 hours *each day*. The average woman student listens 2 hours and 52 minutes *each day*. This is remarkable when you consider what a busy person the undergraduate is! And conclusive evidence, once again, of how well radio reaches *everybody*: young and old—and class-markets as well as mass-markets.

The complete study\* shows that America's million-odd undergraduates are remarkably like everyone else where radio is concerned. They are today's leaders of young people everywhere; tomorrow's leaders in business and society. And radio—*without special effort—without extra cost* reaches them *at the same time* it reaches the rest of the country. For *everybody* likes to listen!

But this is no surprise. It confirms the findings of radio advertisers—and other radio research. (A year ago the CBS study of "THE VERY RICH—AND RADIO" arrived at much the same conclusion as the college-study. Like everybody else, the Very Rich also like to listen—and do!)

Yet, in the cloistered halls of learning we unearthed fresh material on a fine point. Everyone knows a few people who habitually do more than one thing at a time. Such people read while they eat, write while they telephone and—if they're at college—they study while radio-listening. But not *all* people double-up their activities. If we take the undergraduate as a guide, we find that *most* people prefer doing *one* thing at a time. Of the 2,487 college students interviewed, 61.3% stressed the fact that they do *not* listen to their radios while studying. But there's another simpler way of determining *how well* people concentrate when they listen to radio. Make a deliberate mistake of any kind on the air. Or make an offer. You will then quickly learn, from billowing bags of mail, just how intently the average listener listens when his radio is tuned-in! And *that* is a basic reason for radio's brilliant record of success.

**THE COLUMBIA BROADCASTING SYSTEM**

## AGENCIES

HERBERT T. LORENTZEN, formerly with Young & Rubicam and W. L. Post, has opened his own agency at 10 East 43rd St.

PICARD ADVERTISING INC. has been appointed by Bishop, McCormick & Bishop, metropolitan New York dealers for Dodge and Plymouth cars, to handle new and used car advertising. W. S. Marvin is account exec.

GALEN SNOW, formerly treasurer of William B. Remington Inc., has opened his own advertising agency in Springfield, Mass., under the name of Galen Snow Inc. Albert M. Orme, formerly of Batten, Barton, Durstine & Osborn, is vice-president.

STURE H. NELSON, art director, and Herbert Field King, account executive, have been promoted to vice-presidents of William B. Remington Inc., Springfield, Mass.

FRED J. SPINDLER, 76, treasurer of Anfenger Advertising Agency, St. Louis, died last week.

## GUEST-ING

CONSTANCE BENNETT, BILLIE BURKE, CLEM McCARTHY, MICK-EY ROONEY, EARLE SANDE, BRIAN AHERNE and CONNIE BOWELL, on "Good News of 1938," March 3 (NBC-Red, 9 p.m.).

GIOVANNI MARTINELLI, on Ford Sunday Evening Hour, March 6 (CBS, 9 p.m.).

DANIEL HENDERSON, author assigned by Good Housekeeping to visit Mexico and make a report on the country, interviewed by Anice Ives on "Everywoman's Program," today (WMCA, 11:15 a.m.).

MICHAEL BARTLETT, interviewed by Charlotte Buchwald, March 4 (WMCA, 1:15 p.m.).

HEYWOOD BROWN, on "Book of the Month Club Concert," March 1 (WQXR, 8 p.m.). CARL VAN DOREN, same program, March 2; ISABEL PATERSON, March 3.

GOV. PHILIP LA FOLLETTE of Wis., speaking on "Problems Facing U. S.," today (WNYC, 6:15 p.m.).

ARMIDA, and OSCAR and ELMER, on "NBC Jamboree," March 1 (NBC-Blue, 10 p.m.).

MERRY MACS, on Fred Allen show, March 9 (NBC-Red, 9 p.m.).

ARTHUR CARRON, GEORGE RECTOR, FRANCES GAYER and HAL GORDON, on "Hammerstein Music Hall," March 4 (CBS, 8 p.m.).

EFREM ZIMBALIST, with N. Y. Philharmonic - Symphony Orchestra, March 6 (CBS, 3 p.m.).

MAXINE SULLIVAN and Onyx Club Jam Band, on "Saturday Night Swing Club," March 5 (CBS, 6:30 p.m.).

KATE SMITH, on Paul Whiteman program, March 11 (CBS, 8:30 p.m.).

