



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 43

NEW YORK, N. Y., THURSDAY, MARCH 3, 1938

FIVE CENTS

## CBS Opening Door to New Talent

### Looking On ... AND LISTENING IN

#### COMMERCIALS

There has been some improvement in radio commercial copy lately, but too many of the sales talks are still employing the technique of slamming competitive products.

It reminds us of a white-collar medicine man who is practicing in a Times Square store room.

He sells a "nature's" hair shampoo with a sales talk devoted almost entirely to knocking nationally advertised soaps.

The only reason the public buys those products, he says, is because they have been sold by clever slogans.

The med man's arguments sound very convincing except for the fact that on the same platform with him is a blonde in a sweater, short trunks and bare legs up to here—who, as a come-on for the yokels, beats a mere picture of that schoolgirl complexion.

#### EDUCATION

Quite a number of polls conducted by radio editors around the country among local dialers have designated "Professor Quiz" as the "most educational program".

This seems to be as good a cue as any for the guidance of those who are directing educational features.

It must be borne in mind that the radio audience is not seated in a school-room under discipline that compels attention, but must be held by the nature of the program.

#### CIVIC SUPPORT

Nora Stirling, the radio actress-writer-producer, believes that there would be more worth while programs on the air if organizations like the General Federation of Women's Clubs would actively promote them, somewhat the same as they get behind good films.

As there is only so much radio time available each day, every desirable program that's put on keeps an undesirable program off. —D. C. G.

### Webster Tells 'Em

Hartford—Answering a squawk from a listener who said WDRC announcers pronounce the city's name either Hautford, Hotferd, Hartfud or Hartferd instead of Hart-ford, station brought out Webster's, which says: Hart-ferd—"a" as in arm, "e" as in maker. Listener apologized that he never thought of looking it up.

### TOSCANINI TO CONDUCT 3 MORE ANNUAL SERIES

A verbal agreement calling for 20 concerts a year for a three-year period has been reached by NBC officials and Arturo Toscanini, who concludes his first NBC series next Saturday and sails for Europe the following week. Eleven concerts were heard this year. Next session will start early in October and run 20 weeks. Concerts this year have

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### Carl Burkland Is Named Sales Manager of WCCO

Minneapolis—Carl J. Burkland, former assistant sales manager of WCCO, has been promoted to sales manager, it is announced by Earl H. Gammons, general manager. Burkland has been on the WCCO staff since 1929, starting as an announcer.

### Pete Nelson Resigns As B-S-H Time Buyer

Chicago—F. P. (Pete) Nelson, radio time buyer for Blackett-Sample-Hummert, has resigned effective March 15. Jack Laemmar, recently appointed assistant buyer, succeeds him.

### KMBC Signed to Promote K. C. Commercial Expo.

Kansas City—Annual International Food Fair staged by K. C. Retail Grocers Ass'n in Municipal Auditorium, March 13-19, will promote attendance via KMBC, with an amateur contest to be presented twice on opening Sunday and nightly thereafter. Eddie Krause will emcee the show and assist Jimmie McConnell, head of KMBC Artist Bureau, on production.

Besides amateur show, complete package sold the sponsors of expo. includes airing of daily quarter-hour preview of night's amateur talent and spot announcements publicizing contest. KMBC also has been designated official radio station of the food fair

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### Pacific Borax Renews

Pacific Coast Borax has renewed "Death Valley Days" for an additional 13 weeks effective April 1. Program is heard over an NBC-Blue network of 23 stations, Fridays, 8:30-9 p.m. McCann-Erickson is the agency.

### Need of Fresh Personalities, Available Sustaining Time, Also Bring Manager Recognition

By M. H. SHAPIRO

Associate Editor, RADIO DAILY

Radio being overdue for a new and additional crop of personalities, coupled with the fact that within the next two months considerable time will again be open for sustainings allowing the build-up of artists, the CBS artist bureau has adopted a policy of open house under the new regime of Herbert I. Rosenthal, recently placed in charge of the department. Rosenthal has also reverted to the policy of personal manager recognition.

On the latter score, it is his opinion that only through experienced talent

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### Sticks to Guns

Augusta, Ga.—While at the WRDW mike delivering a sponsored newscast, Commentator James Davenport became aware of a sickening odor in the air. Cautiously glancing around, he saw the rubber tubing from gas line had been kicked loose. As he had only five minutes to go on his broadcast, Jimmy decided to stick it out. He just made it—being carried out right after concluding the commercial plug. A few minutes of fresh air put him back on his feet.

### AFM EXECUTIVE BOARD POSTPONES DISK PARLEY

Executive Board of the American Federation of Musicians will not meet with the transcription and phonograph record men today as originally planned, but will arrange for a conference to be held next Monday. The Board meanwhile will take up matters apart from the transcription license question. As stated yesterday

(Continued on Page 2)

### Celler to See McNinch On Government Station

Washington Bureau, RADIO DAILY  
Washington—Congressman Emanuel Celler, sponsor of the House measure for a government radio station, told RADIO DAILY yesterday that he would have a further conference with FCC Chairman Frank R. McNinch within the next few days to advance the measure. He will also discuss with McNinch the strategy which President Roosevelt's international broadcasting committee will adopt in broadcasting, particularly to Pan-American countries.

### WIBW on at 4 A.M.

Topeka—WIBW, local Capper Publications station, went on a new summer schedule Tuesday by starting at 4 a.m., against 4:55 a.m. previously. Transcriptions are aired at 4-4:30 a.m., when Roy Faulkner ("Lonesome Cowboy") comes on with his guitar.

### TWO IDAHO STATIONS BEING ADDED BY NBC

NBC will add KSEI, Pocatello, and KTFI, Twin Falls, Idaho, to its networks on or about March 15. Stations, which will be available to either Red or Blue, bring network total to 146.

### Lever Renews for Year With Added Outlets

Lever Bros. (Rinso-Lifebuoy) has signed a renewal of the Al Jolson program for an additional 52 weeks effective March 22. Program, heard Tuesdays, 8:30-9 p.m. over a CBS network of 76 stations, is expected to add more outlets when renewal becomes effective, but as yet no stations have been signed. Ruthrauff & Ryan has the account.

### Page Floyd Gibbons

Rochester, N. Y.—WHAM, the Stromberg-Carlson station, has one of the fastest programs on the air in the person of Frank Silva, sportscaster. During his nightly chat, Silva burns the air at 200 words a minute. When he's really in a hurry, he raises the speed to 250 words per minute without tangling his tongue.



