



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 42

NEW YORK, N. Y., WEDNESDAY, MARCH 2, 1938

FIVE CENTS

Redrafting Disk License

CIO RADIO CAMPAIGN NOW READY TO BEGIN

Announcement of radio activities being launched over the weekend by the AFL has aroused considerable excitement among labor factions with rival organizations set to begin a concentrated drive via radio immediately. CIO, which has been using radio in various parts of the country locally, is now in a position to enter the radio field on a big scale for the first time. Should their demands for time, either on a sustaining or spon-

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Inter-Home Radio Device Is New Zenith Product

Chicago—While Zenith Radio officials refuse to confirm, it has been learned that new device which firm will announce March 13 on CBS and on which \$500,000 will be spent for

(Continued on Page 2)

Benton & Bowles-Chicago Gets Halo, Vel Accounts

Chicago—Benton & Bowles-Chicago has been named advertising counsel for Colgate - Palmolive - Peet's Halo, soapless shampoo, and Vel, soapless suede for fine fabrics, effective April 1. N. W. Ayer has had the accounts. Halo now has a spot campaign in Cleveland. Advertising plans for the two products are not completed, but will probably include radio.

Co-Managers for WAAW

Omaha—Walter Myers and Frank Shopen have been named co-managers of station WAAW, owned by Omaha Grain Exchange. Frank Manchester, grain exchange secretary,

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Name WAS Mudd

Richmond—Warde Adams, on his WRVA street interview the other day, asked a young man his name, and the reply was: "Mudd." Whereupon Adams cracked, "So your name is Mudd?" The young man said he was a grandson of the physician who treated John Wilkes Booth, suffering from a broken leg, after the shooting of Lincoln.

Courageous

Detroit—In this automobile capitol of the world, WWJ broadcast a horse auction the other night.

What's more remarkable, there were no squawks—not even from the Chamber of Commerce.

DR. OTHO FULTON DEAD; PIONEER IN FACSIMILE

Dr. Otho Fulton, pioneer inventor of facsimile transmission and head of Fultograph Inc., died of a heart attack late Monday night at his home, 194 Riverside Drive. He was 70 years old.

Dr. Fulton was born in Hull, England, graduated from Heidelberg and Cambridge Universities and held various degrees in science. He was a Captain in the British army and served in the Boer War as well as

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CBS West Coast Division Adds to Commercial List

San Francisco—In addition to signing Bayuk Cigars Inc. for "California Sports Review," featuring Sam Balter, thrice weekly on KNX-KSFO, through McKee, Albright & Ivey Inc., Philadelphia, the CBS west coast division yesterday extended Euclid Candy Co.'s "Headlines on Parade," with Knox Manning, from the California net (KNX-KSFO) to the Pacific Net (KNX, KSFO, KOIN, KIRO, KVI and KFPY). Sidney Garfinkel Adv. Agency, S. F., placed latter business.

Rit Products ET Spots For Southern Stations

Chicago—RCA Transcriptions is cutting one-minute daily announcements for 13 weeks to be placed by Rit Products (dyes) on 10 southern stations (WAPI, WSB, WFAA, WBAP, KPRC, WMC, WSM, WWL, WOAI and KEKH). Earle Ludgin Inc. is the agency.

John Blair Signs WIBX

Utica, N. Y.—John Blair & Co., station rep, has taken over WIBX here. On March 25 the deal becomes effective in Chicago and other parts of the country.

AFM Counsel Advises Plainly Written Clauses to Avoid Legal Kickbacks —Loucks to Meet Exec. Board

TEXACO BACK IN FALL, BUT NOTHING SET YET

Texaco will be back on the air next fall with a new show, but nothing will be done about either talent or time for at least two months, according to Louis A. Witten of The Buchanan Co., handling the account. Witten stated that absolutely no commitments have been made in regard to either time or talent.

Golden Glove Sponsorship Hailed as WHO Promotion

Des Moines—Sponsorship of the 1938 Golden Gloves Tournament here by WHO, the first time in history that a radio station has backed such a tourney and is sending a team to the Chicago meet, was an all-around success, according to a summing up by the station. It was the first local Golden Gloves tournament and attracted the largest entry list for an initial tournament in Golden Gloves history.

The finals here played to more than 5,000 persons, biggest turnout ever assembled in Shrine Auditorium, while 1,000 more were turned away, and it is said to be the first time an initial Gloves contest broke even or showed a profit. There were 209

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George Allen Resigns From J. Stirling Getchell

George Allen of the radio department of J. Stirling Getchell has resigned effective March 15. He has handled the Socony-Vacuum Oil Co., Plymouth and De Soto programs.

Cleaning Pad Test

Chicago—Associated Distributors has started a test on WMBD for Tattoo cleaning pad to remove makeup. One-minute discs, cut by Columbia Transcription Service here, are being used. If test is successful, other markets will be used, according to Frank L. Engel, v.p. of Phelps-Engel-Phelps agency.

Executive Board of AFM held an all day session yesterday, taken up with the matter of licenses for electrical transcription and phonograph record manufacturers. On advice of AFM counsel and legislative representative Samuel G. Ansell of Washington, the disk license language will be entirely rewritten so that each clause will plainly state its import. This was unanimously agreed upon in order to avoid future legal entanglements. Only real change may

(Continued on Page 3)

AMERICAN STOVE SERIES PRESENTS MOVIE EDITOR

American Stove Co. has signed Delight Evans, editor of Screenland Magazine, for a 13-week initial series titled "Food Secrets of the Hollywood Stars". Among stations already lined up are WSB, Atlanta; WTAM, Cleveland; KFI, Los Angeles; WCAU, Philadelphia; KDKA, Pittsburgh; KOIN, Portland, Ore.; KMOX, St. Louis; KGO, San Francisco, and KOMO, Seattle. Batten, Barton, Durstine & Osborn is the agency.

Auto Leaders in Sendoff For Used Car Campaign

Edsel Ford of Ford Motors, W. S. Knudsen of General Motors and K. T. Keller of Chrysler Corp. will use radio for a special broadcast over CBS at 10:15-10:30 p.m. tomorrow preliminary to the Used Car spot announcement campaign.

Karloff's 5 Frights

Chicago—Boris Karloff, the screen's horror role specialist, has been signed for five performances in "Lights Out", NBC midnight fright serial. Arch Oboler, who does scripts, met Karloff at a party in Hollywood recently and induced him to appear in the show while taking a vacation from films. G. P. Hughes is producer of the dramatic series.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Tues., Mar. 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	137 1/2	136 1/4	137 1/2	+ 1/2
CBS A	19	18 3/4	18 3/4	- 1/4
Crosley Radio	9	9	9	0
Gen. Electric	41 1/4	40 1/2	40 1/2	+ 3/8
RCA Common	6 7/8	6 5/8	6 7/8	0
RCA First Pfd.	52	51	52	+ 1/4
Stewart Warner	9 7/8	9 3/4	9 7/8	0
Westinghouse	98 3/8	95 1/2	96 5/8	+ 3/8
Zenith Radio	16 5/8	15 7/8	16 3/8	0
NEW YORK CURB EXCHANGE				
Majestic	1	1	1	0
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	5	6		

Buffalo Agency Placing Blue Dew 1-Minute Spots

Buffalo—Ellis Advertising Co. here has completed a series of one-minute recorded dramatic spots for Blue Dew Co., Rochester, N. Y., and time for placing is being selected. Campaign starts in a few days.

ETs produced by Ellis' Canadian office in Toronto for Canada Balsam Products Co. have been placed on two Toronto stations as a test campaign.

