



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 14

NEW YORK, N. Y., TUESDAY, MARCH 1, 1938

FIVE CENTS

WLW Hearing May 16

Looking On ... AND LISTENING IN

BLANK SCORE The score of the Hollywood movie companies, in their efforts to double as producers of radio shows, thus far amounts to a goose-egg.

Out of three batters who have gone to the plate, one was quickly fanned, the second knocked out a single-bagger but couldn't get to second, while the third was hit by a ball and walked but will most likely die on base.

For the good of everybody concerned, including the movie industry, it is hoped that the picture studios have learned their lesson and will stick to screen entertainment.

Meanwhile, it is encouraging to see the predicted letdown in Hollywood originations gradually taking place, together with a slow but promising increase in network pickups from other large centers besides New York, Chicago and Los Angeles.

Boston, San Francisco, Detroit, Cleveland, Pittsburgh, St. Louis, Philadelphia, Kansas City, Buffalo and plenty of other cities have an ample amount of good shows that not only merit coast-to-coast airing but would give radio schedules some of the greater variety they need.

On top of this, they'd attract a lot of new public interest and prove excellent good-will gestures for the industry in general.

The same holds good for another previous suggestion—more personal appearance tours for popular radio units, with each weekly broadcast being made from a different city.

It is one way to meet the growing seriousness of studio audiences.

And for the stars who are willing to troupe, there's much gold in those hinterland box-offices.
—D. C. G.

On the Spot

Salt Lake City—H. K. Gagos, UP radio editor visiting KSL, reports that at height of recent California flood a watchman on the Soledad Bridge was sitting in his shanty at radio, tuned to KSL. Announcer reading UP news put on a bulletin that flood had washed out the Soledad Bridge. Watchman grabbed a lantern, rushed out. Sure enough, bridge was floating away.

NAB STARTS COLLECTING HIGHER DUES SCHEDULE

Washington—Active work on collection of the higher rate of dues has been begun by the NAB, the new membership dues being effective today. Communication from Mark Ethridge, temporary chairman of the board, assured members that as soon as the best man possible for the job of president had been selected and things talked over with him, the NAB would get prompt action on the matter. More members and financial help are imperative and a blank was enclosed for the stations to indicate their classification by letters.

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Herring, Payne Confer On Censorship Measure

Washington Bureau, RADIO DAILY
Washington—Following conferences with Commissioner George Henry Payne of the FCC, Senator Clyde Herring reports "very satisfactory" progress in preparation of his radio censorship bill. A few more details remain to be cleared up before measure is ready for introduction.

WADC is Considering Studios in Cleveland

Akron—WADC, owned and operated by Allen T. Simmons, is considering possibilities of establishing studios and offices in Cleveland. No decision yet, but idea is understood to be favored as much of station's fan mail comes from Cleveland area, it is said.

NAPA Suspends Drive On Phonograph Records

Philadelphia—Pending outcome of AFM issuance of licenses to electrical transcription and phonograph record manufacturers, the National Association of Performing Artists has temporarily halted its drive to license stations to play phonograph records made by its members. Her-

(Continued on Page 2)

Pat Patterson at KABC

San Antonio—B. R. (Pat) Patterson, formerly with KFDM, Beaumont, as sales manager and at one time with KTHS, Hot Springs, joins the commercial department of KABC today.

Parley Is Scheduled on Limitation of Power—FCC Rule May be Changed —Drafting Accounting Plan

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY
Washington—Chairman Frank R. McNinch of the FCC has set May 16 for hearings on limitation of power for WLW and other stations.

The Commission's Rule 117 provides that the authorized power of a dominant clear channel station shall not be less than 5 kilowatts nor more than 50 kilowatts. The hearings will be held to determine whether the rule should be amended and in par-

(Continued on Page 3)

FLA. COMPLETES BRIEF IN ASCAP TEST ACTION

Tallahassee—The State of Florida has completed its brief in connection with the suit brought against it by Ascap to test the constitutionality of the anti-Ascac law recently enacted by the state. Suit will be heard March 3 in New Orleans before three Federal judges. State of Florida brief will principally question the matter of jurisdiction and removal of the case to New Orleans.

Contingent leaving for New Orleans for the State will include Andrew W. Bennett, formerly assistant U. S. attorney general, who appeared for the government in the Ascac anti-

(Continued on Page 3)

Dropping of Remotes Bad for Chi Business

Chicago—Business at leading hotel dine-dance rooms has been bad since they dropped radio lines when major stations began charging \$100 weekly for service. Empire Room of the Palmer House, however, has booked some big names, including Eddy Duchin, opening May 4; Veloz and Yolanda with a band, July 6; Guy Lombardo, Labor Day, and Wayne King, early in November. Duchin, Lom-

(Continued on Page 3)

Okla. Network Getting Heavy Political Business

Oklahoma City—The Oklahoma Network is set to reap luscious takes from political broadcasts during the forthcoming campaign, with three candidates already having used the seven-station web to announce their candidacy and 11¼ hours full network time booked by others although campaign is not yet started.

J. B. Williams Adds

The J. B. Williams show on Mutual has added two more stations effective March 7, and also goes coast-to-coast on that date. New outlets are KWK, St. Louis, and WFIL, Philadelphia.

SUPREME COURT DENIES WRIT IN BORDER ET CASE

By MILTON F. LUNCH
Washington Bureau, RADIO DAILY
Washington—The Government again lost to Norman Baker and E. R. Rood yesterday when Supreme Court denied a petition for a writ of certiorari to the U. S. Circuit Court of Appeals to review the decision in favor of Baker and Rood, who were charged with violation of Section

(Continued on Page 2)

Warner-G. M. Program Called in "Rumor" Stage

Neither Warner Bros. nor Transamerican would confirm the report that General Motors was considering a mammoth production to be heard simultaneously on two networks. Warners stated that they, as usual, had several radio deals in the fire, while Transamerican said that such a deal was still in the "rumor" stage.

KOMA Dedication

Oklahoma City—Opening of KOMA studios on 24th floor of Biltmore Hotel was formally celebrated with an hour's program Sunday. Public officials and civic leaders did honors. New layout doubles former space and provides special business offices and headquarters for Neal Barrett, southwestern director and v.p. of Hearst Radio Inc.



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NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Feb. 26, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Table with 3 columns: Selection, Publisher, Times Played. Lists songs like 'Sweet As A Song', 'I Double Dare You', etc.

COMING and GOING

E. C. MILLS of Ascap, HERMAN FINKEL-STEIN and LOUIS D. FROLICH of general counsel of the organization, are in New Orleans to attend the Ascap suit against the State of Florida being heard March 3 in Federal Court.

H. ALLEN CAMPBELL of WXYZ, Detroit, is in New York on business.

JOSEPH N. WEBER, president of the AFM, arrived back in town yesterday from Miami.

SONNY WERBLIN of MCA, is back in New York after a business trip to the west.

MRS. HENRY KING, wife of the orchestra leader, arrived in New York yesterday to await the birth of her child. Husband will come here from the west.

CHARLES CHATTERTON, business manager of KGW and KEX, Portland, Ore., was a visitor at the John Blair & Co. offices in Chicago last week.

LOUIS K. SIDNEY, chief of M-G-M radio activities, flew to New York from the Coast late last week on business connected with WHN. He is due back in Hollywood for Thursday's airing of "Good News of 1938", which he produces.

