



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 44

NEW YORK, N. Y., FRIDAY, MARCH 4, 1938

FIVE CENTS

Coast Stations Crippled by Flood

"FIBBER MCGEE" SHOW SHIFTING TO TUESDAY

Chicago—S. C. Johnson Co.'s "Fibber McGee" moves March 15 from Monday 9 p.m. to Tuesday 9:30 p.m. in first half of NBC-Red spot vacated by Packard. Shift is to get away from heavy competition of Lux Radio Theater on CBS. Re-broadcast for Pacific Coast will be eliminated, so west will get it at 6:30 p.m. PST.

Reported Burns and Allen show also is considering a shift.

Three Daily Newscasts Sold by WAPI to Client

Birmingham—WAPI claims it has made the biggest sale of a sponsored newscast ever negotiated in Alabama with signing of Moore-Handle Hardware Co. (wholesale hardware) together with Westinghouse for three 15-minute UP news periods daily for 13 weeks. Lionel Baxter, the Westinghouse Reporter, does the splicing.

FCC Approval Awaited In Transfer of WIBG

Glenside, Pa.—To clear up misunderstandings and various rumors about the sale of WIBG, Joseph M. Nassau, president and general manager of Seaboard Radio Broadcasting Corp., which operates the station, has issued the following statement:

"Paul Harron, former part-owner

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Okla. Net to Celebrate

Oklahoma City—Oklahoma Network is preparing a seven-station celebration of its first birthday, April 1, Joseph W. Lee, network director, announces. A celebration program as well as civic events are planned.

Headache Biz Up

Philadelphia—Since passage of the sales tax here a few days ago, headache powder and remedy manufacturers have been doing more business. One station, WDAS, suddenly acquired three headache relief accounts—more than the entire six-month preceding period. The advertisers know a bad thing when they see it, says the radio sales contingent.

KLZ Aids in Flood

Denver — KLZ News Service played a dominant role in covering the California flood via short wave when Los Angeles communication lines were downed. Information, supplied to Editor Fred D. Fleming by "hams" volunteering services, was relayed to Denver INS bureau for first direct L. A. contact. Stories with Winslow, Ariz., Albuquerque and Salt Lake City date lines were filed here. Numerous phone calls gave KLZ credit for first death list picked up by S. A. Harlow, "ham" in Aurora, Colo.

36,800,000 SETS HERE, ENCYCLOPEDIA REVEALS

Chicago—New edition of World Book Encyclopedia, coming out next month, will reveal that thorough research shows radio receiving sets in the U. S. total 36,800,000, including 5,000,000 auto sets. It is estimated that slightly more than 80 per cent of the 32,000,000 homes of the nation are radio equipped.

Hearst Radio Calls Off Chicago Sales Meeting

Chicago—Yesterday's scheduled meeting of International Radio Sales and Hearst Radio station managers was called off at the instance of Elliott Roosevelt, Hearst Radio chief, who had to go to Fort Worth on business. Conference will be held later, according to Naylor Rogers, IRS manager. Local IRS offices plan to move across town to Radio Row on Michigan Ave. this spring.

Four-Hour "Nite Watch" On WIND for 20 Grand

Chicago—Complete "Nite Watch", 12 midnight to 4 a.m., six days weekly, and Sunday midnight to 2 a.m., has been bought on WIND by Axton-Fisher Tobacco Co. (20 Grand Cigaretts) for 26 weeks. Agency is McCann-Erickson Inc.

John Shafer to WKY

Lincoln, Neb.—John Shafer, program director for KFOR, has resigned and goes as sports and special events programmer to WKY, Oklahoma City. He will be directly under station manager Gayle Grubb, who was formerly at KFAB here.

12 Outlets in Los Angeles Are Forced Off the Air Temporarily—Many Western Originations Canceled

DECISION IS RESERVED IN ASCAP-FLORIDA SUIT

New Orleans—A three-judge Federal court took under advisement here yesterday a petition that Florida be enjoined from enforcing its special Anti-Monopoly law, banning associations of copyright owners formed to license public performances, music, and the like for profit. Closing plea was made by Louis D. Frolich, New York lawyer.