Test Series on WPEN

Philadelphia — Series of four 30-minute test programs have been contracted for on WPEN by Goldenberg's Peanut Chews. First show will be heard Sat. March 5, at 4 p.m. Program will be a variety show with Angelo Pelange acting as emcee, others being Joe Francis and his orchestra; Peggy Moran, contralto; James Carrol, tenor and the Del Roc Sisters, vocal trio. J. M. Corn Agency Inc. handles the account.

First in local accounts in Chicago

WGES

(In the heart of Chicago)

★ **Programs That Have Made History** ★

KSL's Radio Playhouse

PIONEER in the field of radio dramatics is KSL's Radio Playhouse, which recently passed its 250th consecutive weekly performance. Originally sustained by KSL, the Players' weekly half hours have become institutional with Western Radio. Since inception of presentation, Louise Hill Howe has supervised production and direction.

Playhouse sponsors during the five years have been Logan Garment Co. (longest time user) Mar-O-Oil Products and Z.C.M.I. Radio Dept. Garment Co. concedes that present day position is due greatly to the Playhouse program. In the last audience breakdown the Logan Garment received over 60,000 replies in response to Playhouse survey. Responses blanket western United States, five Canadian provinces, and foreign countries.

In using the Players recently, Mar-O-Oil departed from rigid policy of

using only NBC network jobs. The Hair Oil firm's use of KSL was its only local station program.

Over 75 per cent of the Players' dramatic material during the past five years emanated from the prolific pen of Gladys Wagstaff Pinney. Many of the original and adapted plays have been syndicated nationally. During the period of its run, the Playhouse has projected such names as Joe Kearns (CBS artist), Leora Thatcher (Lux player), Malcolm Meacham ("Catherine the Great" series), Leonard Strong (11-year stock record), Louise Hill Howe and Gordon Owen (KYA producer). Musical scoring is done by Gene Halliday. Fred Taylor Jr. is in charge of effects. The Radio Playhouse is KSL's strongest audience pull and most popular local production of the 50,000-watt CBS affiliate in Salt Lake City.

WTAL's "Music Memories"

SINCE making its debut on Oct. 7, 1935, the "Music Memories" program at WTAL, Tallahassee, Fla., has been consistently on the air. It is sponsored by a well-known local grocery concern on a twice-weekly basis, and its mail pull of some 10,000 letters is considered pretty good for a 250-watt station in that territory.

Richard Kingston, station director, conducts the program. Lillian Kalil,

staff pianist, handles the music. Old and new songs are used, with three grocery prizes given away each week, and winners must send in absolutely correct answers.

Name of the piece played is not given. All listeners get is a hint or two. Winners must call at the grocery store in person for their prizes—that's the merchandising idea.

Racetrack Broadcasts Figure in Albany Bill

Albany—A bill in the State Senate to prohibit publication or public announcement of lottery winners was overwhelmingly defeated by a vote of 35 to 7 yesterday. Although FCC regulations prohibit any matter pertaining to lotteries, State Senators yesterday expressed the hope that legalization of State lotteries in New York will soon be passed, thereby automatically bringing radio into the picture. Broadcasting agencies can be utilized to air actual running of the races, a technicality which is overlooked in the FCC law. In case the lottery is legalized, there is every possibility that a major event at either Saratoga or Belmont Park will be used. Both parks now have permanent wires and featured races are aired during their regular meets.

Demands Closing of WNYC

Charging that the station is being used for spreading Communist propaganda, Councilman Charles Keegan yesterday introduced a bill demanding the scrapping of WNYC, municipally owned and operated station. Keegan presented a copy of a radio speech delivered last Sunday in support of his claims.

Inter-Home Radio Device Is New Zenith Product

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advertising and promotion, is a portable intercommunication system for the home called a "radio nurse". It employs principle of wired radio, using home power and lighting circuit for power and transmission of voice. Unit will sell for about \$35.

Co-Managers for WAAW

(Continued from Page 1)
has been manager the past few years. Myers is station's chief engineer and has been with the company 13 years. Shopen, with 10 years radio experience, has been with WAAW three years.

Hear Jimmy Dale's greatest hot dance
A WEE BUNCH OF SHAMROCKS
A modern Irish ballad

ROY MUSIC CO.
1619 BROADWAY, NEW YORK, N.Y.

COMING and GOING

LLOYD YODER, manager of KGO and KPO, the NBC outlets in San Francisco, has returned west.

HERBERT R. EBENSTEIN, president of Atlas Radio Corp., is due back in New York from the Coast in the next day or so.

WM. SILBERBERG of WJF, Hagerstown, Md., is in New York for a few days on business.

HERB MORRISON, WOR announcer, has left for South Bend, Ind., where he will address the journalism class of Notre Dame University on the coverage of special feature events.

RAY LYON of the WOR recording division is in Atlantic City attending the convention of the Department of Superintendence, National Education Ass'n.

MARY MARGARET McBRIDE leaves for Washington on Friday to attend the Women's Press Club dinner following day.

E. P. H. JAMES leaves for Cincinnati today to address the local Advertising Club tomorrow.

BOBBY BREEN and sister will arrive in New York on Friday to make appearances with Eddie Cantor. Breen is in Buffalo now making personal appearances and airing over WBN.

ARTHUR MILLER, CBS announcer, returned yesterday from 12-day trip to Puerto Rico.

VINA BOVY, Metropolitan Opera singer, arrives today aboard the Normandie from Europe.

Ban Courtroom Broadcasts

Trenton—State senate by a vote of 11 to 6 has passed a bill prohibiting broadcasting or filming of courtroom scenes.

STATION



NEW YORK
Serving New York
and New Jersey



HOURS A DAY

Redrafting Disk License To Avoid Legal Kickbacks

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apply to Clause 7, pertaining to the license terminating when either party so desires. This will be made to read in specified terms. In substance there will be no deviation from the license agreement as it was submitted to the disk manufacturers in sample copy form.

According to President Jos. N. Weber, there is no special need of negotiations with the disk men beyond listening to their objections for changes which did not occur to the AFM. It is believed that at least 10 days will expire before a redrafted license is ready.

AFM Executive Board will take up the matter of the exchange of contracts with the IRNA after the disk matter is settled.

Loucks Meeting AFM

Philip G. Loucks, special counsel to the NAB Executive Committee and acting head of the organization, has notified Weber that he is desirous of addressing the AFM Executive Board, with the result that the musicians union may hear Loucks today or tomorrow.

Loucks asked the AFM not to rush into any drastic moves in regard to the small stations not yet in the fold.

NAB recently informed members that independent outlets could not make deals with locals since it was a national matter and would have to be worked out first with the Executive Board. However, any stations wishing the NAB to act in its behalf would be accommodated.

Golden Glove Sponsorship Hailed as WHO Promotion

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bouts, with entrants from 125 towns in 12 states and Canada.

Aside from stimulated interest in athletics, the event was a great promotion and good-will builder for WHO. Letters of high commendation came from high sources during and after the tournament. Bill Brown, WHO sports editor, directed the tournament.

Harold Fair, WHO program director, accompanied by Leo J. Lucier of the A.A.U., left for Chicago after the finals to complete arrangements for WHO's sponsorship of another tournament in 1939.

WLS Staff Shifts

Chicago—Al Boyd, production director at WLS, has joined the sales staff; Charles Ostler, assistant production man, has been made a full producer, and Harold Azine, assistant to Julian Bentley, newscaster, has been made junior production man handling sound effects.