LOUIS WITTEN, v.p. of Buchanan Co., to New York from the Coast.

JULES STEIN, president of MCA, has returned from New York to home office, Chicago, and expects to go to Hollywood shortly where his family is spending the winter.

JANE PICKENS leaves for Ohio immediately following tomorrow's broadcast to spend four days with friends.

"Grand Hotel" Off in Spring

Chicago—Campana Corp. reported planning to take "Grand Hotel" off NBC after March 28 for the summer. Show features Jim Ameche.

"HIGH FIDELITY" INSTANTANEOUS RECORDING

Highest Quality Recording attained by

★ Most expensive modern instantaneous recording equipment.

★ Expert Electrical Transcription wax recording Personnel (graduate and licensed engineers).

REMOTE CONTROL by permanent lines.

OFF THE AIR by special filtered antennae.

STUDIO—60' x 30' double ceiling broadcast studio. Dynamic microphones.

Instant Service

ADVERTISERS RECORDING SERVICE, INC.

113 WEST 57th ST., NEW YORK Phone Clr 7-6982 Established 1930

AFM Executive Board Goes in Session Today

Executive Board of the AFM will go into session today to take up the matter of transcription and phonograph record licenses, following arrival of president Jos. N. Weber yesterday from Miami. AFM home offices were closed yesterday afternoon due to a strike of the Building Service union which shut off elevator service. Upon notice of the strike, the AFM officials and employees moved out en masse, not wanting to either walk down 41 flights of stairs nor ride with non-union help. If the strike continues, the Executive Board will probably meet elsewhere than the AFM offices.

In sympathy with the elevator workers who went out in several buildings, 17 elevator mechanics in Rockefeller Center also refused to work, but service in Radio City was not interrupted.

NAPA Suspends Drive On Phonograph Records

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Bert Speiser, general counsel for NAPA, said that when negotiations are fully completed between AFM and disk companies, his organization would resume its drive. Locally, WIP, WPEN and WDAS are continuing to use records under an NAPA license but are avoiding those made by RCA Victor and Decca, which have warned stations that they are liable to court action if the disks are played. Victor and Decca claim all copyright and other vested rights in their product.

New Broadcasting Firm

Albany—Kingston Broadcasting Corp., Kingston, has been incorporated by John R. McKenna, Norman B. Furman, Florence Wolin and Benjamin S. Colves. Cashin & Ewig, Brooklyn, are attorneys.

Supreme Court Denies Writ in Border ET Case

(Continued from Page 1)

325 (B) of Communications Act. This violation pertained to the making of recorded programs in the U. S. and transported across the Mexican border for broadcast on powerful outlets so that they could be heard throughout this country. In the lower courts, Baker and Rood had been found guilty. Circuit Court of appeals reversed the decision.

Expands Coverage Reports

New Rochelle, N. Y.—Radio Coverage Reports Bulletin, heretofore issued only to subscribers to Radio Coverage Reports, will be expanded and made available to advertising agencies, broadcasting managements and advertising managers of companies using radio, for a nominal subscription fee, it is announced by Edgar Felix, who issues the services.

FINANCIAL

(Monday, Feb. 28)

NEW YORK STOCK EXCHANGE

Table with 5 columns: High, Low, Close, Net Chg. Lists Am. Tel. & Tel., CBS A, Gen. Electric, etc.

NEW YORK CURB EXCHANGE

Table with 5 columns: Bid, Asked. Lists Majestic, Nat. Union Radio.

OVER THE COUNTER

Table with 5 columns: Bid, Asked. Lists Stromberg Carlson.

FCC ACTIVITIES

APPLICATIONS RECEIVED

KIT, Tacoma, Wash. CP to install new transmitter and increase power to 1 KW. LS., 500 watts.

KGHL, Billings, Mont. Auth. to transfer control of corp. from Northwestern Auto Supply Co., Inc. to Charles O. Campbell. 75 shares common stock.

NEW BUSINESS

KOMO, Kansas City: Tom Moore Cigars, news, through N. W. Ayer; Bathasweet, news.

WIP, Philadelphia: Longines Wittnauer (watches), time signals; Sunday School Times (Publication), through N. W. Ayer.

WFIL, Philadelphia: Tide Water Oil Co., news, through Lennen & Mitchell; Nehi Co., program, through James A. Greene Advertising Agency; Campana-Italian Balm, program.

WHN, New York: Garrett & Co. (Virginia Dare Wine), spot announcements, through U. S. Advertising Corp.

WROK IS THE

RADIO VOICE

OF NORTHERN ILLINOIS AND SOUTHERN WISCONSIN ROCKFORD, ILL. KELLY-SMITH

Advertisement for WEED & COMPANY featuring WLAB 1000 WATTS, LAWRENCE, MASSACHUSETTS, and RADIO STATION REPRESENTATIVES.

WLW Power Hearing Scheduled for May 16

(Continued from Page 1)

ticular to determine what limit, if any, should be placed upon the power to be authorized for any such station.

At the hearing all pending applications for permits, modifications of renewals of licenses, experimental or regular which request power increases in excess of that permitted by existing rule will be held aside from WLW. Other applications for 500 kilowatt power authorizations are WHO, KFI, WGN, WSM, WSB, KDKA, KNX, KSL, WBZ, WGY, WHAS, WJR, WJZ, WOR and WOAI.

The Commission's present regulations provide for 40 clear channels, although under existing licenses there is duplication on about 12 of the 40 channels.

Observers express much interest in the question of whether or not Commissioner George Henry Payne will sit with the Commission when the WLW case comes up. It was believed by many that attorneys for Powel Crosley Jr. might ask for his withdrawal on the same grounds, pre-judging the case, as was the case with Segal-Smith disbarment proceedings. According to authoritative sources, however, RADIO DAILY learned that Crosley legal representatives will take no such action against Payne.

Meanwhile the Commission has directed the chief accountant to prepare and submit for the Commission's consideration by March 9 a tentative draft of a uniform system of accounts for licensees of stations.

"Only through the adoption of such a system," McNinch stated, "can the communications industry or the public have any dependable and comparable financial data."

It is the purpose of the Commission to give all licensees an opportunity to make such criticism and suggestions of the proposed system as they desire before any final order is issued.

Bob Redd Gets Berth

West Coast Bureau, RADIO DAILY

Los Angeles—Bob Redd, NBC producer, gets the production assignment on the Sunday night "Signal Carnival," perennial NBC Pacific Coast Red favorite.

KSO Opera Feed to Mutual

Des Moines—A special radio adaptation of the opera "Faust" presented by Drake University College of Fine Arts will be fed by KSO, Iowa Network station, to the Mutual Network on March 4.

Pat Rossi Gets Title

Pat Rossi, now singing on WOV daily at 11 o'clock, has obtained copyright on the title of "The Singing Waltz King", setting aside a day a week to doing nothing but waltzes.

AFRA in Shreveport

Shreveport—Announcers and artists of local radio stations here have formed a local of the American Federation of Radio Artistes.

NEW PROGRAMS—IDEAS

Asks for "Bribes"

Even a sustainer should have commercial aspects, says Owen Balch, commercial manager of KCKN, Kansas City, Kan. He announced on his "Crack O' Dawn Patrol" that requests for song numbers would be met only if accompanied by "bribes." Arrived next morning: one stick of chewing gum, some old socks, one angel food cake, and hosts of other good-will offerings.