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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★ Programs That Have Made History ★

WJBK's "Polish Varieties"

IN keeping with its policy to provide entertainment for all types of listeners, WJBK, Detroit, has been extremely successful with foreign hour programs.

Probably the outstanding of all the foreign groups (Italian, Jewish, Polish, German, Arabic) is the "Polish Varieties" program.

This program has a vast listening audience because of the high standards maintained in producing it. The director, Walter Leskiewicz, recently celebrated his 25th anniversary of radio, stage and screen productions—and on this occasion over 5000 people paid admission to a special broadcast held in downtown Detroit at the Wilson Theater.

Leskiewicz, a pioneer in the theatrical and radio business, was immediately successful with his first "Polish Varieties" program over WJBK. First came the radio drama. Then, added to this, news, popular singers and an orchestra; until now "Polish Varieties" has more actual entertaining variety in it than has any other program in Detroit.

There is a reason for this however, for Leskiewicz has devoted his career to Polish entertainment. In 1929 the Polish government, through Marshall Joseph Pilsudski, bestowed the Cross of Merit upon him for his

work in the Polish field in America. This achievement led to radio work. Thus was born the "Polish Varieties" program on WJBK.

During the summer of 1937, Mr. and Mrs. Leskiewicz traveled through Poland. While there they sent daily reports of current events and happenings. These reports were broadcast daily on the "Varieties" program. A "Versed Travelogue" of cities, churches, ancient ruins and miscellaneous events were included in the broadcasts. Later the reports were gathered into book form—the first book of its kind about Poland that has ever been published in the United States.

In appreciation for this fine work, Mr. and Mrs. Leskiewicz, upon their return from Poland, were awarded special medals (in a special broadcast at Orchestra Hall in Detroit) for their outstanding radio work.

"Polish Varieties" along with WJBK's other fine foreign language programs which include Jewish, Hungarian, Ukrainian, Russian, Lithuanian, Arabic, German, Italian (and special Negro shows) has set a standard of production, showmanship and listening interest that has made WJBK one of the foremost foreign language stations in the country.

WAAF's "The Hoosier Philosopher"

THE Hoosier Philosopher recently celebrated his 1,700th broadcast over WAAF, the Metropolitan Station, in Chicago. In real life the Hoosier Philosopher is G. Carleton Guy, but so completely has he assumed the imaginary characteristics of the slow-talking, thought-provoking and independent-thinking old commentator whom he brings to life

each week-day at 1 p.m. that to station staff he is simply "the hoosier."

To thousands of listeners he is an indispensable daily challenge to clear, unbiased thinking. His weekly mail pull is just average, almost invariably from those who disagree with some particular item in his daily analysis of the news, but on a trial request for written response he equalled any other station feature in quantity.

The Hoosier Philosopher talks over the day's news for 15 minutes with the theoretical "Nick" (he takes both parts himself); locale is the mythical town of Hope Blossom in Indiana. No controversial topic is shunned, but station disclaims all responsibility for his remarks. The Hoosier Philosopher gets more brickbats than posies; another fact that attests definitely to his ability to make people listen—and start thinking. Program has run uninterruptedly for six and one half years, with rare time changes.

AFM Executive Board Postpones Disk Parley

(Continued from Page 1)

day, the license language is being redrafted. Between now and Monday the Board will be open for conferences with network or other radio people if they so desire.

Philip G. Loucks, special counsel to the NAB Executive Committee and acting head of the organization, is expected to arrive in New York today to confer with the Executive Board relative to the small independent stations and their problem in regard to hiring additional musicians. Loucks is expected to make a plea for a conciliatory attitude on the part of the AFM in dealing with such independent outlets as may be later forced to hire musicians.

Graves Taylor Opens Office

Graves Taylor, formerly of WGAR, has opened a new public relations and industrial publicity bureau under his own name in the Hotel Statler.

COMING and GOING

JASCHA HEIFETZ and his wife sailed yesterday for Europe aboard the Normandie.

RAY LEV, concert pianist, left for Europe on the Normandie.

BOB GOLDSTEIN returns from Europe Monday.

TED HUSING returned from a Florida vacation yesterday.

GOLDEN GATE QUARTET arrive in New York today from Charlotte, N. C., for rehearsals in connection with the Nehi show.

GRAZIELLA PARRAGA, Havana socialite singer-composer, is back in New York preparing for her radio debut. She visited Havana recently to get material for her broadcast.

BILL BURTON of Rockwell-O'Keefe leaves today with Vive-Anne Hulton for Toronto. She will appear in the Ice Carnival there.

THE INQUIRING REPORTER

THE QUESTION:

What station reaches the New York market (the richest in the world) most effectively and economically?

THE ANSWER:

Jimmy Jemal, "The N. Y. Daily News Inquiring Reporter", whose street interviews are broadcast over WHN on Monday, Tuesday and Wednesday at 6 P. M.:



"There's only one answer—WHN! And I ought to know, because I believe that I come into closer contact with the people who make up that market than almost anybody else in town!"

(Advertisers will recognize that Jimmy Jemal's program appeals to the broadest possible market in all New York—the man and woman in the street—the day-to-day buyers of all sorts of commodities. His N. Y. Daily News column is read by 3 million people every day. . . . Inquiries are invited.)

FINANCIAL

(Wednesday, Mar. 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	137 1/4	136 1/2	136 1/2	- 1
Gen. Electric	41	40 1/8	40 1/8	- 3/8
RCA Common	6 1/8	6 3/4	6 3/4	- 1/8
RCA First Pfd.	52	51 5/8	51 5/8	- 3/8
Stewart Warner	9 1/2	9 5/8	9 5/8	- 1/4
Westinghouse	97	95 3/8	95 1/2	- 1 1/8
Zenith Radio	16 3/8	16	16	- 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/4	16	16	+ 3/8
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OVER THE COUNTER

Stromberg Carlson	Bid 5 1/8	Asked 6 1/8
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Charles Stahl Not in Deal

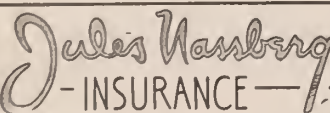
Philadelphia—Recently reported sale of WIBG, Glenside station, is understood to have fallen through, and Charles J. Stahl, who was supposed to have been included in the deal with Paul Harron, says he had no connection with it. Stahl is in the radio advertising and program business here. WIBG continues under ownership of Joseph M. Nassau.