NEW PROGRAMS—IDEAS

"Musical Book Reviews"

Dramatic adaptations or discussions of significant literary works, presented with musical background, is a new one over WIS, Columbia, S. C., airing under title "Musical Book Reviews." Scripts are handled by Mrs. J. R. Hawkins of the U. of South Carolina English department. Some works lend themselves readily to dramatization—others are presented in discussion form, featuring dialogue between a teacher and students. Latter also have regular roles in dramatic presentations of the show, and provide musical background in keeping with spirit of each program. Four hundred high schools and book clubs through State have been notified of the broadcasts and response is good.

"Sidewalk Sign-off"

Final 15-min. spot on KOAM, Pittsburg, Kan., is devoted to curbstome chatter, spotting interviews with passers-by at busiest city corner on programs of the day and week. Three announcers rotate in handling the stunt, which airs under title of

Dr. Otho Fulton Dead; Pioneer in Facsimile

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in the intelligence division during the World War. He was connected with several royal families in England, particularly in Roumanian branches.

Coming to New York eight years ago, Dr. Fulton obtained the collaboration of Dr. Alfred N. Goldsmith in the perfection of the Fultograph facsimile invention, which had just been brought to the point of commercialization after 25 years of effort when Dr. Fulton passed away.

Among Dr. Fulton's close friends were Dr. Lee De Forest, the phonofilm inventor; Franz Lehár, composer, and Lord Baden-Powell, founder of the Boy Scout movement. Dr. Fulton was the third to be made a boy scout.

The body was taken yesterday to Campbell's Funeral Church, pending word from his family abroad, where three sons and a daughter survive.

Death of Dr. Fulton will not interfere with activities and development of Fultograph, according to John Parkerson, executive of the firm, although some reorganization will probably follow.

Fultograph was the first to broadcast pictures and newspaper text, making a transmission from England to Australia, a distance of 10,000 miles, back in 1929, while the year previous, on June 20, 1928, Fultograph made the first wireless broadcast of pictures between Vienna and London.

Sylvia Froos for Loew's State

Sylvia Froos, singer, has been booked into Loew's State for one week beginning March 3. Henry Frankel, WOR artist bureau, handled the deal.

"Sidewalk Sign-off." Idea came from Program Director Merwyn Love, copyright owner.

"Streamlined News"

Logged as "Streamlined News," twice-daily ten-minute news period over WFIL, Philadelphia, is departmentalized, with news items grouped under such headings as Front Page, Sport Roundup, Stock Market, Around Town, and Women's Corner. Each item is limited to thirty words. Idea came as result of survey in which Philadelphians in all walks of life were asked to state their views on news broadcasting, manager Donald Withycomb reports. The periods are under supervision of Joe Connelly.

Relief Activities

New series, airing relief activities as taken from case records of the Catholic Charities, bows in Saturday over WMCA, New York, with guest newspaperwomen telling how they would handle each story, from a city-room angle. Title is "How I'd Write This Story."

Prof. Quiz to Celebrate

Professor Quiz will celebrate first year under sponsorship of Nash-Kelvinator on March 6. Only change in the year was the addition of Bob Trout, who replaced Arthur Godfrey.

CIO Radio Campaign Now Ready to Begin

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sored basis, be rejected by stations carrying AFL transcribed shows, group will be able to appeal to FCC.

The CIO, which has contemplated radio for the past year, has attempted to start a national drive more than once, but refusal of local or national outlets as a whole to sell or grant time to any labor group has defeated the attempts. Just what new plans have been formulated within the past few weeks are as yet unannounced, but organization has definitely stated that the long expected drive will now get under way. Attempts to purchase time will be on a yearly basis, and disks will probably be used.

Another NBC Sport Event Is Turned Over to Mutual

NBC has again given Mutual first crack at an exclusive track meet due to inability to carry it because of the Toscanini-NBC Symphony commitment. WOR-Mutual will air the IC4A track meet from Madison Square Garden on Saturday, 9:30-10:15 p.m., with Dave Driscoll behind the mike.

Edward Arnold's Brother on Air

Chicago—Charlie Arnold, brother of Edward Arnold, the film star, is trying for a radio career and has been cast by Director L. Barnhart in S. C. Johnson's "Attorney-at-Law," with Jim Ameche.

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....

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION

DETROIT
MICHIGAN



The Paul H. Raymer Co., Representative

More Power for Your Job!
WABY
NEW EQUIPMENT...
NEW PUNCH!
ALBANY, N.Y.

AGENCIES

ED WEISS, vice-president of McDougall & Weiss, Chicago and New York agency, is honeymooning in Florida with Ruth Wing, former advertising agency girl.

DON FORKER, formerly with Lord & Thomas and Union Oil, has joined the M. H. Hackett advertising agency as account executive. Forker was active in the "Hit Parade" and "Magic Key" productions while with Lord & Thomas, although not in the radio department.

HARRY A. COOPER, formerly with Bauer & Black, has joined copy department of Ruthrauff & Ryan, Chicago.

BLACKETT-SAMPLE-HUMMERT is readying a new one, "Land of Just Supposin'" supposedly scheduled to replace one of B-S-H's shows now on the air.

JACK LAEMMAR, assistant to George McGiveran, space buyer at Blackett-Sample-Hummert, has been appointed assistant to F. P. (Pete) Nelson, commercial radio director of the agency.

ELLIS ADVERTISING CO., with offices in Buffalo and a branch in Toronto, has received A. N. P. A. recognition.

WOR Educational Disks

WOR recording division is preparing series of educational disks for distribution in schools. The records, three of which are already complete and in use experimentally in several New Jersey schools, present the subject matter in dialog form, utilizing characters of teacher and "Uncle Henry." Fifteen records will comprise a set, and the series is expected to be ready for distribution by Sept. 15.

Miles Plans Vacation

Chicago—Miles Laboratories (Alka-Seltzer) plan to take spot business off air during summer months from May to September. "Comedy Stars of Broadway" and foreign language shows running on about 60 U. S. stations will fold. "Comedy Stars" will be maintained on a Canadian group. "National Barn Dance" and "Uncle Ezra" on NBC will be continued.

Texas Prison on WBAP

Fort Worth—Plans of WBAP to air a weekly half-hour sustainer by remote from the main unit of the Texas Prison System at Huntsville, Texas, has been okayed by the Texas State Prison Board, according to George Cranston, director of WBAP, who engineered the deal. Tentative plans call for series to begin March 8 at 8:30 p.m., with Governor James V. Allred among speakers.

STAR RADIO PROGRAMS INC.
250 PARK AVENUE NEW YORK CITY
FIRST AGAIN!

"Your Writing Reveals"

A series of 13 fifteen-minute scripts for one-man production. Included is the most comprehensive merchandising plan ever offered. HAVE YOU SEEN THE SALES BROCHURE?



● ● ● PERSONAL Postcards To: Bill (CBS) Lewis: Some time ago we pointed out here that a great fault in building sustaining artists was that their time on the net was being switched each week—so if Crooner Joe Doe did appeal to fans who'd want to listen again next week, he'd be spotted a different time or another day.... Then artists were notified that they would be on permanent in certain spots. This was all right for a while, but now we notice that changes have again been made. It's like going to the movies, expecting to see Donald Duck, and finding a travelog instead!... Inasmuch as we're writing, this suggestion is also in order: There's a little singer over at Leon and Eddie's who used to be a vocalist in Freddy Martin's band. Her name's Mildred Fenton and from what we hear people say, she's a grand singer with plenty of originality.... Mark Warnow: Your brother, Raymond Scott, rushed back to the coast to work in "Alexander's Ragtime Band".... Ray Sinatra: Your MBSHOW will go into Loew's State shortly.... Tommy Dorsey: Your brother Jimmy is attracting a new type of audience to the New Yorker—the likes of which have never been seen there before!