Fla. Completes Brief In Ascaph Test Action

(Continued from Page 1)

trust trial two years ago and since resigned; Lucien H. Bogges, former law partner of A. Mitchel Palmer, and two attorneys general of the State of Florida, Cary D. Landis and Ty Norwood. Gilbert Freeman of WTAL, who is chairman of the Educational Committee of the Florida Ass'n of Broadcasters, and other radio men are expected to attend the hearing also.

Ascaph attorneys Herman Finkelshtein and Louis D. Frolich of the law firm of Schwartz & Frolich, general counsel for Ascaph, left several days ago for New Orleans. E. C. Mills, chairman of the Administrative Committee, left yesterday by plane. Understood that the Ascaph arguments will be similar to those presented in Nebraska, where the society won a temporary injunction restraining the State enforcement officers from enforcing the anti-Ascaph law. Similar Ascaph suits against the states of Washington and Montana are still pending.

WEW's Flower Broadcasts

St. Louis—Recent response to a broadcast from Shaw's Garden orchid show was of such proportions that WEW will air daily from the flower show in St. Louis Municipal Auditorium, March 26-April 3. Manager A. S. Foster was responsible for the orchid show airing, having in mind that St. Louis is very garden-conscious.

Ed Shutz Brings Back Biz

St. Louis—Ed Shutz, commercial manager of WLL, returned from the NAB convention via stopovers in New York and Chicago, signing contracts in the former city for 195 quarter hours and 156 spot announcements and in the latter city for 195 five-minute programs. Shutz now favors monthly, instead of yearly, conventions for NAB.

Club Women Kick

Chicago—Parent-Teachers of Kendallville, Ind., has filed a protest with FCC against the "many undesirable children's programs which portray crime and horror." Protest also takes a swat at plugging of film stars on the air.

"Double Feature"

WIP (Philadelphia) Dramatic Group handles this one, presenting two complete dramatic sketches in half-hour weekly evening spot. Thought, according to Program Director James Allan, is to vary the dramatic tempos of the sketches on theory that single half-hour theme is too long for radio audience. Assistant program director Marx Loeb directs.

Dropping of Remotes Bad for Chi Business

(Continued from Page 1)

bardo and King are expected to insist on lines.

Best business in town is being done by Blackhawk, with Kay Kyser, and Chez Paree, with Henry Busse, using Mutual and NBC, respectively. Stevens is closing big Boulevard room and reopening smaller Continental room, with Sterling Young. College Inn, which has had Buddy Rogers, will rely on Lou Panico.

Campus Newscast Sponsored

Austin, Tex.—A five-minute newscast from campus of U. of Texas, with two student commentators appearing on alternate nights, began last week under Lucky Strike sponsorship.

Government Considers Ascaph Suit Dismissal

Washington—In a letter to Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, it was indicated by the U. S. Attorney General that the Department of Justice now has under consideration the "question of whether to further proceed" with the suit instituted by the U. S. Government against American Society of Composers, Authors & Publishers. The Attorney General pointed out that the trial of the case was started in the Southern District of New York in the spring of 1935 and was suspended about a week later upon suggestion of the trial judge that the parties get together and agree to stipulate facts so that progress would be facilitated. These efforts at stipulation proved fruitless, however.

At the recent NAB convention, Wheeler stated that there was need of copyright revision. The NAB itself reiterates its interest in the Ascaph suit and will continue to seek a successful prosecution of the case.

Attitude of the Attorney General is taken to mean that there is a strong possibility of the government action being dismissed.

Mutual Series on WDSU

New Orleans—"Fortune's Follies," Mutual program, is getting on the air regularly here over WDSU, the NBC-Blue outlet. Show is rebroadcast from WSM.

TEST IN MICHIGAN

for a dependable "yard stick" for nation-wide sales...eight major markets...including America's great metropolitan center...smart, up-to-date manufacturing cities...ranking rural centers and farming districts...in all, completing a cross section of America's spending habits and potential market volume

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION



DETROIT
MICHIGAN

The Paul H. Raymer Co., Representative

AGENCIES

HARRY A. MAY has been appointed manager of the Indianapolis office of the Raymond Morgan Co., Hollywood advertising agency and producers of radio programs. Appointment will permit Ray Morgan, who has been East for months, to return to the home office.

LIONEL BRIDGE, formerly of Lord & Thomas agency on the coast, has been appointed manager of the New York publishing house of Sheed & Ward.

LOUIS A. WITTEN, vice-president of The Buchanan Co., Texaco agency, arrives in New York from the coast.

J. STIRLING GETCHELL is the father of a new boy.

Kidnapping Plea on WNEW

A plea to kidnapers of Peter Levine, son of Murray Levine, prominent New York lawyer, was aired by WNEW at 5:15 p.m. yesterday. Richard Brooks, commentator, and a spokesman for the boy's father, made an appeal to the kidnapers, expressing the father's desire to negotiate with them, and asking newspapers and others to lay off.

WHN attempted to get the father on the air by running a line to his home in New Rochelle, but he was too broken up to talk.

Mary Bitner Joins KGU

Honolulu—Mary Bitner, daughter of Irma Bitner, producer at KSL, Salt Lake City, has joined the KGU staff here. Recently married, Mary teams with spouse in dramatic shows, runs a woman's hour and sings and plays a bit. Originally came here for a month's rest.

UP Processing KSL News

Salt Lake City—United Press, through its Los Angeles offices, announced that KSL is to get a special radio news processor on all UP service. The addition will enlarge the KSL News Bureau. Entire UP trunk will be re-edited especially for radio presentation, with service exclusively to KSL.

Signed by Rockwell-O'Keefe

Pat Barnes and his WOR "Barnstormers", Thornton Fisher, WNEW sports commentator, and Floyd Sherman have been placed under personal management of Rockwell-O'Keefe. Frank Cooper handled deals.

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

March 1

George Frame Brown Jimmy Dorsey
Kathryn Field Charles Lyon
Charles Martin Herb Plambeck
Jimmy Stevenson



● ● ● Transamerican is building an hour show called "Manhattan Serenade."... Jack Fulton bows off "Poetic Melodies" March 22 when the Andrews Sisters join up. Del Casino may replace Fulton—if he didn't sign that Paramount Picture contract yesterday... An audience participation show called "What Would You Have Done" auditioned yesterday to replace a top-notch comedy show during the summer... "The Shadow" winds up for Blue Coal within three weeks... "Lamplighter" debuts on WOR next Sunday for Grossman Shoes—signed for one year... Leo Reisman will fade from MBS for six weeks during Lent, with his time going to the New Yorker... Olga Baclanova ends her MBSeries March 12... Morton Gould has been signed for one year... Frantic calls to Ted Husing in Miami to get him here in time to begin his Brewers' show. He wants to bask in the sun instead.

● ● ● KWTO, Springfield, Mo., "Love Thy Neighbor" show boasts placement of more than 90 per cent of the applicants for jobs who appear in the studios for this novel program... The show is made up entirely of human interest scenes. Karl Zomar, wordslinger, has all persons who wish jobs see the Missouri employment bureau. Those approved are sent to the studios, where they answer questions concerning age, training and so forth... Bob Lewis, baritone at WIL, St. Louis, set something of a record last week for recuperating from surgery. He was stricken with acute appendicitis, operated on the following day—five days later he was walking around the hospital corridors, the sixth day he was home and on the seventh day Bob stood before WIL's mike and chirped like he never had before. Hospital attaches claim this to be the speediest recovery on record.