Bob Crosby Replaces Kyser

Chicago—Bob Crosby, swing band-leader, will replace Kay Kyser and company at Blackhawk and over Mutual on March 30, Manager Otto Roth has announced. Kyser crew goes to New York to air "Kyser Kollege of Musical Knowledge" over NBC-Red.

Joins NBC Tele Staff

Edward Padula, recent Yale graduate, has joined the NBC television staff as a production director. He will work on ideas for programs.



Insurance Specialists to the Radio and Music Industries  
John 4-2800 BEekman 3-0375  
80 JOHN ST., NEW YORK

**WBIG GREENSBORO N. C.** All the News! All the Time!  
George P. Hollingbery Co., Nat'l Reps.



1540 Broadway, New York City



## AGENCIES

CHICAGO FEDERATED ADVERTISING CLUB will open lecture series March 14 covering radio advertising and other aspects of advertising. Committee members include Knox Armstrong, Wilson Brothers, chairman; Marvin Harms, Young & Rubicam; William Aron, Stewart-Warner; Emmons Carlson, NBC; Lewis G. Cowan, publicist; Laura Johnson and Helen Vance, Daily News.

RALSTON H. COFFIN has been appointed advertising and promotion manager of Carstairs Bros. Distilling Co. and will work in conjunction with Lennen & Mitchell Inc., the firm's advertising agency.

VINCENT REILLY, formerly with Benton & Bowles, has joined D. H. Ahrend Co. Inc. in the creative sales department.

McCANN-ERICKSON has acquired the Royal Baking Powder account from Standard Brands.

## Allis-Chalmers Spot Additional Programs

Chicago—In addition to "Family Party" being started March 12 on NBC-Blue, Allis-Chalmers has started two weekly quarter-hour shows on WORK, York, Pa., KFH, Wichita, Kan., and WEBQ, Harrisburg, Ill. Six weekly ETs also being used on KGLO, Mason City, Ia.

## WMBH Promotes Smart

Joplin, Mo.—Everett Smart is the new assistant manager at WMBH. He has been with station since last November and also served there two years ago, after which he was in newspaper and advertising work.

Billie Ruth James, secretary, has returned to WMBH offices after an appendix removal.

## NEW BUSINESS

WIP, Philadelphia: Barr's Jewelers, "Five Star Final", renewal; Varady of Vienna (cosmetics).

WOR, New York: Doyle Packing Co., Steve Severn's "Pet Club of the Air."

WTMJ, Milwaukee: Krier Preserving Co., "Question Bee" with Bob Heiss, through Olson-Kelly Advertising Agency.

WHN, New York: Chevrolet, ETs, renewal, through Campbell-Ewald.

KFRU, Columbia, Mo.: Earl May Seed Co., program, through Presba, Fellers & Presba; Archias Seed Co., announcements; Gardner Nurseries, ETs, through Northwest Advertising Co.; Interstate Nurseries, programs.

WESG, Elmira: U. S. Rubber Co., Ben Bernie program.

## LISTEN TONITE TO DORIS RHODES

6:45 P. M. WABC-CBS Network

MANAGEMENT  
COLUMBIA ARTISTS, INC.



● ● ● Thinking Out Loud (and sometimes talking out of turn):—For the past six weeks or so (in fact, since Jan. 17) we've been listening to Doris Rhodes warble through CBS and have taken particular pride in her work. Seems that immediately following her debut, we wrote a "Personal Postcard to William Paley" noting that a "star was born over at your place last night"... With every performance she delivers, Miss Rhodes makes us feel that she's the best thing we've bet on since Man O' War. Especially last week when she sang "Please Be Kind," a torchy thing.... While dining recently with Rocco Vocco, Mose Gumble and Jonie Taps at Guy Lombardo's, talk switched to Guy's music interests—the Olman Music firm. They are publishing the songs of Brother Carmen—and, as is commonly glibbed about town, publishers have two sets of auditors' books—one for their own use—and one for the writer's investigation.... Well, Guy relates that he just instructed the bookkeeper to start a new set of books—just for Carmen.... Wonder what his X-N. Y. friends think about Eddie Cantor's producer Vick Knight, who is here with the troupe. He is sporting grey pants, dark blue coat, GREEN hat—with a feather, brown suede shoes, yellow and orange plaid hose—and SMOKED GLASSES.... Betcha they can remember when he was like Paul Munroe—and had pants that matched his coat!

● ● ● Elizabeth Hart, who does a show via WORL, Boston, had to come to N. Y. a few days ago and asked Marion Clark, also of the WORL staff, to pinch-hit on the air.... Well, it seems that Miss Hart reads a few names from the phone directory over the air and if the person's name is read and they call her at the studio pronto—the caller receives a bouquet of fresh flowers.... In view of the unusual part in the show, Miss Clark was rather skeptical about the telephone business, thinking that Elizabeth used the names of friends for this stunt. However, she called a name in the "Q's" one day and one in the "Z's" the next.... Imagine her surprise when, not only did both parties call the studio, but two answered under "Z" tag—one claiming it was her maiden name and if she wasn't entitled to the flowers too.

● ● ● The other sundown at the Casa Manana where Abe Lyman must use some "hocus-pocus" to get artists to appear for nothing, we witnessed the unusual in show business. Sitting with Louis Sobol, Hy Gardner and Dr. Michel, we watched the celebrities step to the stage and do their turn. There were many marquee-names appearing but it remained for two members of Benny Davis' Star Dust Revue to get up and tie up the proceedings like never before. One was a little girl, Margie Knapp, singing a grand arrangement of "Alexander's Ragtime Band," and the other a boy, Robert Baxter, doing a medley of Nelson Eddy tunes. Guess the top-notchers felt a little embarrassed over the reception given the youngsters—who merited the applause and bravos not because of their tender ages—but because of their big-time delivery.

● ● ● Thinking about Miami, reminds us of a tale that Martin Wales of WIOD related when we were there. Seems that whenever there's a hurricane (not produced by Goldwyn) down there—and there are a few every now and then—the studio announcers encounter a great deal of difficulty with their scripts. The air-conditioning system seems to function the wrong way. Recently, one wordslinger was rather brave, attempting to read a commercial from his script—which had been blown to the studio's ceiling—and the intake, being greater than the output, kept the papers fastened to the top!... Just glanced through a copy of "Rural Radio" and got an awful bang out of reading the wise-sayings of our old pal, Col. Lambdin Kay of Atlanta's WSB—and don't mind saying it was swell.... Also glad to see that Harold V. Hough, the "Hired Hand" of WBAP, will be a regular contributor.... Hal Davis, former CBS page boy, lifted to the press dept., is now in charge of the night desk—which is the way it should be!