## WALT FRAMER

Freelance originator of

**RADIO SWAPS** HEARD DAILY  
OVER WWSW

Pittsburgh, Pa.



## PETTY CASH VOUCHER

Week ending Feb. 25

• • • Saturday... Word arrives from KVOD, Denver, that Engineer Vince Corbett, who served for six years as an officer in the British Army stationed in India and other remote sections overseas, is down with an attack of malaria—and has convinced the program dept. that his experiences would be a good program as an educational show... With Jonie Taps and Doris Rhodes we go to see THREE pictures at that many theatres. Then to the Famous Door, where Louis Prima is offering words of encouragement to Teddy Powell, who is to fly to the coast on the morrow.

• • • Sunday... Hear that Betty Worth, who recently became the bride of Michael Davidson, writer on the Ripley show, has been doing her air shows lately while fighting illness, in real trouper style... That nite to Leon & Eddie's for Blue Barron's party. Then to the Casa Manana shindig which is becoming the Sunday nite place in N. Y. A trio, Irving, Steele and Rollo, tie up the proceedings like nobody's done (outside of Judy Garland)... Everybody and his ancestors are here.

• • • Monday... Hear that Lew Brown is out of his studio pact and that Ray Henderson will write with Dorothy Fields Also that if Warren and Dubin split, the latter will reconcile with his former partner, Joe Burke... Also from Hollywood comes word that Del Casino has aroused the picture-snatchers to the point where contracts are being shoved under his nose. It's about time!

• • • Tuesday... While the nation is commemorating the birthday of George Washington—we arise early enough to meet the boat bringing Jack Robbins and Harry Fox from Miami. We hear that Ted Husing, whom we left there, sweating under the sun and free from labor, has been working himself to the bone, doing guests shots on WQAM and WKAT—besides announcing the Sonja Henie ice show... Just learned that Jack Harold Paar, announcer at WGAR, Cleveland, married Irene Gubbins recently.

• • • Wednesday... Encounter Kay Thompson and Harry Link in Dave's—where the latter introduces us to Billy White, a tenor from Chi who did 49 weeks on Sinclair Oil show... Richar (he lost the "d" now) Himer forces us to have dinner with him—so that we won't be able to add the dinner to this "voucher."

• • • Thursday... To Billy Rose's saloon where he's pointing out the reason for hiring the various Texas chorus girls to the students of N.Y.U. and Columbia. Using one as an example—Rose says: "If the girls get fat, they are in trouble and have to be sent back to Texas." This remark breaks up Morton Downey, Oscar Shaw and Wini Shaw, who are sitting with us, but leaves Sally Rand unimpressed... Later we meet Sidney Kornheiser, who tells us that "Tonight We Love" is his follow-up song to "Thanks for the Memory".

• • • Friday... After losing much hair and not having taken our scalp treatment in so long, we return to our favorite pastime... Late that nite to the Park Central's opening of the new show with Jerry Blaine's crew... Hear that Jimmy Dorsey's opening at the New Yorker, scheduled for the 27th, has been adjourned till March 1.

TOTAL EXPENSE: \$1.50 for waiter and hatcheck tips at Dave's.  
AUDITOR'S REMARKS: Request denied! You should have let Himer pay the tips and you the food tab—which was cheaper!

## PROGRAM REVIEWS

## Briefly

Robert Benchley provided some rare humor on Kate Smith's program over CBS last Thursday night. Both material and delivery were in a class far removed from the general run of radio comedy. Benchley ought to be on the air more often.

Lasses White and Honey Wilde, minstrels, enlivened the Rudy Vallee broadcast Thursday night on NBC-Red. The blackface cross-fire was old in formula, but still almost as sure-fire now as it has been for some generations. And the Lasses White Minstrels always were among the topnotchers.

"Music Teasers," emceed by Douglas Arthur over WNEW at 5 p.m. on Monday, Wednesday and Friday, is a palatably handled program of the music and quiz type. Merle Pitt's orchestra provide background, with emcee intermittently asking questions about the tunes played, ork leaders, etc., and giving answers at finish. A free Arthur Murray dance lesson offer, for cigaret package labels, is part of program.

## WJR is Piping Symphony To New Toledo Station

Detroit — Leo Fitzpatrick, g.m. of WJR, has arranged to pipe the Philharmonic-Symphony concerts to Toledo's new station, WTOL, on Sunday afternoons. WJR will continue to broadcast the first hour.