The petition asked that Florida's attorney general and county prosecu-

(Continued on Page 5)

Legion Buys Half Hour On Quaker State Chain

Philadelphia — American Legion, which celebrates the anniversary of its founding on March 16, has bought a half-hour on Quaker State Network, according to Rodger W. Clipp, network coordinator. Stations making up the network are, WFIL, here; WRAW, Reading; WSAN, Allentown; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes-Barre; WKBL, Harrisburg; WKOK, Sunbury; WEBG, Altoona; WLEV, Erie, and WWSW, Pittsburgh.

Program will consist of speakers and entertainment. Fred W. Smith Jr. of WWSW, Pittsburgh, where program originates, will handle arrangements.

WBAX in Wilkes-Barre Added to Mutual System

Wilkes-Barre, Pa.—WBAX, 250-watter by day and 100 at night, on 1210 kc., joins Mutual System today.

Jiggs Miller at KFAB

Omaha—Don Searle, Central States Broadcasting System general manager, has named Jiggs Miller, who has been program director of KFEQ, St. Joseph, Mo., to the same post at KFAB, Lincoln, to take place of Lyle DeMoss, who recently joined WOW here.

Radio schedules were badly disrupted yesterday in the flooded areas of Southern California. The 12 stations located in Los Angeles and Hollywood were forced to leave the air intermittently throughout the day, due in most cases to power failure. KEHE transmitter in an outlying section was under five feet of water, but service was not interrupted. KMTR remained on the air, but canceled several programs to devote time to news bulletins.

NBC, with three solid hours of commercials booked on its Red network labored, until a few minutes before actual broadcast time to complete network relays. Amos 'n' Andy program was sent by special wire to KOB, Albuquerque, N. M., and from there sent to the network. Rudy Vallee and Bing Crosby hours were

(Continued on Page 3)

Companion Radio Bills Introduced at Albany

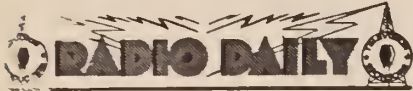
Albany — Assemblyman Arthur Doran yesterday introduced a companion bill to the McCall measure asking regulation of radio companies by the Public Service Commission. This gives the bill a sponsor in both Houses.

A companion measure to the Julius Berg bill on libel over the radio also has been filed by Assemblyman Dollinger, who would define slander on the radio as having the same force and effect as written words.

Both bills are diametrically opposed to that of Assemblyman Phelps, whose measure exempting stations has the backing of radio interests.

CIO Dramatizes Ford

Detroit—"Flivver King," dramatization of Upton Sinclair's "Life of Henry Ford," is being presented by UAW Radio Players under direction of Ralph Marlett. Program is for educational purposes in the UAW drive to organize Ford workers into a CIO union and is being done in 13 installments by Julia Bristol, with George Ball directing.



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MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, Mar. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	135½	135¾	135¾	— 1¼
CBS A	18	18	18	— ¾
Crosley Radio	87½	83½	83½	— 5/8
Gen. Electric	40¼	39½	40¼	+ 1/8
RCA Common	63¼	65½	63¼	— 1/8
RCA First Pfd.	51½	51½	51½	— 1/8
Stewart Warner	95½	91½	95½	— 1/8
Westinghouse	95½	93¾	94½	— 13/8
Zenith Radio	16	15½	15½	— 1/2

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5¼	6¼

New Air Features Syndicate

Chicago—Air-Star Feature Syndicate, radio and magazine publicity and consulting service, has been organized with offices in Mather Tower, Wacker Drive. Members of firm are William Keith, formerly handling radio and publicity for Chicago Motor Club; Joe Fischer, until lately art director of Radio Guide, and Lucille Fischer, formerly of NBC production staff.

George Sutherland at WIP

Philadelphia—George Sutherland, formerly of CBS in Chicago, is a new addition to the announcing staff at WIP. He replaces Jack Barry, who resigned recently.