## GUEST-ING

JACKIE COOPER and JOHN PAYNE, film players, on George Jessel program, March 6 (Mutual, 6 p.m.)

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

TEDDY HILL and orchestra, on RCA Victor program, March 5 (NBC-Blue, 8 p.m.)

JOSE ITURBI, on Ford Sunday Evening Hour, March 13 (CBS, 9 p.m.).

KARL SWENSON, opposite the Gish sisters on the Kate Smith hour, tonight (CBS, 8 p.m.).

## WTMJ, Milwaukee

Henry Siemon, ventriloquist, took his "little pal, Archie," out of the valise long enough to guest with Heinie and His Grenadiers on their Alka-Seltzer show.

Sue Archer, formerly Mary Agnes Donahue, rhythm singer, has her own tri-weekly program, "Sue Archer and Her Rhythm."

Nancy Grey, commentator, is back from a flying trip to glamour centers of the west, and is using her new material on a new daily program, "Westward Ho."

Bill Evans, emcee who helped the Junior League present "What's New In Milwaukee" during Nancy Grey's absence, received a handsome pair of embroidered satin shoes for his three-months-old boy from girls of the league.

Jimmy Wilkerson, chief transcription man, joined the army of new WTMJ fathers. It's a boy.

Heinie is conducting a "radio recipes" column in the Sunday Milwaukee Journal, tied up with daily broadcasts of his Grenadiers.

Russ Winnie, sports commentator, gave an eye-witness account of the Wisconsin-Indiana basketball game from Madison.

## FCC ACTIVITIES

EXAMINER'S RECOMMENDATION  
Zenith Radio Corp., Chicago. CP for new television station, 42,000, 56,000, 60,000, 85,600 kc., 1 KW., unlimited, be granted.

## HEARING SCHEDULED

April 1: KWNO, Winona, Minn. Assignment of CP to Winona Radio Service, Inc. 1200 kc., 250 watts, daytime.

## GEORGE GRIFFIN

Lyric Baritone

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

Management NBC Artists Service

**PROGRAM REVIEWS**

**"YOU, THE UNSEEN JURY"**

Morris Plan of N. Y.  
WEAF-Tuesdays 7:30-7:45 p.m.  
Gotham Advertising Co.

**CRIME SOLUTION PROGRAM NOVEL IN TREATMENT AND PROVIDING GOOD DRAMATIC ENTERTAINMENT.**

Morris Plan Industrial Bank of New York is presenting a quarter-hour show designed to get away from the presumption that a bank must use some kind of a highbrow idea when it advertises. In this instance, dramatizations are offered wherein a crime is committed and the listeners are given an opportunity to solve it and pick the guilty one.

"Previews" of the story and synopsis are available at both Schulte cigar stores and branch offices of the bank. Photographic evidence is also given. At the conclusion, after the listener has had sufficient time to decide upon a solution of his own, Roy Post, criminologist comes on and gives the correct answers and explaining why.

Scripts by Howard Warwick are clean-cut and well written. Milton Cross lends dignity as the announcer.

Credits mention the advantages of checking accounts where small balances are permissible; also the availability of funds for borrowing for home or business. At the finish a femme voice joined in the commercial. Cast seemed quite adequate on the dramatic end.

**"Comedy Stars of Broadway"**

This ET series in behalf of Alka-Seltzer has maintained a consistently good average in entertainment. Frank Crumit as emcee sets a lively and genial pace, and selection of guest stars has been favorable. When caught Tuesday night at 9:15 on WOR, guests included the comedy team of Milton Douglas and Priscilla, making their sixth appearance in the series. Team has talent and possibilities exchanging gag-lines in laugh-getting style, though material on this occasion was too time-worn. Another guest was Billy Murray, singing George M. Cohan's "45 Minutes from Broadway." Crumit also did a current Cohan show number, "I'd Rather Be Right." Musical background was snappy and tuneful.

**Bob Murray**

Bob Murray, vocalist heard on various stations hereabouts, now includes a Tuesday and Thursday stint at 5 p.m. over WNEW with Merle Pitt's orchestra. He handles songs of widely varied types in a facile manner, making for altogether pleasant listening.

**PAT BALLARD-D.O.P.**

(No, it's not "DOPE." It's Doctor of Programs, and it wouldn't be polite to list the network programs, or the sponsors, or the agencies—that have called in Old Doctor Ballard to doctor scripts.)

MARK HANNA, REPRESENTATIVE

**ORCHESTRAS - MUSIC**

**A** SPECIAL preview hearing of a new orchestra will take place at the Swing Club, Fordham Road and the Grand Concourse, on the night of March 13 when Chauncey Moorehouse and his orchestra, featuring his N'goma drums, makes its initial appearance. Moorehouse is the inventor of the new rhythm instrument called the N'goma Drums, which is patterned on the African percussion instrumentation. It contains 15 tuned tom-toms which are used musically as well as rhythmically in the orchestra's presentations.

*Cab Calloway and his Cotton Club ork will play 16 weeks in theaters starting March 9 at the Paramount, New York.*

Ina Ray Hutton and her Melodears play one-night stands in ten theaters throughout Virginia and the Carolinas starting Saturday at the Granada, Bluefield, W. Va., booked by Mills Artists.

*Ken Ellington will introduce his first complete musical score for a Cotton Club show on or about March 11.*

A "Campus Club" program, designed to give local college students an opportunity to parade their talents before the mike, will be initiated by bandleader Larry Clinton on March 12, when guest stars from N. Y. U. will be presented to NBC audiences.

*Zinn Arthur's network outlet has been again augmented, this time with a Wednesday night WNEW wire. He is already aired twice-weekly by WHN-WLW. Arthur will record seven new tunes for Brunswick, six of them from forthcoming musical films, and the seventh a sequel to "B.M.B.D.S.", called "Joseph, Joseph."*

Bob Crosby surrenders his CBS and Mutual wires later this month when he vacates his Hotel Pennsyl-

**WHO, Des Moines**

Leonard J. Howe, formerly at WJBC, Bloomington, Ill., and KFRU, Columbia, Mo., has joined the news staff.