● ● ● While east, Eddie Cantor will have a Tuesday nite preview of his Wed. show in a playhouse... Lou Holtz will fly in every Monday from Chi for his program... Sid Gary returns to his night show tomorrow... Helene Daniels is under 60-day option for pictures... CBS Hollywood studios' official opening has been postponed from April 2 to the 9th... Harry von Zell had a fire in his home the other night when his kid placed the bed lamp under the pillow... George Griffin begins his series for Whipple Oil Burner March 22 via NBC with Verle Mills, harpist, and Dorothy Dreslin, soprano... Yesterday's Daily News featured a two-column page-size ad on Jimmy Dorsey's opening at the New Yorker tonight, calling him "America's Ace Saxophonist"—but the picture shows Jimmy tooting a clarinet a la Goodman!

● ● ● Martin Block's secretary, Esther Sandson, got herself wed to Jack Schiff, sales promotion director for a N. Y. toy co... Bill Bivens, conducting the WBT "Midnite Dancing Party" down in Charlotte, N. C., received a letter sometime in January from Pago Pago, American Samoa... The writer requested that Bivens play "I Want to See Some More of Samoa" on a certain night... The request was complied with and forgotten... The other day WBT received another letter from the Samoan, saying that the tone and clarity of the song he asked for were perfect, even in faraway Pago Pago!... WIP, Philly, is adapting "sneak previews" for their shows prior to scheduled announcements, so they can get public reaction and comment in advance.

● ● ● Lillian and Dorothy Gish will appear on Kate Smith's show on Thursday... Robert Benchley has been set to do a zany routine on the Chesterfield show March 18 by the Myron Selznick Ltd. N. Y. office. He will also repeat on the Smith Hour... Abbott and Costello, featured on the Ted Collins show, are week-to-weekers—but draw big mail.

GUEST-ING

CAPPABARRA HARMONICA ENSEMBLE, on "Schaefer Revue," March 10 (WEAF, 7:30 p.m.).

CONSTANCE BENNETT, on "Your Hollywood Parade," March 9 (NBC-Red, 10 p.m.).

LUCY MONROE, on Philadelphia Orchestra program, March 14 (NBC-Blue, 9 p.m.).

New Bills at Albany

Albany—Two bills affecting radio advertising have been introduced in the Assembly. Gerald Mucciggrosso is sponsor of a measure requiring loan companies to specify interest rates, and R. Foster Piper presented a bill dealing with sale of eyeglasses.

Stroud Twins Renewed

West Coast Bureau, RADIO DAILY
Los Angeles—The J. Walter Thompson office has renewed the contract of the Stroud Twins for another 13 weeks for Chase and Sanborn.

Jolson Writers Get Release

West Coast Bureau, RADIO DAILY
Los Angeles—Red Corcoran and Ken Browne, writers on the Jolson program, have asked for their release and sever the connection following this week's show.

Paul Munroe's Film Deal

West Coast Bureau, RADIO DAILY
Los Angeles—Paul Munroe, who has been director of "Your Hollywood Parade" for Lord & Thomas, is reported signing a deal with Nat Levine, associate producer at M-G-M, to produce film version of "Gang Busters," which Munroe produced as an air feature for two years.

"Big Town" Coast Rebroadcast

West Coast Bureau, RADIO DAILY
Los Angeles—Long talked about coast rebroadcast for Edward G. Robinson-Claire Trevor "Big Town" series finally has been set definitely in the 9:30-10 p.m. slot Tuesdays on CBS. Eastern airing for Robinson remains unchanged.

... Did you know that the instructors in The School of Radio Technique are well-known men constantly engaged in radio



productions?

GEORGE MARSHALL DURANTE, DIR.

R. K. O. Bldg. Radio City, New York



LEE COOLEY has been made producer of "Sunset at Nine," heard Sunday nights over KFVB, and handled by Pacific Market Builders.

Ben Sweetland, long "Your Friendly Counsellor" on KHJ and more recently conducting a series of "Human Understanding" broadcasts over KFI, is muting the program temporarily to make a hurried trip to New York on business. Will return to the air in about two weeks.

C. Owen Ross Manufacturing Co., makers of roller bearings, has signed for a series of spot announcements over KECA. One-year contract was handled by Lee Ringer advertising agency.

Ted Fio Rito's KNX-CBS "Hollywood Melody Shop" broadcast moves from the Beverly Wilshire to the Palomar with the program of March 13.

Broadway Department Store has signed for thirteen weeks' participation in the combined "Housewives' Protective League" and "Sunrise Salute" programs over KNX. Jefferson Kaye Wood was the agency.

Howard Swart, writer-star of "The Newlyweds" serial, has opened the "Hide - Away - Idle - Hour - Club" on Cherokee Avenue. The new business venture is the actual counterpart of the fictional institution featured by Swart in his CBS show.

KFAC's "Jimmie Allen Flying Club" now boasts more than 12,000 members.

Twentieth Century Radio Productions has sold its "Federal Agent" series of 39 quarter-hour transcriptions to Broadcasting Service Ass'n of Sydney, Australia, through American representative Dr. R. L. Power, who also reports the purchase of "Ebb Tide," waxed production of Titan Productions, San Francisco, for the Antipodes, as well as for All Canada Radio Facilities Ltd., for which concern Power also is resident transcription buyer.

Arthur Gilmore, CBS announcer on "Dr. Christian," is squiring his fiancée, Grace Weller, around the Hollywood night spots. Miss Weller just arrived from the East, and the wedding will take place within the next two months.

Murry Weintraub and Jerry Oel-nick, Hollywood publicists, recently stock their joint chins out by adding a mimeographed "daily selections" sheet for the day's races at Santa Anita to their press releases.

BETTER BROADCASTS for BETTER BUYERS
INTERSTATE BROADCASTING CO.
 730 Fifth Ave., New York

ORCHESTRAS - MUSIC

FRANK TROMBAR will replace Jimmie Grier at the Biltmore Bowl, Los Angeles, on March 17. Ork will be heard on NBC every day except Sunday.

Hal Kemp's scheduled appearance on Zenith CBS program last Sunday was cancelled at the last minute.

Two new songs, "Lovely You" and "Have You Got Any Love For Sale," have been turned out in Chicago by Allan Grant, pianist, Basil Lough-rane, production chief at Lord & Thomas, and Roy Brower, "Cabin at the Crossroads" soloist.

Though the two titles make a natural combination, NBC's The Kidood-lers are about the only ones who haven't yet included "Dipsy-Doodle" on their broadcasts.

Goldie, comedy-trumpet player with the Paul Whiteman band returns to the fold after having his tonsils removed.

Five of the feminine members of the Whiteman family have been ill the past week. Mrs. Paul Whiteman (Margaret Livingston) had the grippe, Mrs. Mike Pingitore, underwent an operation at French Hospital, Mrs. Bob Lawrence and Mrs. Roy Bary had the flu, and Irving Strouse's mother had tonsil trouble.