WJR received not more than 25 squawks when Father Coughlin came on the air at 4 o'clock and the last half of the symphony program was cancelled. Toledo, however, is musically minded and, pressed by their readers, Dick Pheatt of the Blade and Marie Cochran of News-Bee kept up a shower of pointed darts at WJR. Fitzpatrick was unable to do anything about it until WTOL was ready to take the air. The arrangement will start March 6 and continue at least until Father Coughlin leaves the air on Easter Sunday.

## Nordberg Joins WOR

Ralph A. Nordberg, formerly with NBC, has joined the sales staff of WOR.

## "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.



**CHESTER LAUCK** and **NORRIS GOFF** ("Lum and Abner"), who start a new tri-weekly series over CBS tonight, were guests last night on Jack Benny's NBC-Red network program.

KFVD has finally settled on a location at 338 South Western Ave. Owner J. F. Burke has been shopping around for spot ever since buying the station from the Cord interests.

Audrey Mays, former J. Walter Thompson publicist who recently stepped out as the radio associate of the MacQuarrie Agency, dug up a new-to-radio, believe it or not, hillbilly troupe working in Western pictures and billing themselves as "The Colorado Hillbillies." Auditioning them at NBC the other day for the Vallee show, agency producers of two other network shows sneaked in bids for a radio debut for the mountaineers and now the fair agent is torn between loyalty to her erstwhile employers and 10 per cent of higher offers.

The California Packard dealers have renewed "Hollywood Preview" for another 13 weeks on KECA.

Jack Owens, KEHE composer-pianist-singer, has had his daily program on that station switched to a new time and will be heard at 1:00 p.m. in future.

Ava Gjerset, American born Norwegian and pupil of the late Mme. Sembrich, brought here from Minneapolis to appear in Warner musicals, will be a guest on the KNX-CBS "Hollywood Showcase" on March 10.

Lew Frost, assistant to NBC vice-president Don Gilman, is back at his desk from San Francisco, where he sat in for Lloyd Yoder while latter was at the NAB convention.

**WBAP Dialers Want Chillers**

Fort Worth—In a query by WBAP to listeners as to whether the "Black Night" chiller-dramas each Monday at 11 p.m. should continue in the same form, over 300 letters were received in less than a week requesting that programs remain. Station wanted reaction because of the current talk against thrill programs as unfit for children. Virginia Willten authors the scripts, and Nelson Olmsted continues as chief character.

**WIND Used Car Drive**

Chicago—As a public service WIND is putting on a "buy used car" campaign on a sustaining basis.

**NAT BRUSILOFF**  
MUSICAL DIRECTOR  
New York's Own Station  
WMCA  
"AT THE TOP OF THE DIAL"  
1697 BROADWAY CI 6-2200

**ORCHESTRAS - MUSIC**

**SHEP FIELDS**, following steps of Paul Whiteman, Ted Weems and others, has got himself a child singer, 11-year-old Babs Bernard. She made her debut with him at Chicago Theater last week.

*Kay Kyser played Marquette University prom on Friday.*

Buddy Rogers appeared over weekend at Aragon and Trianon, Chicago, with a WIND line.

*Exclusive Publications has put on the presses a new booklet on swing music, containing photographs, biographies, phonograph record data and other information about leading rhythm personalities, to be distributed gratis to the orchestration clientele via jobbers and dealers. First printing will total 20,000 copies and will be available after March 5.*

Irving Mills, through his Master Records products, is beginning a series of recordings which will preserve for many years to come favorite rhythm selections written in the early years of jazz and which are considered today the basic foundation of swing music. This "docu-

mentary music" will consist of selections which never had the advantage of being heard through the recently developed electrical recordings.

*An all-Wagner program will be broadcast next Sunday by the Radio City Music Hall Symphony Orchestra under direction of Erno Rapee over NBC-Blue at 12:30 p.m. Viola Philo and Jan Peerce will be soloists.*

Jeno Bartal is celebrating his first anniversary as musical director of the Hotel Piccadilly's Georgian Room. Attilio Perry, accordionist, has been engaged as the band's new instrumental soloist.

*In addition to his "Musical Gazette" series on Sunday nights, Lyn Murray's orchestra will continue to be heard seven times weekly. It is currently heard three mornings a week with Ruth Carhart, and on four evening spots.*

Buddy Rogers' orchestra, currently playing a series of one-nighters in the middle west, opens March 11 at Philadelphia's Arcadia International Restaurant for a three-week engagement, with CBS and Mutual wires.