Heinz Dropping Web Shows

H. J. Heinz Co. is understood to be canceling all network advertising within the next six weeks. The food company now has two shows on CBS—"Magazine of the Air" and "Carol Kennedy's Romance." Latter will be put on disks.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

9:15 TO 11 A. M. 5:30 TO 7 P. M.

CURTAILED COURTESY

Does It Sell Merchandise or Alienate Friendly Feeling?

LET'S forget at the moment that we are salesmen; let's forget that we are advertising men, or radio men, or that we have anything at all to do with this business of utilizing the ether waves for the purpose of gain.

And let us put ourselves in the position of the man or woman in the home who has a nice little radio with which he may pick out of the air any one of several programs at any time of the day or night. Let us settle down in an easy chair near the radio and prepare for a period of entertainment. Relax until we are in a thoroughly comfortable position, and at peace with the world. Turn on the machine, adjust the dial, and—

"Good evening, ladies and gentlemen; this program is coming to you through the courtesy of the Hifalutin Reinforced Cuspidor Company, Incorporated, sole manufacturers and distributors of the Hifalutin Reinforced Cuspidor and accessories, the only reinforced cuspidor to receive the medal of merit at the Paris Exposition in 1936, and a blue ribbon at the Altoona annual clam bake; a cuspidor than which there is no superior at the moderate price at which it is sold uniformly throughout the United States (\$3.93; slightly higher in Canada); guaranteed against wear and tear through ordinary usage; developed through long years of experience, designed by outstanding architects, the Hifalutin Reinforced Cuspidor is a thing of beauty and a joy forever; it has the unqualified endorsement of leading physicians and scientists, has passed rigid tests by the Bureau of Standards, and is approved by the Board of Trade and the National Council of the Retail Crossroads Stores Association. But more of that later. The program continues through the courtesy of the Hifalutin Reinforced Cuspidor Company, Incorporated, with John Doe and his band presenting, 'Swing It!'"

Now, still remembering that for the moment you are not an advertiser, a salesman, nor a radio man, what is your reaction to this character of "commercial" that is not infrequent on today's programs?

Please bear in mind that we are not condemning it, nor criticizing it. We are merely wondering whether you, as a radio listener in the home, seeking entertainment and diversion, do not feel that you have displayed greater courtesy in according an attentive hearing to this sales talk than the sponsor has extended to you. If you have thoroughly shaken off your real identity, and have actually assumed the role of entertainment-seeking listener, you are better able than any one else to tell just what effect the talk has produced in your mind. Has it sold the product and made you anxious to patronize the sponsor? Or, do you feel that the advertiser has taken advantage of an opportunity that you innocently gave

him? If the latter, to what extent has your friendliness toward the sponsor and his product been affected?

The average fair-minded listener does not begrudge advertisers the few seconds set apart in most broadcasts for the commercial plugs. Radio is supported by advertisers, and most people do not object to the mention of names and reference to the character of the products. Objection increases, however, with the increased use of time in elaboration on the merits of the product, and the question is, just how far the advertiser may go without danger of incurring the displeasure of his listener. We can recall a certain 15-minute broadcast in which 11 minutes were given to advertising and 4 to the actual program. Surely this was dangerous ground.

Suppose a trial were made of the broadcast of an entertainment program without once naming the sponsoring product—merely giving at the beginning and at the end the name of the sponsoring company? Put yourself again in the role of the listener at home, relaxed and a-hungering for diversion. What would be your reaction to such a program and to its sponsors? We will let you answer that question, but it is a fair guess that you will be mightily impressed.

Subconsciously you will elevate those sponsors on a little pinnacle, ascribing to them certain attributes of discretion, good judgment, and refinement that have not impressed you in some other broadcasts. In such a frame of mind it is perfectly conceivable that you will form a very good opinion of those sponsors' products.