● ● ● G-Man J. Edgar Hoover: The staff of WMFJ, Daytona Beach, Fla., recently presented Grady Cole, newscaster at WBT, Charlotte, with a miniature bullet-proof vest. Ed Sims conceived the idea after Cole was reported the near victim of an unbalanced war veteran's murderous inclinations.... The vest was presented along with a letter from the "International Amalgamated and Protective Order of Radio Newscasters, Daytona Beach Local No. 1.... Jack Major: Keith Webster, control room operator of WDBJ, Roanoke, Va., has given the proverbial fish story a new twist.... While on a recent trip to Florida, Keith took some candid camera shots of some fish. The picture he is boasting of shows a good sized fellow that Keith claims was about four feet long. At least the fish is not the one that got away—because the picture is supposed to be proof enough!

● ● ● Kate Smith: Advertisements in the N.Y. papers the other day on Henny Youngman's appearance at the Brooklyn Strand Theater stated he was "star of the Kate Smith Hour".... Paul Whiteman: A show called "Movie Memories" written by B. F. Kamsler, theatrical producer and Paramount talent scout, using guest stars and audience participation contests about Hollywood activities, will shortly debut with mistress of ceremonies being Margaret Livingstone—your wife!... John Royal: The other nite we heard Robert Coleman, drama critic for the N.Y. Daily Mirror do a spot on Stan Shaw's "Milkman's Matinee" as part of his paper's promotional campaign, and he seems to have a definite air personality—and something to say that would be of network interest.... Benny Goodman: Al Pearce followed you into the Detroit theater and the first three days did \$1,500 more than you—without swing or inciting a riot among the younger generation.... Edgar Bergen: Snow White's Prince Charming hasn't had his option picked up!... Greta Garbo: Brother Robbins states that Richar (minus "d") Himber was inspired by your billing—and will drop his first name and be known as just plain "Himber" hereafter.

● ● ● Goodman Ace: Apropos of our story about your sun-tan lamp in Miami, comes word that Jim McGrath and Gordon Hittenmark, NBCasters in Washington, are NOT looking forward to the return of Jim (Mobey Dick) Moran from Frisco, where the latter has been hunting whale.... Seems Moran promised the two before he left Wash. armed with a copy of "Moby Dick", an antique harpoon and ten cents that he would bring them several large hunks of blubber.... As yet Moran hasn't harpooned the whale, but it is reported in press dispatches that Mayor Rossi of San Francisco has given Moran another whale—one that died a week ago on the rocks of Frisco Bay—so that he wouldn't go wild with that harpoon.

GUEST-ING

HELEN MACK, BEVERLY ROBERTS and JUDITH BARRETT, with Tyrone Power in "Roads of Destiny," March 6 (NBC-Blue, 9 p.m.).

PHILIP DUEY, RAYMOND LUTZ and MARGARET CODD, semi-finalists on "Metropolitan Opera Auditions of the Air," March 6 (NBC-Blue, 5 p.m.).

SAMMY CAHN and SAUL CHAPLIN, composers of "B.M.B.D.S.," on "Ray Block's Varieties," March 3 (CBS, 3 p.m.).

GLENN ANDERS, interviewed by Frankie Basch, March 4 (WMCA, 3 p.m.).

VIVIENNE DIXON, on Nila Mack's "Let's Pretend," March 3 (CBS, 6 p.m.).

LOUISE PALMER, author-interior decorator, on "Everywoman's Hour," March 3 (WMCA, 11:15 a.m.).

EDWARD G. ROBINSON, ALLEN JENKINS and JANE BRYAN, in scenes from "A Slight Case of Murder", on "Hollywood Hotel", March 11 (CBS, 9 p.m.).

OSCAR SHAW, MARGARET DAUM and MERRILL LEE, "Hammerstein Music Hall", March 11 (CBS, 8 p.m.).

ROSE WILDER LANE, interviewed by Mary Margaret McBride, March 3 (CBS, 12 noon).

MADELEINE CARROLL, on Feg Murray-Ozzie Nelson show, March 6 (NBC-Blue, 7:30 p.m.).

ALEC TEMPLETON, on "National Barn Dance", March 12 (NBC-Blue, 9 p.m.).

ANDY DEVINE, on Al Jolson show, March 8 (CBS, 8:30 p.m.).

CHARLES BUTTERWORTH, on Jack Oakie show, March 8 (CBS, 9:30 p.m.).

BIDE DUDLEY, on Pat Barnes Show, March 5 (WOR-Mutual, 8 p.m.).

HELEN WESTLEY, interviewed by Radie Harris, tomorrow (WOR-Mutual, 6:45 p.m.).

WTOL Musical Director

Toledo — Harold McMorgan has been named musical director of WTOL, new local station.

UNIVERSAL
RIBBON MICROPHONES

An all-purpose microphone. Plug in and use. Unconditionally guaranteed.

MICROPHONE DIVISION
Universal Microphone Co., Ltd.
424 Warren Lane Inglewood, Calif.

★ F. C. C. ★
ACTIVITIES

HEARINGS SCHEDULED
Mar. 11: Southwest Broadcasting Co., Prescott, Ariz. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.
W. P. Stuart, Prescott, Ariz. CP for new station. 1500 kc., 100 watts, unlimited.
Clark Standiford, L. S. Coburn & A. C. Sidner, Fremont, Neb. CP for new station. 1370 kc., 100 watts, unlimited.
EXAMINER'S RECOMMENDATIONS
Cumberland Broadcasting Co., Fayetteville, N. C. CP for new station. 1340 kc., 250 watts, daytime, be granted.
Odessa Broadcasting Co., Odessa, Tex. CP for new station. 1310 kc., 100 watts, daytime, be dismissed.
O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited, be dismissed.
APPLICATIONS RECEIVED
George B. Peeler, Taylor, Tex. CP for new station. 1310 kc., 100 watts, daytime.
KWBG, Hutchinson, Kan. Authority to transfer control of corp. from W. B. Greenwald to John P. Harris. 1026 shares stock.

Clipping Bureau of the Air

Audio - Scriptions Inc., which has three shifts of engineers working day and night to record every important broadcast here and abroad, now has a library of more than 20,000 voices and is adding from 75 to 100 to its files daily. The library is expected to be much used as time goes on, in tracing development of trends in music, world events, etc., as well as for specific talks or excerpts.

Vivienne Dixon in Concert

Vivienne Dixon, 16-year-old CBS singing actress, is preparing to give a private concert recital at the Hotel St. George in the near future. She also is rehearsing a role in the opera "Mignon" to be presented at the Master Institute.

Rampton Barlow Honored

Salt Lake City—Rampton Barlow, baritone heard over KSL on many of its biggest formal shows, has been chosen as the year's recipient of the American Students' Musical Award. Barlow has been granted one year's voice study at any musical conservatory in Germany. He leaves Sept. 1.

Klassen as Vick's Vocalist

Bernard Klassen, member of the chorus heard regularly on CBS Vick's "Open House", has been selected as male soloist on that series during the absence of Wilbur Evans, who is now on a concert tour. Klassen will sing opposite Jeanette MacDonald beginning Sunday.