"Both Sides of Mike" Handy Book on Radio

"Both Sides of the Microphone," by John S. Hayes, assistant production manager of WOR, and Horace J. Gardner of Philadelphia radio's well-known "Literary Parade," has just been published by Lippincott (\$1.25).

Book is a handy non-technical, and easy-reading compendium on broadcast operators and those behind them, treated from listener and vocational angles. Talent, programming, musical, engineering, educational and religious aspects of radio are included, with special articles by Julius F. Seebach, Jr., WOR program director, Dr. Seymour N. Siegel of WNYC, Gabriel Heatter, Guy Lombardo, Helen Johnson, Ben Grauer, Orson Welles, Alfred Wallenstein, Frank Knight, Kate Smith, Bill Slater, Andrew Kemper Ryan, William J. Miller Jr., D.D., and Rev. Stanley Marple, D.D.

WIS Feeds Senator's Talk To 7-Station Carolina Web

Columbia, S. C.—Speech of Senator E. D. Smith on the administration's new agricultural program will be fed by WIS at 1:15 p.m. today to a network of seven stations. Web also will include WCSC, Charleston; WFBC, Greenville; WSPA, Spartanburg; WAIM, Anderson; WOLS, Florence, and WBT, Charlotte.

Chick Webb's contract at Levaggi's Restaurant, Boston, has been renewed for another four weeks.

Bob Crosby and his orchestra remain at the Penn's MADhattan Room for another two weeks, after which comes a series of one-nighters in the East, then back to the Penn for an indefinite stay.

Now that his "Yes, There Ain't No Moonlight Tonight—So What?" is being published, Louis Prima is at work on a new one, called "Prima Rhythm."

Lou Carroll and his orchestra, featuring Iggie at the Piano, have been signed for an additional four weeks at the Village Brewery Restaurant.

"Larry and Sue," vocal duo heard on WSPD, Toledo, for several weeks, gave their final broadcast Friday. Sue, who is Barbara Runnian, returns to her home in Eaton, O., where her mother is critically ill, while Larry Ebker goes to Dayton. The team came to Toledo from WLW.

Erskine Hawkins and The 'Bama State Collegians leave the Savoy Ballroom, New York, March 13 to fulfill a demand for return road dates for the Stepin Fetchit-Erskine Hawkins dance band unit.

NAB Starts Collecting Higher Dues Schedule

(Continued from Page 1)
 ranging from A to O and running from \$5 to \$500 monthly dues.

Each active member is required to pay dues on net receipts from the sale of time received during the previous calendar year. Net receipts are defined as billings based on gross rate for broadcasting service less time and advertising agency discounts, if any, and including billings to networks. No member is required to state his actual volume but to name annually to the Secretary-Treasurer, on his call, the class into which his volume falls.

Ethridge further informed members of the need of a united industry and that every human effort is being made to see that the reorganized NAB is equipped in the shortest possible period to meet its new responsibilities.

76 NEW IDEAS!
 For three years, STAR COMMERCIALS have led the field and are more popular now than ever. Weekly service comprises 76 Announcements covering 22 lines of business, prepared by a special STAFF of experienced (Network and Agency) writers. A complete week's supply is yours for the asking. No obligation—We rely on STAR COMMERCIALS to sell themselves to you!
STAR RADIO PROGRAMS, INC.
 250 PARK AVENUE NEW YORK CITY



KAY CAMPBELL, WGN star of the Lucky Girl series, which recently folded, has gone to Hollywood.

Franklyn MacCormack, poetry reader of Wrigley "Poetic Melodies," planned to Cincinnati over weekend to visit friends.

Joe Gallicchio, formerly musical director for Amos 'n' Andy, who recently returned to NBC staff here, will present new classical musical series at 5:30 p.m. Tuesdays, Wednesdays and Thursdays on NBC Red.

Tito Schipa, famed tenor, has taken an interest in a song by Joe Dumond (Josh Higgins of Finchville) and asked permission to sing it in concert. Song is titled "Your Song for Today."

Annette King, home from honeymoon, singing for Santa Fe Railroad Banquet at Stevens Hotel.

Lynn Chalmers, former songstress with Harold Stokes orchestra at WGN-Mutual, has joined NBC staff and is appearing on Jamboree hour.

Lewis Herman, character actor and scribe for WAAF, has sailed for England for an indefinite stay.

Willie Shore will emcee the Peter Fox Brewing Co. show, Sundays at noon, over WBBM. The hour of transcribed music will be amplified later by a mystery thriller. Schwimmer & Scott is the agency.

Quin Ryan's first guest on his Bay-uk Cigar program starting March 6 on WGN, will be Joe Louis.

Truman Bradley has been optioned by Metro-Goldwyn-Mayer.

Lillian Gordoni Radio Party has been moved up from 11 p.m. Mondays to 9 p.m. on Tuesday on WSBC.

Andrews Sisters have opened at Chez Paree, where they are featured with Lou Holtz and Henry Busse. Reported they will go to Wrigley's Poetic Melodies when Double Everything folds middle of March.



6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN
 who will gladly place their radio experience and market knowledge at your disposal to assist you in your radio plans whether or not you contemplate entering any of the markets represented by
John Blair & Co.
 CHICAGO NEW YORK DETROIT
 SAN FRANCISCO LOS ANGELES SEATTLE

☆ Program Reviews and Comments ☆

"LUM AND ABNER"

General Foods Corp.
WABC-CBS, Monday, Wednesday,
Friday, 6:45-7 p.m.
Young & Rubicam Inc.

LIKEABLE RURAL CHARACTERS CONTINUE HOMESPUN SERIAL IN SPONSOR SWITCH.

"Lum and Abner" (Chester Lauck and Norris Goff) came under the General Foods banner yesterday to present their human interest serial in the interests of Postum.

The adventures of the popular rural pair, as they begin their career in this new spot, have to do with the launching of a motion picture producing enterprise whereby Lum and Abner hope to make Pine Ridge a new cinema capital.

Problems of getting cameras and other equipment to launch their initial picture occupied the conversation in the first episode. The likeable nature of the characters, plus the wide leeway for developments offered by their new undertaking, promises interesting chapters ahead.

Lew Crosby is announcer.

Ted Malone

It's a pretty early hour—8:30-8:45 a.m.—to ask radio listeners to gather around and listen to poetry and other literary chat, but Ted Malone made a brave stab at it yesterday morning when he brought his "Between the Bookends" to WOR. Malone has a likeable and ingratiating style, creating an intimate and more or less sentimental relation with his listeners, so if anybody can put over this kind of a program at the breakfast hour, he should do it.

Louise Wilcher assists Malone at the organ, while Ray Winter handles announcements. Feature is logged for Monday, Wednesday, Thursday and Friday.

Three Brown Sisters

Coming from MBS' Los Angeles station, KHJ, Sunday, 9:30-9:45 p.m. EST, the three colored girls comprising a harmony team were original in their arrangements and delivery, and aided by the announcer's word-pictures, the period passed too soon. Wordslinger set the mood and setting and the trio went to work on the various songs, among them being "Doin' The Uptown Lowdown" and one of the grandest arrangements of the much-overplayed "Bei Mir Bist Du Schon."