**Searchinger in NBC Series**

Caesar Searchinger, foreign correspondent, editor and radio commentator, will present the first in a new series of weekly commentaries titled "The Story Behind the Headlines" on Friday at 7:15-7:30 p.m. over NBC-Blue Network. The series will be under auspices of the American Historical Ass'n in cooperation with NBC as an educational feature.

**WMBD Dedicates New Organ**

Peoria, Ill.—Formal dedication of the newly installed pipe organ in the studios of WMBD took the form of a half-hour program specially designed to show the wide variety of usage demanded of organ music in modern broadcasting. In order to accommodate the "loft", the station's entire studios were remodeled and redecorated. Featured in the dedication program were Jack Lyon and Irene Allan, staff organists.

**Basketball Sponsored**

Chicago—Northern Indiana Public Service is sponsoring Indiana basketball tournament sectional, regional and semifinals on WIND, March 5-19, and Buick is sponsoring the finals on March 26 on WIND, WFBM, Indianapolis and several other stations.

**Form Springfield Agency**

Springfield, Mass.—Edward J. Samuel, formerly commercial manager for WMAS, and Lawrence M. O'Connell, have organized as O'Connell & Samuel, advertising agency, at 125 State St. Agency will specialize in radio advertising.

**Fannie Brice to Frisco**

Los Angeles—Fannie Brice leaves Sunday for a personal appearance week at the Warfield Theater, San Francisco. While there she will judge the "Baby Snooks" contest being staged by Fox-West Coast Theaters in the Bay City region, with the winner slated for a trip to Hollywood and an appearance on the M-G-M-Maxwell "Good News of 1938".

**International Nurseries on WJJD**

Chicago—International State Nurseries has bought a new six-a-week 6-6:30 a.m. hillbilly show on WJJD featuring Smilin' Bob Atcher and Bonnie Blue Eyes. Ervin Viktor, hillbilly announcer, is narrator for the series. Bob Atcher and Bonnie Blue Eyes recently joined WJJD staff, coming from WHAS, Louisville.

**Russ Morgan's Niece on WOV**

Peggy Morgan, contralto heard on WOV from WPEN, Philadelphia every Tuesday at 4:30 p.m., is the niece of Russ Morgan, who is guiding her career in music via radio.

**"March of Time" is Eight**

The "March of Time" this week will celebrate its eighth consecutive year on the air.

**WOPI** "The Voice of the Appalachians"  
**BRISTOL - TENNESSEE VIRGINIA**



**IRENE WINSTON**, who has appeared in many stage hits, has decided to concentrate her future efforts on radio. She has just been assigned a prominent role in "Woman in White", by Irna Phillips, on NBC-Red.

With the shift of "Lum and Abner" to CBS for General Foods, Carleton Brickert ends five years of association with them on the Horlick account. Brickert, an NBC contract artist, will continue with "Story of Mary Marlin." Brickert, who is president of the AFRA chapter here, will go to New Orleans for Mardi Gras this week.

WIND has launched a new Monday and Wednesday Poetry Corner. Features Carl Erickson and Tommy Ott, formerly of Rock Island.

John Blair, president of John Blair & Co., and Mrs. Blair, and his parents have gone to Florida for a fortnight's vacation.

Ray Jones, secretary of AFRA, went to New York last week for negotiations with network and agency representatives.

Everett Mitchell, who is to emcee the new Allis-Chalmers "Family Party" series on NBC, is looking for a tag line to identify show. For a decade he has used "It's a Beautiful Day Here in Chicago" on the National Farm and Home Hour.

Ruth Brine, commentator for Evans Fur on WJJD "Newsreel of the Air", has gone to New York and vacation and also is stopping off to visit family in Boston.

Judge J. M. Braude of WJJD "Safety Court" is vacationing in Florida.

Ruth Glascott, radio writer, blossoming out as a comedienne on WGN-Mutual "On A Sunday Afternoon".

Bruce Milligan, Hal Kemp sax player, is out of the hospital and back at work, but Maxine Gray must stay there another week.

**Wendell Williams Shifted**

West Coast Bureau, RADIO DAILY  
Los Angeles—Wendell Williams of the NBC continuity acceptance staff in New York has been transferred to a similar berth at NBC here.

**ATTENTION!**  
**STATION REPS . . .**  
Can you use a live-wire salesman in New York?  
One who knows Sponsors and Agencies and their  
**RADIO PROBLEMS**  
Write Box A-134  
RADIO DAILY, 1501 BROADWAY, N. Y. C.