JOSEF CHERNIAVSKY
"The Musical Cameraman"
Co-Musical Director
of
WLW
WSAI



ORCHESTRAS - MUSIC

WHEN it comes to picking numbers for recording, and having them turn out best-sellers, Grace and Scotty are reported to be in a class by themselves. Several numbers recently picked by the NBC pair for recording under the Brunswick banner are said to have turned out to be unusually good movers. Incidentally, Grace and Scotty's mail indicates that NBC-Blue network program at 8:45 a.m. Tuesdays and Thursdays has listeners all the way to Australia. On their program yesterday morning they included a snappy rendition of the Whitney Blake number, "You're a Hit."

Rico Marcelli, former Chicago and San Francisco conductor, has established residence in New York and will soon start a network series. He also is to be associated with the New York World's Fair.

CRA deals: Harold Stern's contract at Hotel St. George, Brooklyn, has been extended another four weeks . . . Marvin Frederic and his ork have been held over at Syracuse Hotel, Syracuse, for another two weeks . . . Johnny Hamp and his crew set to open a month's run at Book-Cadillac Hotel, Detroit, March 9 . . . CRA cracked the Statler chain of hotels for the first time with placement of Jerry Salisbury's Three Noblemen, cocktail combination from International Casino, New York, to open March 7 at the Statler, Buffalo, for four weeks with options . . . Jim-

WOV-WBIL Take Over Additional Floor Space

WOV and WBIL have taken over another complete floor in the WOVB building in West 43rd St. Additional floor will be used to house the station's newly organized artist bureau and merchandising departments. Hyla Kiczales, general manager of IBC, has appointed Syd Leipzig head of the WOVB artists bureau. Leipzig was formerly associated with Nick Kenny, radio editor of the Daily Mirror. Artists bureau will handle bookings for general theatrical engagements as well as radio.

W. F. Meyer's Personal Venture

Denver—Application of W. F. Meyer, manager of KLZ, for permit to operate a new station here on 1310 kc. is a personal venture and not linked with his present connection. Mountain Top Trans-Radio Corp. also seeks the same band for a new local station, and in addition KVEL and KVOB have applied for full time instead of sharing the 920 band.

Ohio Governor on 11 Stations

Columbus—Governor Martin L. Davey increased his statewide hook-up to 11 stations for last Monday night's talk in which he replied to charges of corruption made before the Senate Investigation Committee.

my O'Brien and his Harmonica High Hats, formerly on "National Barn Dance" over NBC, go into Hotel Sir Francis Drake, San Francisco, on March 7.

Larry Clinton and his ork not only will play for the Yale prom on March 11 but also the Princeton prom on March 18.

Ken Sisson is inserting plenty of local color into his "Canada 1938" broadcasts. Featured number on his broadcast for Friday at 10 p.m. over the Canadian network is "My Manitoba Sweetheart." Tune was written by a Montreal songsmith.

Al Donahue closes his engagement at the Palm Beach Colony Club on March 12 and is booking a series of one night stands through the south to occupy his orchestra until they open another engagement at the Hotel Roosevelt in New Orleans on March 25. Durelle Alexander will appear with Donahue and the orchestra at all their engagements.

Carl Hoff, who left the Lucky Strike "Hit Parade" after his first appearance on his fifth series two weeks ago to make two weeks of vodvil with Al Pearce, returns to the cigaret series this Saturday night and will remain on it for eight weeks. Hoff continues as musical director for the Al Pearce Ford shows which return to New York this week.

Eddie Startz Arrives For U. S. Radio Study

Eddie Startz, chief announcer and studio manager of the short-wave stations PCJ and PHI, Hilversum, Holland, arrived in New York yesterday on a goodwill tour in company with S. W. Numann, an executive of the Philips organization which owns both stations. They will spend several weeks here studying American broadcast methods.

Startz is considered the most widely known announcer in the world, using seven or more languages in his broadcasts to all parts of the globe, ever since the Philips PHI station inaugurated world-wide short-wave broadcasts more than 10 years ago. Not only does Startz switch from one language to another but his ad lib style during his all night broadcasts has proven unusually successful.

"Jury" Judges Show

As part of a campaign pointing up the educational advantages of the transcribed series, "Ports of Call," arrangements have been made for a jury of school officials to judge the value of the production. "Preview" was to be held in city hall of Dallas, Texas, where Southern State Foods has purchased the travel story series for airing over KRLD.

NEW BUSINESS

Signed by Stations

WNEW, New York: Lustre Sales Agency (floor wax), spots; Joseph Martinson, Inc. (Martinson's Coffee), "Milkman's Matinee", Stan Shaw, through Albert Frank-Guenther Law; Garrett & Co. (Virginia Dare Wine) spots, through United States Advertising Corp.

WLS, Chicago: Earl May Seed Co.; Lancaster Seed Co.; Jung Seed Co.; Gardner Nursery Co.

KNX, Los Angeles: Armstrong Cork (Quaker Rugs), "The Heart of Julia Blake", ETs, through BBD&O; Chicago Engineering Works (Refrigeration & Air Conditioning Institute), "The Camera Speaks", ETs, through James R. Lunke & Associates; Kern Syrup & Preserving Co., participation on "Sunrise Salute"; American Home Products Co., (Anacin), "Easy Aces", through Blackett-Sample-Hummert.

Eugene Conley Busy

Detroit—WWJ's concert tenor, Eugene Conley, after touring state of New York under direction of Roland Chesley, has returned to Detroit to be scheduled for many concerts in Michigan. On March 11 he will be the soloist for "Pro Musica" at Detroit Institute of Art at which time he will sing a group of songs from modern German. On April 21 he will be the soloist with the Wyandotte Orpheus Male Chorus.

Tycoon Series Gets Plaudits

Indicating that the public is fed up with carping about "capitalists" and "richest men", stations and sponsors airing the "Captains of Industry" series released by Atlas Radio report very favorable listener reaction to the manner in which these dramatizations have been handled, according to a special bulletin just sent by Herbert R. Ebenstein, Atlas president, to his sales force.

The "Captains" ETs attempt to show the human side of the tycoons and recount their lasting benefactions.

Wesson Oil Show on WHOM

Wesson Oil & Snowdrift Sales Co. has signed with WHOM for a campaign on Olio Angela Mia (salad and cooking oil). Quarter-hour show is presented nightly at 8 featuring the Duo Amauli, stars of Italian stage, with studio orchestra under direction of Giuseppe De Luca. Account also uses daily spot announcements in Italian.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



HOMER WELBORN, widely known Pacific Coast sports announcer, will be at the Mutual mike to provide color in connection with Saturday's running of the \$100,000 Santa Anita handicap, to be aired at about 7:15 p.m. EST. Oscar Otis, handicapper of the L. A. Times, will give the actual running description of the turf classic. KHJ will feed the event to Mutual.

Harry Maizlish has signed an exclusive contract with the National Orange Show at San Bernardino calling for three daily broadcasts over KFVB during the citrus fair, March 17-27. Included in the deal is a campaign of exploitation for the event, which Maizlish will start immediately over KFVB and the CRS throughout the state.

Mutual's "True or False," sponsored by the J. B. Williams Co., comes through to the Coast over KHJ-Don Lee, starting March 7.

Madaline Lee travels over 100 miles every time she goes to work. She is "Genevieve Blue" with Amos 'n' Andy, and each time she appears in the script has to make a trip to Palm Springs, where the NBC broadcast emanates.

"News by Hughes" is a new KMTR news period conducted by T. W. Hughes at 10 p.m. nightly except Sunday. The Vic Dalton station also offers "Richman's Guide," a new daily 15-minute period at 2:30 p.m.

WIS, Columbia, S. C.

When Chief Announcer Vic Lund had an air-chat with Jack Dempsey the other day, some 200 jammed the studios, proving that Jack is still the popular hero.