"Great Plays"

What promises to be an interesting drama series was launched last Saturday at 5-6 p.m. over NBC-Red network in the way of a series of full-hour weekly dramas taken from classics of the past 2,500 years. Initial offering was "The Birds," satirical comedy by Aristophanes, wherein a couple of Athenians disgusted with their government go in search of an Utopia. They encounter a patriarch and his birds, who participate in the ensuing dialog — with the "birds"

talking collectively like a chorus. Action is described as taking place in the Theater Dionysus when the people gather for the festival season.

Appeal of this particular work is strictly limited, despite what sounded like a good presentation. Second offering in the series, "Everyman," should prove of more general appeal.

Blevins Davis is handling the series. The amount of interest attracted by it will depend on the judgment exercised in selecting works that listeners care to hear.

"Epic of America"

Final program of this series based on the book by James Truslow Adams was attended by considerable ceremony on WOR-Mutual, Sunday 8-8:30 p.m. Productions have aroused widespread comment as put on by the Radio Division of the Federal Theater in cooperation with MBS. Climax of the 14-week series was a kaleidoscopic piece of narration and dramatization bringing in the highlights of the Adams tome, with the object being to teach and instill faith in the future of America, particularly directed to the radical elements, but also for the rank and file.

A prize contest for the best essay on what the program series has taught about the future of America is still in progress.

Bernie Cummings

Varady of Vienna has returned to the WOR-Mutual web, Sundays 1:30-1:45 p.m., with the same type of program, namely an orchestra and vocalists. Pending the arrival in Chicago of Ted Weems, next Sunday, Bernie Cummings and orchestra have been filling in and doing a very creditable job. Quarter-hour period moves along nicely with Cummings rendering an excellent choice of selections, running from tango to swing. Singers did a fine job also. First commercial was done by Varady himself, it being announced that it was not a trade name. Varady in slight foreign accents delivered a message on how to keep beautiful. Toward the close the announcer delivered another commercial.

Allen Prescott

Transcriptions of Allen Prescott's new "Wifesaver" series began a run over WOR at 1:30-1:45 p.m. yesterday as a five-times-weekly for Camay soap. Prescott follows his familiar formula of giving helpful home suggestions, such as how to make more closet room, how to cope with "button trouble" on kids' clothes, etc., all well handled. Quarter-hour is brightened by a couple of Joey Nash vocal interludes. Sponsor is Procter & Gamble, through Pedlar & Ryan.

"Musical Gazette"

Lyn Murray and his musical group combined last Sunday night to present a new and entertaining idea called "Musical Gazette" over CBS

at 8:30-9 p.m. Barry Wood, one of the soloists picked for the show in addition to the Murray troupe, proved to be in excellent voice and did his usual good job. Entire cast, which includes Nan Wynn, Lyn Murray, Sob Sisters, Four Cubmen and Kenneth Roberts, ably carried off the idea of a musical newspaper.

Show, although bucking Chase & Sanborn, should attract listeners. Idea back of the "newspaper" is to give all items a "happy ending". Conception has possibilities, but needs a little more spirited execution, especially more punch in the emceeing to set a better pace for the show.

"Hollywood Whispers"

George Fischer, Hollywood columnist, who quit his MBS show to pinch-hit for Walter Winchell when the latter took sick and was absent from the Jergens show, returned to the sustaining series on Sunday, 9:45-10 p.m. EST, instead of the previous Saturday spot. Program was the usual run of news and rumor dis-bursing, aided by the presence of Bob Hope as guest star.

Contest is now featured on the show in an attempt to gather mail to show prospective sponsors. Offering to women a gown worn by Martha Raye as a prize and three scarfs worn by a few picture fellows to the male contestants, announcer asked three easy questions and asked listeners to write in the correct answers and tell why they listen to "Hollywood Whispers."

Briefly

Glass Container's "There Was a Woman" series, Sundays at 1:30 p.m. on NBC-Blue, continues one of the best dramatic series on the air. Last Sunday's episode dealing with Shakespeare's love life was a well written and beautifully acted story.

Mae Murray, who discusses dancing on WMCA's daily "Grandstand and Bandstand," is a most enchanting talker. A voice like that could be put to better uses on the radio.

Baritone Clyde Barrie scored in two numbers, "Hills of Home" and "The Lost Chord," on last Sunday's "Heinz Magazine of the Air" over CBS. Mark Warnow's handling of the musical background was spirited — and incidentally, Warnow is becoming quite a fancier for the waltz.

Smith and Dale knocked out a batch of laughs on George Jessel's program over Mutual last Sunday evening. They ought to be heard more often on the air. George Moran, surviving member of the famous Moran and Mack team, did some crossfire with Jessel but the ancient material handicapped them.

BOAKE CARTER

General Foods Corp.
WABC-CBS, Monday through Friday,
6:30-6:45 p.m.
Benton & Bowles Inc.

POINTED COMMENTATOR FOLLOWS HIS FAMILIAR VEIN UNDER NEW SPONSOR.

Switching from Philco to General Foods in behalf of Huskies and Post Toasties, Boake Carter continues in about the same groove that has characterized his broadcasts in the past. If anything, he was less militant in his initial program yesterday for the new boss.

Having taken a week's vacation between jobs, Carter started off by a brief personal note, then a summing up of events of the last several days, particularly Anthony Eden's resignation, foreign alliances, spies arrested in the U. S., etc.

Perhaps Carter was just warming up and will get hotter in his comments as he goes along. As before, he slips in the commercial matter at propitious intervals, a policy that is preferred by many listeners because it does away with the interruption occasioned when an announcer butts in.

"Hawaii Calls"

Program originating in the studios of KGMB, Honolulu, and fed to the Mutual network via short-wave to 'Frisco, returned to the airwaves Sunday, 9-9:30 p.m. EST, and delivered some interesting facts from the station manager and emcee of KGMB mixed with singing from various choral groups and Hawaiian instrumentalists. The latter were rather disappointing compared with the Americanized Hawaiian bands heard locally. Show will dedicate itself to something each week. Next week is Empire State-New York dedication.

Anti-Liquor Measures In hands of Committee

Washington Bureau, RADIO DAILY
Washington—Companion measures introduced by Senator Edwin C. Johnson of Colorado and Representative Francis D. Culkin of New York, seeking to amend the Communications Act of 1934 to prohibit advertising alcoholic beverages by radio, have been referred to the committee on interstate commerce.

WOPI Signs Three for Year

Bristol, Tenn.-Va.—Three one-year contracts, all calling for three shots weekly, were signed last week by WOPI. Accounts are Home Federal Savings & Loan Ass'n, Johnson City; H. P. King Co. Dep't Store and Collins Co., Bristol.

Manager W. A. Wilson of WOPI also announces that Advertising Associates, Atlanta, has been appointed southern representatives for the station.

MILWAUKEE

Both WTMJ and WISN have scheduled programs on income tax filing. WTMJ's is titled "Income Tax Clinic", while WISN is offering "How to Prepare Your Income Tax Return."

Because of the wave of protests here against double-feature movie shows, WTMJ is holding sidewalk forums to get reactions from moviegoers. George Comte is at the mike.

WISN's engineers are not the smileless and silent type. They smile and are able to speak as well. Since first of the year, four of them have given 12 talks before outside organizations. Those who have spoken are A. E. Ericson, W. P. Gainer, N. J. Richard and D. A. Weller.

WHK-WCLE, Cleveland

"Washington and You," a series of discussions by Senators and Representatives from the nation's capital will begin March 5 on WHK, featuring as the first speaker Anthony A. Flager, Representative from the Cleveland area. Others to talk on future programs include Senator Robert J. Bulkley, Representatives Martin L. Sweeney and Robert Crosser.