Faye Speir and Cleo Hoyt, musicians, return to the station after two years and are being heard in Bobbie Griffin's "Sunrise Roundup".

H. R. Gross, news editor, has a new series of business reviews, "This Business Week", sponsored by Central National Bank & Trust. J. O. Maland, v.p. of Central Broadcasting Co. and manager of WHO, introduced W. J. Goodwin, chairman of the bank's board, at the opening broadcast last week.

Helen Watts Schreiber, culinary expert, is being sponsored in a full-hour Saturday morning show, "May I Suggest", with Harold Morgan's orchestra, Georgia Lee and the Song-fellows quartet.

vanian spot to make room for Benny Goodman's return. After a brief road tour, the Crosby band will be back on the air for the same networks.

*Missing from the airwaves since technical difficulties cancelled his Chicago hotel wire, Buddy Rogers embarks on a ballroom tour until March 11, when his band opens in Philadelphia's Arcadia International. His music will be aired by both CBS and Mutual networks.*

Emery Deutsch has temporarily abandoned his road tour to fulfill recording commitments at the Brunswick Studios.

*The CBS "Saturday Night Swing Club" will take swing fans to the Onyx Club, 52nd St. temple of molten melodies on March 5 at 6:30 in a special "Midnight at the Onyx" broadcast. The entire floor show from the Club will be featured, including Maxine Sullivan and John Kirby's musical crew.*

Larry Clinton, under Rockwell-O'Keefe management, opens May 26 at the Glen Island Casino.

**WRDW, Augusta, Ga.**

"Ray" Ringson, manager, and Harvey Aderhold, chief engineer, have been passing around many new ideas since their recent return from the NAB convention.

Jimmy Davenport, program director, and Mrs. Davenport entertained members of staff at a gala housewarming in their new abode the other night.

Les Quailley was a visitor Saturday to conduct auditions for baseball broadcasts.

Engineering staff has received new short-wave transmitter, which will come in handy for the Master's Golf Tournament late this month.

**WIBW, Topeka**

Elmer Curtis, the 200-pound "H. D. Lee Reporter," passed his 600th consecutive broadcast for Lee Mercantile Co. last week. He has spieled over 1,750,000 words in all of those 15-minute periods.

Karl Troeglen, head control engineer, recently became the father of a boy weighing nearly eight pounds.

The "feud" between Porter Randall and Milton Hodges on "Kansas Roundup" had to be toned down because listeners were beginning to take the boys seriously—and started to write letters defending their respective favorites.

**DON KERR**

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

Six Star Revue

Zeke Manners' Gang

**PROMOTION**

**WCCO's Grocers Contact**

To inform local wholesale grocers in the Northwest of radio programs of vital interest to them, WCCO at Minneapolis and St. Paul is mailing a list monthly of food advertisers using the station's facilities.

Dope given to grocers includes sponsor, products plugged and name of program. In addition, the station includes complete information on special contests or other stunts that may stimulate sales of various food lines. Local, spot and network accounts all receive equal billing.

The purpose of the monthly lists is twofold: First, it is designed to keep wholesalers aware of what products are getting regular promotion over WCCO; second, to enable wholesale grocers to anticipate excessive demands for individual items which might result from special contests.

Endorsement of the plan has been unusually enthusiastic, according to station executives. Wholesale grocers feel that it gives them a closer working arrangement with the lines they carry, and enables them to shape their plans from month to month with greater accuracy.

**KSL, Salt Lake City**

Capitalizing on her recent Sun Valley visit, Gladys Wagstaff Pinney has written a radio show with the sports paradise as its locale for KSL Players. Louise Hill Howe will direct and produce.

Independent Coal & Coke has extended contract four more weeks. "Fireside Melodies" has already run 39 weeks. Lever Bros. also has renewed Al Jolson show for 52 weeks.

Dean Mitchell is guest soloist on "Fashions in Melody," new Logan Knits show.

**WICC, Bridgeport**

Bill Dukeshire, newsman, and Don Parker are new voices in "First Offender" series.

Over 1,500 invitations have been issued for the "First Offender" day meeting to be held by Sheriff Slavin at Derby's Commodore Theater on March 12 at 10 a.m.

**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



**G**ENE INGE, former Herald-Ex-press radio editor now conducting "Your Radio Critic" on KFVB, has been given the radio rights to all material appearing in the McFadden group of publications, which includes Liberty, True Stories and True Detective magazines. Inge will immediately produce a coast edition of "True Story Court," recently muted on Western stations by McFadden, recruiting the cast locally and releasing via KFVB and the affiliated CRS stations. The new Inge show will take the time being vacated by the current "Let's Go Hollywood" for Clairrol. Dramatizations of features in other McFadden mags will follow, with Inge authorized to enter into sponsorship deals for territory West of Denver, it was announced.

KFI is set for a new remote of Harry Rosenthal's orchestra and the South American Rhumba band currently playing at the new La Conga, on Monday, Tuesday and Wednesday nights at 11:30 to midnight, and routed over NBC Red.

Fletcher Wiley, conductor of the KNX "Housewives' Protective League" and "Sunrise Salute," received a letter Saturday from a listener in Alpine County, definitely proving that he commands an audience of 5 per cent of the radio listeners in that area. Alpine County boasts 20 receiving sets.

KDB, Santa Barbara, reports that when the Langendorf Bakeries started the serial "Phantom Pilot" on that station the advertiser's product could not be bought locally, but that there are now 30 stores handling Langendorf bread, following a 60-day campaign to create consumer demand.

Lanny Ross starts his 1938 concert tour March 17 with a return to his native state, Washington. He appears first in Tacoma, then to Moscow, Ida., Corvallis, Ore., Portland, Eugene, San Francisco, Denver, St. Louis and Salina, Kan.

Jeannette MacDonald, who is giving recognition to Bernard Klassen, young tenor, by having him as co-vocalist on Vick's "Open House" over CBS on Sunday nights, also has another protegee in Diane Rochelle, Hal Roach's daughter, who wants to make good as a singer on her own.

Lawson

Zerbe

PL 3-2600

## RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

### WILLIAM D. GEER

**W**ILLIAM D. GEER, born October 8, 1905, in Galion, Ohio, was a wireless ham so far back that he had to take down a fine aerial and store away his ¼ kilowatt transmitter when the government banned wireless during the War. After graduating from Yale in 1929, he went to work in the editorial department of TIME as a staff writer (Sports, National Affairs). A year later he was transferred to the circulation promotion department under Roy Larsen, who was then circulation manager of Time and Fortune but is now Publisher of Life. The promotion job started with circulation form-letter writing, branched into radio as Roy Larsen worked out the original "March of Time" formula.