Such an experiment has been made, and the results have been delightfully satisfactory. So much so, indeed, that the plan has been logged for an indefinite run. And, to the great credit of the sponsors, they have not gone about the job in an amateurish manner. They are presenting a musical program of two whole hours—the longest contracted for period for a series of broadcasts in the whole history of radio. At the beginning of the program there is the simple announcement: "This program is presented through the courtesy of the McCarthy-Hicks Company." At the end this simple statement is repeated. That is all that is said in the course of two hours aside from announcement of the title of each number

COMING and GOING

A. J. KENDRICK, vice-president and manager of World Broadcasting System, Chicago, is due back in that city tomorrow from conferences in Des Moines. He will then go to New York for conference on ET situation.

LINTON WELLS, commentator on "Magic Key of RCA", arrived in Chicago from San Francisco on Wednesday and will return to New York in the next day or so.

TOM TERRISS flies to Chicago from New York to appear on Sunday's Zenith program over CBS.

DAVE BADER, who has a publicity organization in London, arrived in New York this week and will spend about ten days here before proceeding to the Coast.

A. W. DANNENBAUM SR., president of WDAS, Philadelphia, returns home sometime next week after a fortnight's relaxation under the Florida sun.

CARL HARRIS is in New York from Chicago, where he is promotion and publicity director for J. Walter Thompson Co.

DONALD WITHYCOMB of WFIL, Philadelphia, is in New York on business.

Canadian Ass'n Moves

Toronto—Canadian Ass'n of Broadcasters has moved to new quarters at 1014 Metropolitan Bldg., Victoria and Adelaide Sts.

Miss Heinz Program

Birmingham—When Heinz "Magazine of the Air" was missing from its morning spot last Monday, WAPI reports some 300 telephone calls from listeners who missed the program.

played by the orchestra. There is not a word to indicate that McCarthy-Hicks manufacture the best product in their line, and there is not the remotest attempt to apply high-pressure salesmanship. The program goes on from WCAO, Baltimore, at 11 o'clock Saturday night and continues until 1 a.m.

Of course, an untried unknown or a low grade product would not be benefitted by such a program, but in the case of a concern manufacturing a product that has an established reputation and an extensive sale the results have been highly gratifying. There is constantly accumulating evidence that the listening public has enjoyed the programs and appreciated the kind consideration of its sponsors.

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



Stations in California Are Crippled by Flood

(Continued from Page 1)

sent by long wave from KFI, and picked up by RCA Communications station at Point Reyes, and from that point relayed to the network. The M-G-M Maxwell House program, "Good News of 1938," was also aired through the same channels, with an emergency program standing by in the New York studios. Louis K. Sidney, director of the latter show, was in New York and prepared the emergency program which consisted of Eddie Cantor and his regular program plus Robert Ripley and others.

CBS was the first to air a program direct from the center of the flooded area when a special short wave broadcast from KNX was sent via RCA Communications to KSFO, San Francisco, and fed to the network from that point. Gary Breckner, CBS announcer, described the flooded area and introduced Mayor Frank L. Shaw who spoke optimistically. The network had only three airings scheduled from the coast for last night. Dinty Doyle, radio editor for the New York Journal-American, was pressed into service late yesterday to replace George McCall, who was unable to broadcast his Old Gold show. "Hollywood Reporter" and "Hollywood Showcase" were both canceled by the network with dance band pick-ups substituted. Repeat airing of the Kate Smith hour, which goes to 14 west coast stations, was also canceled.

Mutual System, with only three sustaining spots scheduled to originate from its west coast outlets, canceled all broadcasts from the flood area early yesterday afternoon and announced that, if wire service could be established, it would be held open for emergency use only. Kay Kyser and his orchestra replaced "Hollywood Serenade" on Mutual at 10 p.m.

FCC suspended all rules temporarily to permit emergency networks. As in the case of the floods early in 1937, the FCC allowed pick-ups by long wave from stations in the flood area, and allowed the "hams" free reign in emergency work.

Lack of wire service also caused considerable confusion in New York agencies and talent agencies. Several network programs originating in the east were in the midst of talent negotiations with west coast agencies when abrupt termination of service occurred. Wednesday evening programs originating on the coast were also affected by the floods, but managed to get through.