With the successful conclusion of the Intercollegiate Quiz Bee contests, WHK and Royal Furniture Co. launched a series of Inter High School Question and Answer tests on Friday. Quizzes are conducted by Gene LaValle of the WHK-WCLE staff.

Ranger Jimmy Denning's Adventures, transcribed series, begins on WCLE Saturday at 10:45. Contract is signed for one year. Friedman Shelby Shoe Co. is the sponsor, advertising Red Goose Shoes.

Stanley Altschuler, WHK - WCLE nationality program director, presents "Around the Gypsy Campfire," as the concluding show in the "Tales of Vienna" series on WHK Sunday at 8.

Jacobson on "Valiant Lady"

Chicago—Ed Smith, radio director of General Mills, has picked Lou Jacobson, WGN production director, to direct "Valiant Lady" featuring Joan Blaine and Francis X. Bushman when it bows in on CBS as part of the Gold Medal hour March 7. Show is written by Sandra Michael, wife of Ed Giebisch, executive of Cramer-Krasselt agency, Milwaukee.

Doggy

St. Louis — When the swank St. Louis Kennel Club stages its two-day show in the huge Municipal Auditorium, WEW will have exclusive broadcasting rights. Dr. LeGear Medicine Co. will sponsor the broadcasts from the auditorium.

Studying Pan-American Frequencies

Washington Bureau, RADIO DAILY

Washington—Regarded primarily as a step toward counteracting foreign radio propaganda, a group appointed by President Roosevelt and headed by Frank R. McNinch, FCC chairman, is making a study of the international broadcasting situation, with particular stress on problems presented by recent FCC approval of Pan-American frequencies to World Wide Broadcasting Corp. and General Electric Co. Also on the committee are Attorney General Cummins, Harvey B. Otterman and George H. Butler of the Dept. of State, Roy North of the postmaster general's staff, Commissioner of Education John W. Studebaker, President Warren Lee Pierson of the Export-Import Bank and others.

LINCOLN

Lyle DeMoss, program director of KFAB, leaves today for his new post as production manager of WOW, Omaha.

Bill Dietz, recently taken on the sales force, just signed the Lincoln Theaters Corp. (five theaters) for five minutes daily for a year.

WGAR, Cleveland

NBC has originated a new Sunday morning feature, "Songs of Prague." It is non-commercial and consists of recordings of famous Czech artists and orchestras.

The newly-wedded Jack Paar was presented with an electric toaster as a surprise from the staff.

When WGAR fed Al Pearce's "Watch The Fun Go By" to CBS last week from the ballroom of the Allerton Hotel, Mary Birney of the Guild Players was selected after extensive audition to play the role of housewife to Pearce's Elmer Blurt characterization.

Julius Glass, who has produced WGAR's High School Declamation Contest for the past two years, was in Chicago last week conferring with Estelle Hunter of the Better Speech Institute.

In a promotional tie-up with National Used Car Exchange Week, WGAR will present Thursday night a half-hour program featuring Walberg Brown's Orchestra, Carol Page, vocalist, and a talk by Judge Lee Skeel, head of the Cleveland Safety Council.

KGVO, Missoula, Mont.

A. J. Mosby, manager, left Saturday for Seattle to attend yesterday's meeting of broadcasters of District 15.

Margaret Small replaces Helen Heidl on "Around the Fireside".

Lee Nash, director of News Services, is scheduled for a new interview series called "People in the News".

Bill Marcus has joined the "Dude Ranch" cast.

Co-operates on Finger-prints

Washington Bureau, RADIO DAILY

Washington—Director of the Federal Bureau of Investigation J. Edgar Hoover announces his co-operation with the proposed endeavors of the International Ass'n for Identification's campaign to persuade all those connected with radio to submit their finger-prints to Washington for permanent identification.

SAN ANTONIO

Joe Hill, recently back from the coast, is airing his ork over KONO.

KABC is remoting wrestling matches from Walkathon Arena with Guy Savage and Charlie Belfi at the mike.

Grace Moore is booked for Municipal Auditorium on March 14.

Steve Wilhelm's "Hayloft" music hall is now open twice weekly with a remote via KTSA.

KVOR, Colorado Springs

Paul Hughes, KVOR newsman, handling commentary on "Way Back When"—a Sunday half-hour commercial—and doing a three-a-week morning stint called "Rime and Reason." Poetry read over organ background is Hughes' own.

Colorado Springs Fine Arts Center program is a regular feature on KVOR. Harold Ray Jackson of the center introduces guests of the program series and tells of interesting happenings.

Professor James Duncan, novelist and music teacher, conducting a weekly 15-minute program for shut-ins. Professor Duncan has long been interested in the tuberculosis sanatoriums in Colorado Springs and vicinity and uses poems and articles written by convalescents.

Colorado Springs Rotary Club is giving a 15 minute program each Tuesday night, headed by Vance Graham, head of voice-department of Alexander Film Co.

Mrs. Annie E. Gray, long identified with the women's movement toward world peace, formerly heard on major networks and WOR, is conducting a weekly program on KVOR.

WIBW, Topeka

Hilton Hodges, announcer and continuity staffman, is laid up for a couple of weeks by illness.

"Sundown Plantation", featuring minstrel continuity, made its debut last Friday and won instant approval. Telephone calls started pouring in right after the broadcast. Billy Baucom and Col. Alex Zander Combs are featured. Maudie Shreffler, music director, is producing the show.

When Jan Garber's ork played a dance at Topeka Masonic Temple recently, Engineer Karl Troeglen set up remote equipment and Art Holbrook acted as emcee for a broadcast over WIBW. Glen Gray will be similarly handled on March 24.

OKLAHOMA CITY

New "23 Skidoo" program on KOMA has locale of old-time bar-room, singing Gay 90's songs. Staff orch and different singing talent each week.

John Stratton, KOMA engineer, back on job after auto accident.

Hal Scher, WKY assistant program director and artists bureau director, on business trip to Wichita.

Allan Clark and his WKY orch set for appearance at Midwest Theater.

Bell Lumber Co. sponsoring Pinto Pete and His Ranch Boys on KGFF, Shawnee.

Oklahoma Chiropody Ass'n taking 15 minute programs on KCRC, Enid.

WWJ, Detroit

The Sophis-to-Cats, station's swing band, feel complimented that Georgie Stoll's swing choristers on CBS have adopted the very similar name of Sophisti-Cats.

"Causes of Crime," Monday night program dealing with juvenile delinquency, was highly recommended by Dr. Lowell J. Carr, professor of sociology at U. of Mich, in last issue of Michigan Guild Guidance Institute's monthly publication.

William Seabrook, author and explorer, was interviewed the other night over WWJ by George Stark, Detroit News feature writer.

KVOD, Denver

Nelson MacIninch, sports commentator, is having excellent success with his weekly sports review featuring stories of every known sport in exciting briefs, spicy interviews and a dash of humor. No trouble keeping show sponsored.

Station's 320-foot radiator, with the only flashing beacon in Denver, attracting much local attention.

Programming and personality win KLLZ Most of the Listeners!