Starting with the first "March of Time" broadcast on March 6, 1931, "Bill" Geer helped Roy Larsen on the weekly program in one way or another. Then, early in 1934 when Roy Larsen began experimenting on "The March of Time" motion picture, Bill Geer took over complete responsibility for editing "The March of Time" radio show. Since then he has worked out dramatizations of some 2,000 news events on 400 "March of Time" shows (daily and weekly). Late in 1937 his activities were extended to include work on "March of Time" movie promotion and editing, but he is still in for days and nights every week on every "March of Time" radio show.

Geer lives in New York, is married, has one son, William D. Jr., and two daughters.



Was a wireless ham 'way before the World War...

### KMBC Signed to Promote K. C. Commercial Expo.

(Continued from Page 1)

and will maintain a special booth with mike for airing several daily programs featuring interviews with exhibitors and advertisers. KMBC will also display products of those food manufacturers, who sponsor a weekly total of 34½ hours on the station.

### Jessel's Oldtimers Show

West Coast Bureau, RADIO DAILY

Los Angeles—George Jessel is reported working on a show which will feature Mack Sennett and such surviving members of Sennett's oldtime slapstick comics as may be available.

### Charlie King Back at WIP

Philadelphia—After a cross-country vaude tour lasting two years, Charlie King and his cowboys, one of radio's first hillbilly units, are back at WIP, airing five days weekly at 5 p.m. Tommy Koone, Leonard Hyde, Ray Snyder and Morris Feldman are other members of the troupe.

### New WDRG Studio Show

Hartford, Conn.—"Tea Time Revue", featuring studio talent, is a new Tuesday 4-4:30 p.m. program on WDRG. Ray Barrett, announcer, writes the show and acts as emcee. Singers include Nadine Stanley and James Martin. Jerro O'Toole, Al Odell and a string ensemble directed by Joseph Blume also are in the lineup.

### FCC Examiner Approves Zenith Tele. Application

Washington Bureau, RADIO DAILY

Washington—Zenith Radio's application for permit to build a television station in Chicago has received favorable action from the FCC examiner, who has recommended granting the request.

### Radio Assures Boat in Distress

Pensacola, Fla.—Messages broadcast by WCOA, telling them that help was on the way brought encouragement to a captain and his crew of 12 men on a sinking smack and kept them from deserting the boat when it sprung a leak during high winds and rough seas. Captain Leonard Givens and his crew stood by the Maude F. Silva, down on Campeche snapper banks, until another vessel with equipment arrived. The boat sprung a leak shortly after arrival at the banks and was taking water so fast that the crew kept it afloat only by the use of hand pumps. Suddenly a small radio on the craft brought the voice of a WCOA announcer telling the weary and hopeless men that help was on the way. Captain Eric Anderson, master of the Starland, arrived later with equipment to help the stricken vessel.

## CARL BIXBY

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

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



**Q**UIN RYAN, WGN manager and broadcaster, returns from Florida vacation this weekend.

Edgewater Beach goes off the air Saturday, terminating its contract with CBS. Orrin Tucker has been playing from the spot.

Lee Sims and Ilomay Bailey have returned to Chicago for visit and vacation.

Gene Walsh, formerly with JJD Melody Kings, now featured as sax player with Hal Kemp's ork at Drake Hotel.

John Flynn, youngest son of Bess Flynn is isolated in hospital with scarlet fever.

Attilio Baggiore, Mutual tenor, will give concert at Municipal auditorium, Fort Worth. All 2,800 seats sold out already.

Ken Ellington, WBBM-CBS special events broadcaster, has rediscovered a sister—or rather she found him—after a separation of more than 15 years. She is Edith Ellington Beckett of Kirkwood, Ill. She recognized his voice on a WBBM broadcast, then she saw him in a news-reel.

Don Pedro's father, Pedro Avelar, died in San Antonio on Monday, Singing-violinist is off his WGN Evans Fur shows to attend funeral. Paul Small taking his place on air.

Clark Dennis, "Fibber McGee" and NBC tenor, flew to New York Monday night to make recordings for Rexall.

Bill Stein, vice president of MCA got back from Jamaica, and immediately departed for New York. Then planned to go to Montreal to take a look at opening of MCA ice show there.

Betty Winkler, headliner of the Girl Alone series, went to Arizona for a dude ranch vacation. Fayette Krum, author of the show, is down there too.

### Socony Expands on WOKO

Albany—Socony-Vacuum Oil has extended the time of its WOKO program to 15 minutes, against 5 minutes formerly, and changed the period to 6 p.m. Wilbur Morrison is news-caster and interviewer.

## ATTENTION Advertising Agencies

Experienced Radio Executive  
Now Available

One whose 10 years experience in Network and Agency work has equipped him to solve complicated Radio Problems with facility.

WRITE BOX A-136

RADIO DAILY 1501 BROADWAY N. Y. C.

**CBS Is Opening Door To Talent and Managers**

(Continued from Page 1)

scouts desiring to build up new faces can radio expect to audition talent with promise rather than considerable nondescript hopefuls who flood the average artist bureau. It is Rosenthal's belief that even the watchful eye of the music publisher and his contact men often discover a rare voice and are well qualified to make recommendations.

Although radio can build up nearly every type of artist it needs, the one failing is that of a comedian. The mike is not suited to bringing out the possibilities or latent talent in a comic and in such cases it is Rosenthal's opinion that the stage no matter how lowly the branch, whether small time vaude, what there is left of it, and burlesque, will always have to solve this problem.

Reversion to the personal manager recognition is expected to give CBS first call on many new finds whereas the possibility of being eliminated after discovering and working on a potential comer kept numerous managers and agents from submitting talent to the CBS bureau.

**Phelps Reports Support For Anti-Libel Measure**

Albany—Station support is marshalling itself behind the bill sponsored by Assemblyman Phelps Phelps to exempt radio stations from libel suits as a result of statements made on the air, Phelps told RADIO DAILY yesterday. Citizens Union of New York also has gone on record for the measure. Phelps, himself a radio commentator on WMCA, will confer with Assemblyman Harry A. Reoux, chairman of the lower chamber Judiciary Committee, before leaving for New York for the week-end.