Among other celebs heard on the station recently was Ted Shawn, interviewed by Frank Burger.

Washington's Birthday was a double birthday celebration, with Margaret Bouzard of the commercial department being given a party by the staff.

Labert on Diathermy Series

Jules Labert, formerly at WNYC and WEVD, is now doing three five-minute news stints weekly for Shortwave Diathermy over WMCA.

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	31

Greetings from Radio Daily

March 2

Jesse Fordyce
David Pardes

★ PROMOTION ★

School Mag Writes Up WBIG

North Carolina Education, a monthly magazine issued by the North Carolina Teachers Ass'n, will carry in its next issue a complete story of the radio activities over WBIG, Greensboro, by the Greensboro High School. Greater Greensboro Schools' radio work has already attracted national attention and both WBIG and school authorities receive letters from all parts of the country asking for information about this educational work.

Eunice Kneece, radio chairman of the Greensboro schools and educational director of WBIG, is the author of the article.

Invite the Editors to Bee

KWTO, Springfield, Mo., has a spelling bee, sponsored by Sendol. They invited local editors to appear as contestants in a recent program. The editors did. Stunt resulted in widespread publicity for the program, as well as for other station shows, winning the goodwill of the journalists. Now it is planned to arrange a match for druggists.

"Candid Camera Night"

Latest unique stunt helping to keep WWJ (Detroit) auditorium broadcasts well attended will be a "Candid Camera Night" staged by Jack Hill, producer of the college comedy show, "House Party." Attendance will be gained by showing a camera at the door. Dress rehearsal will be open to these shooters, who can snap scenes from any angles. Prominent photographers will judge the contest.

Used Car Parade

KWTO - KGBX, Springfield, Mo., has planned elaborate promotion on behalf of local used-car dealers. Job will be done in connection with National Used Car Week, and will be climaxed by parade of the cars offered by dealers who have bought time during the week. Cars in the

parade will be described by Karl Zomar of the staff, who will add full sales information on each. Participation in the parade is free to advertisers, and only time-buyers are eligible to enter it.

Essay Contest

The Made in America Club Inc. is conducting an essay contest on WBNX for boys and girls between the ages of 10 and 14 years. The essays must not be more than 100 words on the subject: "Why All Americans Should Buy American". The children are requested not to stress boycotts but rather a constructive argument as to the far-reaching benefits to be derived from such a movement, and particularly its effect on unemployment. The girl and boy submitting the best essays will receive a bicycle. Runners-up get skates, sleds, books, baseball outfits and musical instruments, all donated.

WCAU Women's Club

WCAU, Philadelphia, has issued attractive piece on its five-weekly "Women's Club," household program, sold on participation basis. Complete story of the show, its personnel, sponsors, operation and audience, including the many organizations represented at the visual broadcasts in the auditorium, are given in brochure. Fashion shows and cooking demonstrations are part of the setup.

KVOR "Penny-Savers" Booklet

An attractive 24-page booklet, bound in green, of "Penny-Savers" is being given away on Ann Russell's "Good Morning Neighbor" program on KVOR, Colorado Springs. Each weekday morning a double pass to a local theater is given away for prize-winning "penny-savers" and now they've been incorporated in the booklet which is mailed for the asking. Ann Russell (Wauhillau LaHay) very thrilled over personal poems lately received from listeners.

COLUMBUS

Johnny Neblett, WBNS sportscaster, leaves for Winter Haven, Fla., March 18, to spend a week with the Red Birds. He will record interviews with players, to be aired on his evening spot.

Red Bird games will be aired again by WBNS this year, with Neblett at mike under sponsorship of General Mills and Socony Vacuum.

WHKC's "Get Thin to Music" has been pulling in 1,000 letters per week.

New CBS Short Wave Schedule

CBS short wave station W2XE goes on new schedule effective March 7. Frequencies to be used are: 21520, 15270, 11830, 6120 kc., 13.94, 19.64, 25.36, 49.02 meters. Directional beams to Europe and South America will also be used.

MIAMI

Thad Brown, member of FCC, is here on vacation.

Charles W. Myers of KOIN-KALE, Portland, Ore., and Mr. and Mrs. Arthur B. Church of KMBC, Kansas City, were voyagers on the North Star en route to West Indies when the vessel was grounded in the Miami channel.

WKAT has started a twice-weekly series featuring a forum by Miami's little business men. Secretary of Commerce Daniel Roper has endorsed the program and sent the station a series of questions to be discussed.

WIOD engineers have remodeled station's short wave affiliate W4XB and will have it back on the air soon.



FRANKLYN MacCORMACK, poetry reader for Wrigley's "Poetic Melodies," plans to start on European trip early in April when he leaves show.

Pat Flanagan and the Mrs. have left with Chicago Cubs for California. They will spend several weeks there; then sail through Panama Canal to Cuba, flying back about a month from now.

Arthur Stringer, radio publicist, back from weekend trip to New York, where he conferred with William S. Hedges, NBC vice president.

Tom Fizdale, in hospital for several days having a tumor removed, is back at work.

"NBC Jamboree" is being expanded to full hour on Tuesday evenings from 10 to 11 N.Y.T. with Don McNeill as emcee. Among performers for first full hour show will be Armida, Oscar and Elmer, Bill Thompson, Sylvia Clark, Jackie Heller, Vivian della Chiesa, the Vagabonds and Cadets.

Harry Martin Enterprises, Chicago radio feature service, has sold Oddities in the News to CJJR, Winnipeg and WFDF, Flint, and Behind the Headlines to WFBR, Baltimore and KSO, Des Moines.

Ulmer Turner, radio editor of Herald Examiner, is batching it while wife is on extended vacation with mother in Florida.

WICC, Bridgeport

Actor William Donnelly directs his own three-acter, "Afterglow," as a Bridgeport Little Theater League presentation late in March.

A Saturday a.m. kiddies' show is in preparation.

William Lyon Phelps again will be commentator for the New Haven Symphony Orchestra program over Colonial Network tonight.

WKRC, Cincinnati

John McCormick, g.m., and Bill Williamson, sales manager, are back from the east.

Ruth Lyons, musical director, has found time to dash off three songs in the last two months. Latest two are titled "Love is Like a Nursery Rhyme" and "Indispensable You."

Jerry Foy, singer of mountain ballads, is pulling heavy mail.

WOKO-WABY, Albany

Ruth Hamilton, formerly heard in broadcasts on correct English, returns to WABY in a Wednesday series of "Personality" talks.

Herb Gordon and ork will be aired again over WOKO thrice weekly, with Ethel Barrett and Eddie Pierce vocalizing. An NBC wire is expected shortly.

BALTIMORE

John Elmer, owner of WCBM and past president of NAB, has been elected a vice-president of Baltimore Safety Council.

WBAL's Coffee and Doughnut Party has been made a regular Saturday morning feature, 6-8:30 a.m.

Current Events Tieup

Taking advantage of the adaptability of the "Ports of Call" transcribed series to current events, WREC in Memphis put the story of Austria and that country's "powder keg" position on the air Sunday in an especially prepared program. Atlas Radio Corp., producers, cooperated with WREC by rushing a special script into production, then air-mailing the finished transcription to Memphis. WREC, meanwhile, was able to open a newspaper and over-the-air bally to build a special audience. WREC previously has made use of the "Ports of Call" series to coincide with current events, running episode on China at the time of the fall of Shanghai. Memphis Power & Light Co. sponsors "Ports of Call" on WREC.