KLLZ DENVER

Representative - The Katz Agency

REEVES
SOUND STUDIOS, Inc.
 Complete Transcription and Film Service
 1600 Broadway, N. Y. C., Circle 6-6686

KSL, Salt Lake City

Dan Frewin, staff trumpeter, marries Ann Reid the week of April 24— if Dan can find time out between broadcasts and rehearsals to tie the knot.

Snow storms barring air travel proved no obstacle to Earl J. Glade, KSL's managing director, who recently attended the Washington NAB meeting and visited various other cities. Flying from Salt Lake to Omaha, thence by train to Chicago, by plane non-stop to New York in near record time, by plane to Washington. The return was even better. From Washington to New York to Cleveland and Chicago by plane. To Omaha by Streamliner, and Omaha to Salt Lake by plane was the means by which Glade spent seven days away from his desk.

Shirl Thayne, staff drummer, is building a new home . . . Earl Ke-vitch, violinist, is noveltying around with a new electric violin . . . Reed Tanner composed a theme opening for "Prescriptions in Rhythm" six minutes before the program was aired.

Beth Whitney, former KSL artist, now of KPO and KSFO, recent visitor.

WMFJ, Daytona Beach, Fla.

New program titles recently originated by Ed Sims include "Three Men on a Mike", evening news and comment by three announcers; "Welcome, Stranger", extending the glad hand to newcomers to Daytona Beach, and "News and Views - Breakfast Table Reporters", morning news and comment by three announcers.

Recent visit of James Melton for a concert appearance was occasion for a "James Melton Day", this being his home town. He was met by Mayor Frank Couch and a special brass band and interviewed on the air by Ed Sims along with his first music teacher, Marguerite Porter.

KTMS, Santa Barbara, Cal.

Federal Symphony Orchestra of Santa Barbara, under direction of Raymond Eldred, has started a series, giving local listeners a chance to hear their own symphony orchestra on the air.

William Randol of station staff directs fortnightly dramatic skits put on by Boy Scouts group. Scout band offers a concert every other Monday.

Chamber of Commerce is airing a Friday evening program of "Notes from the American Riviera".

ONE MINUTE INTERVIEW**RUDY VALLEE**

"A showman is nothing more than a good human guinea pig, a common denominator. I expose myself to music like others expose themselves to food and clothing. I feel that what enthuses me will also enthuse others."

☆ **Coast-to-Coast** ☆

ALICE CORNETT, whose option recently was taken up for the second time on the Coca-Cola "Song Shop," will hereafter be spotted throughout the show with songs and comic banter. Girl makes good.

The Prairie Homesteaders, cowboy quartet formerly at WLS, Chicago, have joined the Ches Davis stage unit, "Chicago Follies," playing through Chicago.

Mr. and Mrs. Arthur Bergstrom (she was Millie Brunelle) received a silver service and a set of dishes as wedding presents from their associates at WSPR, Springfield, Mass.

Al Barrie's "Melodrammers" broadcast over WMCA tomorrow, "Bertha the Sewing Machine Girl or How She Kept Herself in Stitches," will be a special broadcast aired at 9:30 p.m. Thereafter the series will be heard Tuesdays at 9:15 p.m.

Charles Sabin is the author of "Delightful Dishonor," which the Wayfarer's Civic Theater is playing beginning tomorrow night in San Francisco.

Bob Stuart, a newcomer to WRJN, Racine, Wis., is the singing emcee on

WFBL, Syracuse

Seven new shows which were sent on their way by George Perkins, program director, have gone over the top. All capitalize the versatility of Dick Mulliner and Studio orch., also utilizing acting talent available. Shows are: "Top O' the Morning", wild music and informal horseplay emceed by Geo. Reid; "This and That", evening show with fine music; "Memory Lane", with Jack Curran tenorizing; "Gypsiana"; "Jack Buckland Serenading"; "Swing Matinee", and Jack O'Neil's "Minute Miniatures".

Tops for unusual feature is "Minute Miniatures". Show has comedy black-outs, dramatized commercials and a one-minute hair-raising serial—all with musical support.

Bud Squires, "Street-Quizzer" and also news editor, is busy man. Personal appearances for his popular question and answer show drew six workouts in 12 days. Top attendance was 350 at Altmar, N. Y., where Church social was wowed.

KFJZ, Fort Worth

Marshall Pope, formerly program director at KTAT and more recently announcer at WFAA, Dallas, is now on the KFJZ announcing staff.

KFJZ, which now has offices and studios in Trinity Life Bldg., has leased space in the annex section of Texas Electric Service Co. Bldg., and reports are that studios will be moved to that location in 90 days.

"Community Sing," new series heard over the station each Wednesday night.

Recently-opened Timberline Lodge on the slopes of Mount Hood, 55 miles from Portland, Ore., a massive structure built by the Works Progress Administration and dedicated last fall by President Roosevelt, was the setting for a Washington Birthday broadcast over KOIN. With flames crackling in the lobby's three hearths and 14 feet of snow outside, Marshall N. Dana, associate editor of the Oregon Daily Journal, among a group of notables, gave a graphic word picture of the resort. Music was furnished by the WPA string orchestra, with Johnnie Walker, KOIN production manager, announcing.

Allen Prescott, "The Wifesaver," has just had a book published by the Blue Ribbon Book Co. The book contains numerous household hints written in the same humorous style Prescott uses on his radio programs.

Hal Thompson, sports and news announcer for WFAA, Dallas, was principal speaker at annual banquet of Press Club of Texas Wesleyan College in Fort Worth last week.

KOAM, Pittsburg, Kan.

Bruce Robertson, announcer-vocalist, formerly at WJJD and WIND, is the latest staff addition.

Merwyn Love is author and chief character in a new week-day show, "Marvel Hotel", which reaches down into the Ozark country for its leading characterization. The "Hotel" is equipped with bathtub on every floor (there's one floor), and running water within a half mile (when the creek isn't dry).

Amateur hour contests may be waning in some other places, but KOAM's new show for tyros is going strong and building by the week.

A recent murder across the street from station gave KOAM a scoop the other day. Two members of program staff were eye-witnesses to the shooting. Within five minutes, a flash was on the air, followed by a 15-minute presentation and a first-hand report on the killer's confession at police headquarters.

KSO, Des Moines

Orville Foster, musical director of Iowa Network, has a new prodigy in 14-year-old Francis Van Horne, violinist, whom he is featuring on Sunday mornings over KSO.

First world-wide broadcast ever originated by KSO was the recent National Farm Institute broadcast, fed to Mutual and short-waved via WIXAL, Boston.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C. **FOTOTONE SOUND SYSTEM** COLUMBUS 5-7366-7
HIGH FIDELITY

Mr. Louis E. Dean
Campbell-Ewald Co. of N. Y., Inc.
1790 Broadway, N. Y. C.

Dear Mr. Dean:

"Gold is where you find it." In Radio you find it in superior programs. Any successful advertising agency is well aware of this fact—and the time billings of the major networks for 1937 prove that Campbell-Ewald rates as one of them.

With such an outstanding record of achievements in radio entertainment you cannot afford to take chances with recordings of unknown quality, especially when the most modern studios in the east, together with expert engineers are available.

We should be delighted to have you make a personal visit to our studios, or if you prefer, a sample recording will be delivered to your office. A telephone call will arrange it.

Very truly yours,

Kenneth W. Howard
Sales Manager.

KWH/amh