## RICHMOND, VA.

Joe Brown's "Kiddie Club" now airs every Saturday afternoon over WRVA. Brown also conducts "Opportunity Night" every Saturday night, the winner appearing the following Thursday on the stage of National Theater.

"Penthouse Patter" is the temporary name applied to a new weekly airshow which Pete Taylor is building for an airing over WRVD. Patsy Garrett, Richmond songstress, has been signed for vocal honors. Franz Payperin and his orchestra are featured.

Dick Whitney of Detroit has joined WMBG announcing staff.

## OKLAHOMA

W. C. Gillespie, manager of KTUL, Tulsa, spoke before local Real Estate Board on radio and the real estate market.

General Federation of Women's Clubs presenting weekly lectures in KVOO, Tulsa, sponsored program.

Enid Little Theater has taken a 15-minute spot on KCRC, Enid, to present Denning Sisters.

KTOK, Oklahoma City, carrying full hour of U.P. news flashes in six daily periods.

## WHIP Adds Accounts

Chicago—WHIP new business announced by Manager H. R. Makelim includes spot campaign by New Mill Noodle & Macaroni Co.; Polish American Citizens League, political campaign; Cascade Wet Wash Laundries, 15-minute strip using ETs Monday through Saturday, supplemented by spot announcements, through Malcolm-Howard Agency; Lenard's Restaurant, spots; Musikhaus Radio Week, spots on German Hour; Prima Barber Shop, participations; Prosperity Cleaners & Dyers, kids' amateur show on Saturday emceed by Bob Venables plus a daily musical program.

Renewals include Southtown Church Hour, 15 minutes daily for a year; Polish American Film Corp., spots, and Citizens Federal Savings & Loan Ass'n, doubling time.

## ONE MINUTE INTERVIEW

## JIMMY NOEL

"I believe that the best training a potential radio performer can have is a completely varied experience. He should learn music by studying as many instruments as he possibly can. He should learn how to sing by taking vocal lessons, whether he has an outstanding voice or not. He should also learn the business of entertainment by constantly appearing before audiences with whatever he has to offer. One never knows when any or all of these versatile assets might mean the difference in getting that break or winding up broke."

## ★ Coast-to-Coast ★

**A** RTHUR GILMORE, former Seattle announcer and now heard Sundays on the CBS "Dr. Christian" series, is engaged to Grace Weller. Wedding is to take place in Tacoma, sometime in May.

*Don Prindle, formerly of KOL, Seattle, and now in Los Angeles, became the father of a girl last week.*

Thornton Fisher, WNEW sportscaster, and Jocko Maxwell, WLTH sports commentator, put on a jam session of sports Saturday evening on Maxwell's WLTH "Sports Parade". The two sportscribes then raced to a WNEW mike to resume their ribbing.

*Edgar Bergen and Charlie McCarthy can be seen at the Criterion Theater on Broadway starting March 3—in a screen short, "Africa Speaks—English".*

WIP will be the key originating station for a gala half-hour revue which will be broadcast over most of the stations in Philadelphia tonight at 11-11:30 under the auspices of the Salvation Army during its annual campaign for funds. Featured on this revue will be Bunny Berigan and his ork from Arcadia International Restaurant; Tell Sisters, Bert Balis, and Clarence Fuhrman and his augmented 25-piece orchestra.

*Harry Boersma, baritone, who sings the Treasured Hymns program Friday mornings, has started a series of guest appearances in Memphis churches.*

Bob French, program director, whose "Spectator" program has been a daily feature on WHKC, Columbus, for the past five years, has been making a number of personal appearances in small Central Ohio towns.

*The lives of Catholic Saints to be dramatized by the Ave Maria players on WMCA during March and April will include St. Patrick, as a special program, and the Passion Play, on two successive Sundays, according to the Franciscan Friars of the Atonement, sponsors of the series.*

Keeping up its record for long remotes in the Fort Worth section, WBAP last week aired a program

## Lierley Back at KSL

Salt Lake City—After an absence of several years, during which he was engaged in coast radio work, Charles Lierley, tenor, has returned to KSL. He appears currently as Bob Arnold in "Songs for You", thrice weekly commercial.