**New WOR Commercial**

New commercial on WOR starting next Wednesday at 8-8:30 p.m. will feature Carlo Morelli, Metropolitan Opera baritone, who makes his seasonal debut at the Met. tomorrow. With Morelli will be a mixed chorus of 16 voices and an orchestra under the direction of Alfredo Antonini. Sponsor is V. LaRosa & Son Inc., makers of macaroni and cheese products. Agency is Commercial Radio Service, with Andre Luotto as account executive. Morelli has requested that there be no studio audience.

**D'ARTEGA AND HIS ORCHESTRA**

Exclusive Management JACK LAVIN

PARK CENTRAL HOTEL NEW YORK

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations

**WSMB—New Orleans**

1320 Kc.—5000 Watts Day, 1000 Watts Night.

**E. V. RICHARDS, President**  
**HAROLD WHEELAHAN, Commercial Manager**

**OFFICIALLY** dedicated on April 21, 1925, WSMB was founded as a good-will and prestige-builder. The owners, Saenger Theaters and Maison Blanche, did not contemplate a commercial station, feeling that the appreciation of New Orleans amply repaid them for the cost of operating the station. As broadcasting advanced, however, talent exactions by listeners became greater. Because of their theatrical enterprises, the owners were able to "import" talent; yet the need of connecting lines direct to New York became increasingly apparent, and in 1927, the station became the official New Orleans outlet of NBC. For the first time, local listeners heard programs originating outside the city.

Naturally, the cost of bringing network programs to New Orleans added a heavy burden on the operating costs of the station, and the acceptance of sponsored programs from NBC followed. The more elaborate productions thus made available, turned the attention of the owners to the improvement of local programs made possible by sponsorship, and today the station is able to report an imposing clientele with a waiting list most of the time for the more popular hours. At the same time, it has placed limits on commercial programs, preferring sustaining features when favored by public interest.

WSMB is constantly on the alert to new improvements, both in programs and equipment. Surveys are made constantly to ascertain the extent and reaction of its listeners, so that a steady check is maintained. In the field of technical change, it is noteworthy that within a span of thirteen years, WSMB has moved its transmitter-location four times in order to improve volume and coverage.

**BOSTON**

"Round Copley Square" is a new three-weekly series featuring Ella Wilson, pianist, in all-request programs sponsored by Romanes & Paterson over WORL at 9:15 a.m. Elizabeth Hart does the announcing with bits of news picked up 'round Copley Square.

Pin-O-Glyc (relief for coughs) is using a spring series of announcements on WHDH placed by Dwight W. Norris of Dowd-Ostreicher, Boston.

Maurice C. Thompkins Jr. has joined sales staff of WEEL. He was formerly associated with Boston Evening Transcript.

B. J. Hauser, NBC sales promotion for M&O stations, was in Boston for a couple of days visiting WBZ.

Howie Smart of WORL took his first practical flying lesson at the East Boston Airport the other day. While aloft he combined his flying with his job. He related his experiences as a student pilot to the radio audience from the air by means of the short wave station W1XQ, whence it was rebroadcast over WORL.

**WOAI, San Antonio**

Ed Voynow of Edward Petry's Chicago office arrived here for a visit early this week.

Pat Flaherty, sports commentator, is to be official announcer and guest of honor tomorrow at the Border Olympics in Laredo.

**Two WMBD Programs Moved to Auditorium**

Peoria, Ill.—Because studio facilities proved inadequate for ever-increasing audiences, WMBD has moved two Saturday programs to the 600-seat American Legion auditorium.

Despite the season's worst blizzard on the first day of the auditorium shows, both performances were greeted by packed houses. A small admission is charged. First show, "Juvenile Theater" presenting juvenile singers, dancers and dramatists, all under 16, is aired at 11:15-12 noon. The other, "Farm Festival" is heard at 6:30-8:30 p.m.

**Courtney-Roxy Tieup**

Roxy Theater will cooperate with the Alan Courtney program beginning tomorrow in a deal whereby the theater will give away eight pairs of tickets weekly to persons writing in to Courtney at WINS with gags, blunders, poems, situations or other data that can be used on one of the broadcasts. This marks the first time since the death of "Roxy" that the theater has gone on the air. Program is heard daily except Saturday, 11:30 a.m.-12:30 p.m.

**"Those We Love" to Switch**

The Pond dramatic serial, "Those We Love", will be switched from its present Tuesday airing to Mondays at 8:30-9 p.m., taking the period now occupied by Campana's "Grand Hotel" over NBC-Blue on April 4.

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

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

and Hundreds of Others

**NED WAYBURN'S DANCING, SINGING and DRAMATIC SCHOOL**

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

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

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

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

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

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

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

**625 MADISON AVE., NEW YORK**

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

## NEW HAVEN

Joe Lopez launches his WICC kiddie revue Saturday at 5 p.m.

Frank Gargiulo, soloist of the WELI Polish program, "Three G's," auditions with Horace Heidt at the Hotel Biltmore in New York next Tuesday.

## WCOA, Pensacola, Fla.

The Vagabonds, guitar and accordion duo, have returned to the air at 6:45 p.m. each Thursday after a two-week vacation in Wisconsin, their native state.

Henry Stearns, manager of the Saenger Theater, is appearing as announcer and Hollywood commentator on programs sponsored by his theater. "Organ Reflections" with Ann Gaylee at the console are broadcast at 12:45 p.m. and "Hollywood News Flashes" at 10 a.m. each Monday and Friday. The manager appears on both programs.

Lanier Stewart, the "Lonesome Singer," returns to the airwaves each Tuesday evening at 8:30 o'clock after several weeks of personal appearances at theaters in the south.

Ross Gerald, staff announcer and singer, introduced two of his own numbers recently. They are "Just Like Two People Will Do" and "Loving You." Gerald's vocal programs are broadcast each Monday and Wednesday at 4:15 p.m. and Friday at 6 p.m.

Beecher Hayford, WCOA chief engineer, has returned from the NAB convention in Washington and a business trip to New York.

"Jerry," the canary featured on the "Good Morning Man" program, is pulling several hundred letters weekly in fan mail.

## WKY, Oklahoma City

Lee Norton, singing star, set for week's personal appearance at Criterion Theater here starting today.

Ken Wright, organist, can solo after several months of flying lessons.

Manager Gayle Grubbe shooting 11 one-putt greens at cow-pasture pool.