New Chi Recording Plant

Chicago—Chicago Recording Laboratories, a new transcription and checking service, has been organized at 64 East Jackson Blvd. with Wilbur Buchanan, formerly of Marsh Laboratories, as president; Jo Favor, secretary, and J. H. Bosley, chief engineer.

Continue Firestone Orchestra

The orchestra of symphonic proportions assembled for "Voice of Firestone" program on Feb. 7, the date of the death of Harvey S. Firestone, will be continued intact, with Alfred Wallenstein conducting, throughout June. The new orchestra was developed by augmenting the original "Voice of Firestone" concert orchestra.

Budd Mulloy's Agency

Chicago—Budd Mulloy, who recently resigned as publicity director of N. W. Ayer & Son, has opened publicity agency of his own at 540 North Michigan Ave. David Kaplan is associated with him.

KNOW, Austin, Tex.

Mar Roark, prominent in south Texas music circles, has joined as staff announcer.

Roland Booth left his announcing duties here last week to accept a similar post at KPRC, Houston.

Paul Forchheimer has given up his program directorship to rejoin sales staff, with Winthrop Sherman being promoted from announcer to program director.

Downey Recording Again

Morton Downey has signed a contract with Decca to record exclusively for them. He starts recording eight songs this week, including some Irish airs for which he is famous.

NEW PATENTS

Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,108,830—Electron Discharge Apparatus. Albert M. Skellett, Madison, N. J., assignor to Bell Telephone Laboratories.

2,108,833—Telegraphic Keying Circuit. James D. Wallace, Washington.

2,108,841—Radio Cabinet. Walter O. Brown, Detroit.

2,108,867—Radio Direction System. Gaston A. Mathieu, Shirehall Park, London, assignor to RCA.

2,108,878—Radio Receiving System. George M. Wright, Chelmsford, England, assignor to RCA.

2,108,880—Electric Discharge Tube. Rene A. Braden, Collingswood, N. J., assignor to RCA.

2,108,895—Frequency Control Transmission Line. Fred H. Kroger, Rocky Point, N. Y., assignor to RCA.

2,108,900—Ultrashort Wave Oscillation Generator Circuit. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,108,899—Automatic Volume Control. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,108,897—Shock Absorber for the Elements of Thermionic Tubes. Walter L. Krahl, Montclair, N. J., assignor, by mesne assignments to Arcturus Development Co.

2,109,021—Electrical System. Edwin L. Clark, Collingswood, N. J., assignor to Philco Radio & Television Corp.

2,109,225—Means for Aging Vacuum Tubes. Dayton Ulrey, Forest Hills, Pa., assignor to Westinghouse Electric & Manufacturing Co.

2,109,245—Vacuum Tube. Vladimir K. Zworykin, Swisvale, Pa., assignor to Westinghouse Electric & Manufacturing Co.

2,109,266—Condenser. Albert W. Franklin, New York.

2,109,274—Tube Structure. Hans Niclassen, Berlin, Germany, assignor to N. V. Philips Gloeilampenfabrieken.

**Guests Set to April 17
On Chevrolet ET Series**

Guest stars for the Chevrolet "Musical Moments" revues, with Victor Arden's orchestra and the Songsmiths Quartet, will be as follows, with releases twice weekly: week of March 6, Ruth Carhart and Barry McKinley, and Marian Shelby and Ralph Kirbery; March 13, Claire Sherman and Guy Robertson, and Felix Knight and Aileen Stanley; March 20, Jimmy Farrell and Lucy Monroe, and Howard Price and Irene Beasley; March 27, Barry Wood and Lois Bennett, and Ray Heatherston and Kay Thompson; April 3, Sally Nelson and Morton Bowe, and Shirley Howard and Jack Arthur; April 10, James Wilkinson and Josephine Antoine, and Evelyn Case and Phil Duey; April 17, Marian Shelby and Barry McKinley.

WDEL, Wilmington, Del.

J. Gorman Walsh, manager, was a visitor to New York last week, attending a conference with NBC officials. He also paid a visit to WMCA and Intercity executives.

Floyd Mills and his orchestra, currently featured at the Grill of the Hotel DuPont and broadcasting over WDEL and Intercity, hold the record for orchestras in town—for 20 months.

Another name band does a one nighter in town and will be aired over WDEL when Bob Crosby and his band play for the Junior Prom of the U. of Delaware. Crosby will also be interviewed by Lonny Starr on "Parade of Melody," nightly swing session.

One of the several road companies of "Brother Rat" was in town for two days and Clair Hazel of the cast was spotted on the 6 p.m. newscast sponsored by Bond Bread.

Wilmington Chapter of the WCTU has started a series of twice weekly ET broadcasts entitled "It Does Happen Here."

**New Guild Is Planned
By Musical Arrangers**

Musical arrangers concentrating on radio now contemplate the organization of a new guild to replace the one disbanded a few months ago by the AFM. New organization will not be actually started until all plans are completed and an o.k. is obtained from the AFM, but results of late organization are expected to be of considerable assistance in the new body. Several national programs are now giving credits to arrangers as per the demands voiced through the late union.

WWL, New Orleans

Station has contracted with RCA for its new 50,000-watt transmitter, which is expected to be up and ready for operation about Aug. 1. Reports are that the transmitter will be located in another location to obtain better results. Present location is Kenner, La.

Pinkey and his orchestra have sold another quarter hour of time to Griffin Co., makers of Dyanshine.

Ray Wilde and his orchestra opened at the Blue Room to take the air over WWL, WSMB and WDSU. Featured singer with the show, who will not broadcast, is Ethel Shutta.

Sign for Star Series

KDB, the Don Lee outlet in Santa Barbara, is the latest station to subscribe to the "Your Writing Reveals" series, syndicated by Star Radio Programs. The Condon Co., Inc., Advertising Agency in Tacoma, Washington has also ordered the series, to be sponsored by Mueller-Harkins Motor Co. on KVI, Tacoma.

Jack Major to Emcee Benefit

Jack Major has been set to emcee a special charity show to be staged by the Army Daughters of the U. S. Army Saturday evening at Governors Island, N. Y. Theresa Wilson, CBS publicity staff is in charge of the talent. Others set to appear include Alice Cornett, Howard Phillips, Hal Davis, Jose Rey, Claire Sherman.

OMAHA

Don Kelley, KOIL announcer, has resigned to accept a similar post with WLS, Chicago.

W. W. Wright has joined WAAW as salesman, replacing Charles Taylor, resigned.

Foster May, WOW announcer, and Mrs. May are taking a two-week vacation trip to Cuba.

Jimm Mogg, Gus Sindt, Andy Martin and Galen Williams, last with KSAL, Salina, Kan., are now on several WAAW programs.

COMING EVENTS

March 3-5: Hearst International Radio Sales meeting, Chicago.

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

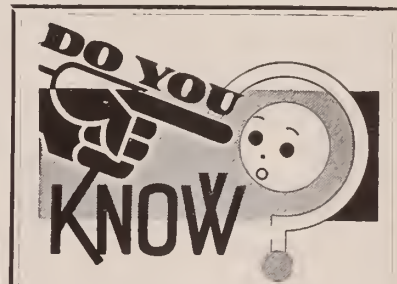
June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

Sept. 28-Oct. 1: Association of National Advertisers Inc. annual meeting, The Homestead, Hot Springs, Va.

"QUOTES"

"The crying need in radio today is for better writers. Too many unsuccessful pulp-magazine writers and hacks are writing radio scripts; they get by, but how many people would use their radios if there was a charge for each program tuned in? But radio will not get better writers until sponsors are willing to pay more. A playwright works on a play three months, and then takes a trip to Europe; a script writer works all year 'round and he's lucky if he can see a baseball game."—BRUCE KAMMAN.