## Fredda Gibson's Third Show

Fredda Gibson, already heard on the two Lucky Strike commercials, has a third show on March 11, when she joins the new Nehi program with George Olsen and Tim and Irene on the NBC-Red network.

from Paris, Tex., over 100 miles away. Program was transmitted by the WBAP mobile unit which was in that city as advertisement for forthcoming local Exposition. Herb Southard, announcer, and Elliott Maersch, engineer, handled program.

*Russ Offhouse, staff announcer at WCOP, Boston, steps out of character this week when he describes the style show for prominent women's club in the bean city.*

Jean Harper Campbell, head of the copyright department of WHN, won \$250 in the Old Gold contest.

*Karl Swenson, who plays the title role on "Lorenzo Jones" program, returns to the legitimate stage next month as a member of the Episcopal Actors Guild's production of Shakespeare's "King John."*

"Life of Mary Sothern" chalked up its 800th performance on Thursday. Only member of the original cast is Jay Jostyn who plays leading male role of Max Tilley. Hinds' Honey and Almond Cream is sponsor. Transamerican produces, Don Becker writes and William Esty is the agency. Currently rides WLW Line and CBS.

*Policemen on post all night often turn to radio to while the time away. Wednesday night's most distant telegram to WNEW's Stan Shaw brought one from the police in High Point, N. C.*

David Lowe, film commentator, reports getting nearly 7,000 letters on his 7 p.m. Washington Birthday broadcast of 15 minutes.

*G. Dare Fleck, who has charge of traffic at KDKA, Pittsburgh, will resume a weekly program of book reviews at 3:15 p.m. Wednesday.*

"The Ghost in the Garret," long a favorite program with listeners to KGBX, Springfield, Mo., is back on the air after an absence of some seven months. Floyd M. Sullivan prepares and broadcasts the program of chit-chat, gossip, and humorous anecdotes, naming names when and where convenient.

## WSGN Program Wins

Birmingham—In a contest conducted over a period of weeks, the "Variety Show" on WSGN, won first place among local features. Joe Ford and Bob McRaney, WSGN announcers, conduct this hour at 3 p.m. each Sunday from the Pickwick Club.

## Jimmy Scribner Renewed

Jimmy ("Johnson Family") Scribner's contract with WOR has been renewed for another six months.

## SAN FRANCISCO

Dudley Manlove is new emcee of KYA "House of Vision" for Progressive Optical System. G. M. Spray, adv. mgr., took over scripting after George Tolin, announcer, wrote first two shows.

"Listen," quarter-hour commentary, on radio personalities, written by Pat Kelly, KFRC press, and read by Herb Allen, sold to Shasta Water Co. for 13 weeks through D'Evelyn & Wadsworth, Inc.

To Hollywood to enter the agency field goes Clyde Coombs, NBC salesman.

Jack Meakin and his "Bughouse Rhythm" group did a turn at the Chamber of Commerce pre-anniversary dinner at Palace Hotel celebrating the exposition opening here one year hence. Banquet KGO'd for Coast Blue web. Baritone Armand Girard, Actress Betty Grable and Eddie Cantor also participated.

Don Allen, the "Hollywood Reporter," started a Sunday quarter-hour on KSFO for C. H. Baker Shoe Stores, 3 p.m. Signed for year by Sidney Garfinkel agency.

KYA Musical Director Walter Rudolph and Jack Seltenrich formed a two-piano team aired Saturdays at 1:30.

Ben Moss has song program on KFRC daily tabbed "Try and Stump Us".

Ernie Smith has augmented his usual 15-minute nightly sport talk heard six times a week on KYA with a Wednesday half-hour show titled "The Hot Stove League."

## NEW HAVEN

Charlie Wright, WELI program director, convalescing at home. Bill Farley subbing for him.

Murray L. Grossman, WBRY business manager, returns from vacation.

Mack Parker, WICC studio super, brought Rose Marie to the mike for an interview when she played a date here last week.

## WORL, Boston

Happy Jack Smith (Rev. John Jacob Smith of Calgary Temple) returns to the air with a Tuesday and Thursday "Good Cheer" program.

A bi-monthly "Mayor's Day" program has been logged for Tuesdays, with mayors of the metropolitan area as guests.

## New Canadian Firm

Kenora, Ont.—A company known as Kenora Broadcasting Corp. is reported being formed in Toronto, with Henry C. Draper, K.C., as solicitor for the new firm. Erection of a station here has been rumored for some time.

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 28

Harold Parkes Olan Soule  
Alan Wray