## WJSV, Washington

Leon Brusiloff has been appointed permanent director of the WJSV Columbians, staff orchestra, according to Frederick A. Long, program director. Leon is the brother of Nat Brusiloff.

Arch McDonald, baseball announcer, is preparing to leave next week for his annual sojourn in Orlando, Fla.

## 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	31

Greetings from Radio Daily

March 3

J. Frank Burke  
Kingston F. Horton  
Donald Novis

## ★ Coast-to-Coast ★

INTERMOUNTAIN listeners heard a telegraphic sports re-broadcast over KIDO, Boise, Ida., for the first time recently. A play-by-play report of the U. of Idaho vs. U. of Oregon basketball series was the first event of this kind (Western Union wire) ever aired over the Idaho NBC outlet, "Kiddo" Phillips, effervescent KIDO manager, was the Tide Water-Associated sportscaster for the series. Two games were played at Moscow, Ida., two at Eugene, Ore. Although no attempt was made to deceive listeners in the matter of sound effects (crowd noises, whistles and band selection were used), the station had to settle a good many arguments among listeners as to whether the announcer was on the game floor. KIDO was also complimented with wires, letters and phone calls from fans on the excellence of the sportcasts.

*Incidentally, speaking of KIDO, when Manager C. G. Phillips interviewed Gene Tunney on the air last week, he chalked up some kind of a personal record. For that made the third world's heavyweight champion to be interviewed by him over KIDO. The others were Jack Dempsey and Max Baer. Manager Phillips is looking ahead to a visit by Joe Louis.*

The Fourth World Concert from Australia under auspices of International Broadcasting Union, will be relayed here by short wave, and re-broadcast from coast-to-coast over Mutual on Sunday at 11-11:30 a.m. EST. The broadcast will be relayed to this country by WOR from DJB of the Reichs Rundfunk Gesellschaft in Berlin.

*Career of Sol Meltzer, radio script writer, author and playwright, is being directed by Mills Artists.*

Col. J. C. Flippen will be feted Sunday night at the weekly Celebrity Party given by Leon & Eddie at their popular rendezvous.

*Arthur Boran, mimic and comedian, is making a short subject for Educational pictures titled "Love Is on the Air."*

Dorothea Lawrence, following her Sunday recital at the Studio Club in Philadelphia, has been offered several women's club and radio dates. She is heard here regularly over WNYC.

*A talk by Governor Lehman on "Unemployment Insurance," recorded by the Division of Placement and Unemployment Insurance of New York State Dept. of Labor, will be heard Sunday at 6 p.m. over WBNX.*

George W. Smith, managing director of WWVA, Wheeling, W. Va.,

made such a hit with his recent talk on "What Helps Business Helps You" before the Kiwanis Club of Bellaire, O., that he is scheduled to deliver the same address before the Lions and Rotary clubs of Wheeling this month. Smith utilized radio technique to put over his subject. Wayne Morris, WWVA program director, appeared as the voice of the business man; Dutch Haid, announcer, was the voice of labor, and Mildred Cogley, secretary, was the voice of the housewife.

*After a brief absence, Lawson Zerbe returns to the cast of A. L. Alexander's "True Story" dramatic series tomorrow night at 9:30 over the NBC-Red network.*

Dramatic activity at WNYC continues full blast. Under direction of Ted Cott, dramatic director of the station, seven featured programs are hitting on all cylinders. "The White Legion," serial by Jack Bishop suggested by recent gang-smashing activities in New York, has won a tremendous amount of enthusiasm from penologists and parents. "America's Hours of Destiny" is now being mimeographed by Department of Interior and will be available to stations throughout the country as soon as each episode is broadcast by WNYC. Original set-up for the program was by Ted Cott. The Ibsen Cycle is now in its fourth week.

*KFEL, Denver, unable to release Mutual's broadcast of the 200th Methodist anniversary program last night, arranged to pipe the program to KPOF, non-commercial in Denver, for release there.*

## KDYL, Salt Lake City

Ted Kimball, program director, is shopping for an apartment, anticipating the coming nuptials.

Floyd Farr, chief announcer, grooming announcing staff for an increased effectiveness in speech, diction and pronunciation.

Al Priddy, sound effects chief, has designed a streamlined tree-wheel automobile.

By Woodbury, musical director, auditioning talent for new air show scheduled to premiere soon.

Doug Gourlay, announcer, receiving fan mail from Australia and New Zealand on his early-morning "Riders of the Range" programs.

Florence Huntzinger, traffic manager, compiling comparative studies of program-types originating at KDYL for use in check against national polls.

With addition of weekly boxing matches from McCullough's Arena, station now has all major sports covered in a comprehensive schedule.

Former world's heavyweight champion Gene Tunney was interviewed over the station last week while guest of the local American Legion.

## KANSAS CITY

Hiram Higsby, rube comedian, has joined KMBC staff to take over production of weekly stage and radio feature, "Brush Creek Follies," which he also will emcee. Higsby was at KMBC in 1928, but lately has been at WLW, Cincinnati.

WHB's safety broadcast, "Man at the Wheel," has been switched from Wednesday to Saturday morning so kids' inquiries on traffic may be answered.

KCMO had a capacity crowd in the Little Theater of Municipal Auditorium for Sunday's opening amateur contest sponsored by Crown Drug. A Thursday night amateur contest also has been sold to Sears-Roebuck.

Emmett "Pappy" Lynn of KMBC's "Brush Creek Follies" and other shows has left the staff to go to Hollywood.

Doorthy Lee Riley and LaVeta Anderson, vocalists, have returned to WHY after a three-year absence. They've been at KOA and KLZ.

KMBC recently installed a uni-directional mike.

## WESG, Elmira, N. Y.

"Memory Parade," a new quarter hour program to be heard twice weekly, Wednesday and Friday a.m., features baritone with organ accompaniment. Using old popular tunes.

So great was the crowd on the "Quik Quiz," street interview show being remoted 60 miles from Hornell, N. Y., that police asked sponsor to build a guard rail around Quik Quizzer Glenn Williams. Orders were carried out and Quiz takes on more system.

Announcer Ken Powell was caught in blizzard returning by motor from Pittsburgh visit over last week-end.

WKY

Advertised  
Products  
Sell!"

... say Oklahoma dealers ... "it's a force we can feel at the sales counter."

WKY

OKLAHOMA CITY

Representative - The Katz Agency