Banjoist Mike Pingatore on the Chesterfield show with Paul Whiteman has been with the band longer than the maestro, having come 15-minutes earlier than Paul to the first rehearsal.

Benay Venuta is the only performer who broadcast from New York and Hollywood on the same day. She started the program early in the morning in Hollywood and flew to New York, completing the broadcast that same evening.

PHILADELPHIA

Herbert J. Tilly, chairman of WFIL board, will be honored by NBC when several of his compositions and the Strawbridge & Clothier Chorus which he founded are featured on "Music is My Hobby".

Shell Oil, after a 13-week trial of "Curiosity Court", has renewed program indefinitely over WIP.

Allan Kennedy has resigned from KYW announcing staff and is replaced by Dan Munster of WCAE, Pittsburgh.

Kerby Cushing, KYW sportscaster, becomes publicity director of Villanova College.

Jack Barry has left WIP announcing roster.

Temple Bailey, noted novelist, will be guest of Annabelle Adams on her WIP "Homemakers' Club" on March 8. Miss Adams will be guest speaker at monthly tea of Penn Athletic Club women's group on Friday.

Clarence Fuhrman and his WIP staff will play for tomorrow's ice carnival at National Education Ass'n convention in Atlantic City. Kay Cavender will appear in the script she wrote for WFIL's weekly feature, "Famous American Women of Yesteryear."

"In Old Vienna," WIP's latest musical revue, features the singing of Lee Taylor and Evelyn Russell.

The "Melody Arcade" is back on KYW and will feature the songs of Bonnie Stuart with the studio band and a mellerdrammer written by Norman Sickel, which features Edythe Roday and Jane King.

Dave Tyson will conduct WFIL's newest program, the "Lone Ranger Safety Club."

"Noontime Revue," now heard over WIP five times weekly, features Mary West, Evelyn Russell and Paul Titus, together with Clarence Fuhrman's studio band.

Joe Lewis returns as conductor of KYW "Nocturne Program," twice weekly.

Don Martin, WFIL announcer, was wed to Peggy Lockhardt the other day.

Ben Alley is back over WCAU with his regular broadcasts after an appendectomy.

"Whistle While You Work" is the name of a new revue over WFIL, headed by "Uncle Jim" Willard.

Peggy Morgan, heard over WPEN with her songs, is now being piped to WOV, New York.

Bill Lang returns to KYW in a weekly newscast.

ONE MINUTE INTERVIEW

BENAY VENUTA

"The most important 'must' in a singer's daily life is practice. A singer's voice cannot be laid aside and forgotten during times it is not in use. It must be used and diligently trained every day in order to assure tone and control. Even a single day's neglect will be noticeable at the next day's practice, and will oft-times produce tiny imperfections that take days to correct."

★ Coast-to-Coast ★

PRESENTATION of a heroism award to four-year-old Robert Pine, believed to be the youngest person ever to receive a citation for heroism, was aired by WTAM last Friday night. Medal, given by Spangbaker's Original Junior Safety Police Club program, was presented by Mayor Harold H. Burton in recognition of Robert's action in quickly spreading the alarm when he discovered four persons overcome by carbon monoxide gas in a playmate's home. Incident was dramatized also during a full-hour show observing Spang's 50th year in business and its eighth year on the air over WTAM.

Glenn Darwin replaces Felix Knight as vocalist tomorrow and the following Thursday over NBC-Blue at 1:45 p.m. Knight has other commitments. Both Darwin and Knight also will be heard on Walter Damosch's "NBC Music Appreciation Hour," with Knight booked for March 4 and 11, and Darwin on March 11.

Gertrude Goldberg's "The Goldbergs," back on the air only six months after an absence of almost two years, is understood to be already rating tenth among all daytime shows up to 6 p.m. The author has placed Stefan Schnable, whose father is the celebrated musician, Arthur Schnable, in the cast of the serial.

Richard Bonelli will be among the celebrities taking part in the Girl Scouts anniversary broadcast over NBC-Blue network at 6:36 p.m. March 12. The anniversary also will be celebrated by a broadcast over CBS at 3:30 p.m. the same day.

"The Jewish Philosopher," being sponsored by Carnation Milk Co. in a five-weekly quarter hour over WFAB, 1:30-1:45 p.m., is developing quite a following in Jewish circles. He replies to letters received from listeners about their personal problems.

Sir Harry Lauder's broadcast from England on March 16 will be heard over NBC-Blue network at 4:15-4:30 p.m. Sir Harry will appear with the BBC Variety Orchestra, directed by Charles Shadwell. The appearance has been arranged by BBC.

After being off the air several years, "Slumber Boat" is heard again weekly at 9:30 p.m. Fridays on KOIN, Portland, Ore. Featuring a mixed quartet and soft melodies by a selected instrumental ensemble, the show is written and announced by Johnnie Walker, KOIN production manager, who announced the original "Slumber Boat." Walker also wrote and announced the "Isle of

Dreams" on the CBS network several years ago.

Joe Higgins, assistant to Richard O'Dea, in charge of the "Dance Parade" on WNEW, was married Sunday to Rita Schmidt.

A direct broadcast from Hawaii to England will take place March 9. The program, originating in Honolulu, will be heard over NBC-Blue network in this country at 3-3:15 p.m. and short-waved to BBC via W3XAL, Bound Brook, N. J., W2XAD, Schenectady, and W8XK, Pittsburgh. John F. Royal, NBC vice-president, and Felix Greene, NBC representative in the U. S., arranged the broadcast.

Tim and Irene will celebrate their 16th wedding anniversary tomorrow, just eight days before they go on the air as the featured comedians of the "Royal Crown Revue" over NBC-Blue Network.

Ruth Russell, radio song stylist, currently vocalizing at the Village Brewery, features her amusing impersonations of well known radio singers.

KANSAS CITY

Webb Witmer, WDAF announcer, unable to do his regular trick due to serious illness of his father.

Al Stine is sharing WHB publicity duties with Nelson Rupart.

KCKN will supply entertainment for three-day Food Fair sponsored by Daily Kansan in K. C., Kan.

C. E. Salzer, KXBY and First National Television chief engineer, is back from the east, where he bought new television equipment including iconoscope and a kenescope.

Sponsored by a group of merchants and promoted by The Daily Kansan, KCKN will air a series of "Search Party" treasure hunts, with final roundup on stage of Memorial Hall in connection with the Food Fair. Owen Balch will conduct the program.

Jerry Burns, KXBY sports authority, is staging a limerick contest in connection with his Listerine Brushless Shave commercial.

WRVA, Richmond

Louise Homer Stires, soprano daughter of Mme. Louise Homer, is presenting a weekly recital series, accompanied by Jessie Weyland Day, pianist.

Holland R. Wilkinson, singing evangelist of the "Sunshine Hour", celebrates 11th anniversary on WRVA March 28.

Charles Houston, columnist, is airing a human interest interview series with members of Virginia legislature.

AN OPEN LETTER

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Mr. Earl Thomas
Henry Souvaine, Inc.
30 Rockefeller Plaza, N. Y. C.

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A program is only as good as its producer. The shows produced under the banner of Henry Souvaine, Inc. have been maintained at an unusually high standard.

Your recent appointment as general manager of one of radio's most successful production firms is consistent with the high quality of programs originating in their offices.

A man in your position is well aware that air check recordings play a role of tremendous importance in planning, preparing and balancing a radio program. An excellent program needs the best in recording. The best in recording is as near to you as your telephone.

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KWH/amh