Ford Hour Fades in June

Ford Sunday Evening Hour fades from the air following its airing of June 5, it was learned yesterday. Although Ford retained the Sunday evening spot on CBS last year, putting another show on during the summer months, it is not known if same procedure will be followed this year. N. W. Ayer has the account.

NEW PROGRAMS—IDEAS

Lenten Ceremonies

"The Stations of the Cross," one of the oldest Lenten ceremonies in the Catholic Church will be broadcast by WDAS, Philadelphia, starting today at 1:30-2 p.m. This is the first time that this ancient ceremony, written by Saint Alphonsus De Liguori, has ever been broadcast in Philadelphia. WDAS obtained the permission of His Eminence, Cardinal Dougherty, for the series.

The program will be conducted by Reverend William Edward Campbell, M.A., Ph.D. of the Church of Our Lady of the Sacred Heart. Music used on the program and in the ceremony also has its origin in antiquity. It is the "Stabat Mater," the words of which were first written in 1306 and the music in 1661. An instrumental ensemble will be heard in these musical interludes.

While the ceremony is essentially one of the Church, the broadcast of it will bring to the homes of shut-ins, invalids and the elderly the spiritual comfort which they could only obtain in the church.

"Good Morning Man" is Cupid

"The Good Morning Man," who broadcasts a program of request transcribed music over WCOA, Pensacola, Fla., each morning at 7 o'clock, is thinking of starting an "Advice to the Lovelorn" column.

An analysis of fan mail received the past several weeks shows that boys and girls are using his program to send musical love greetings to each other. Songs written around love and romance are the most popular request numbers, and listeners are asking "Good Morning Man" to dedicate the numbers to so and so.

Since the program is broadcast at an hour that catches most listeners as they arise for the day, the request numbers are intended as daily love messages to "start the day off right."

"Building a Cottage"

This daily dramatic number over WAPI, Birmingham, Alabama, will follow the construction of an actual cottage in Arlington Subdivision, as soon as project is sufficiently advanced to furnish subjects for dialogue. Story is of the trials and handicaps of a young couple building a home. It is sponsored by group of local real estate and building supply companies, together with the architect, landscape architect and contractor. Federal Housing Administration is also tied in, demonstrating how a home costing less than \$7,500 is built. Script is by Burt McKee, director of Birmingham Little Theater, who takes leading role with Mary Collette Black.

"Me and the Boy Friend"

Young romancers get a chance in this one to tell the listening world how they fell in love. Series will

be sponsored thrice weekly on WIND, Chicago, by Evans Fur Company under title "Me and the Boy Friend." Jimmy Dudley, who will conduct the interviews, says he hopes to settle lovers' quarrels just as part of the job. Account is handled by Auspitz & Lee Advertising agency.

"Dictionary Baseball"

This is a new audience-participation wrinkle on the word game variety, airing over WAAF, Chicago. "Pitcher" is selected from the audience. He hurls a word to a "batter" on an opposing team, also chosen from the audience. "Umpires," armed with dictionaries, rule on the validity of words submitted and correctness of answers. Baseball theme is carried out to include theoretical balls, strikes, and home runs.

Premmac in "Song Vignettes"

Charles Premmac, the French gourmet and music-lover on Mrs. Ida Bailey Allen's "Homemakers of the Air" program over WHN, has inaugurated a series of "song vignettes." Each week, Premmac will present one of these song stories on Mrs. Allen's broadcast. Little known information about noted compositions, their composers and their histories will be told in musical fashion.

FCC Approval Awaited In Transfer of WIBG

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of WPEN, Philadelphia, and at present majority stockholder in WHOM, Jersey City, and WFAB, New York, has made preliminary negotiations for the purchase of the entire stock of WIBG, at a price that is satisfactory to us. However, the sale must first be approved by the Federal Communications Commission. It is probable that six months to a year will elapse, before we will know if the sale and transfer of stock will be approved in Washington. In the meantime, there will be no change in policy or management at WIBG."

Woodbury Renews 2 Shows

Woodbury Co. yesterday renewed its "Hollywood Playhouse" and Walter Winchell broadcasts for an additional 13 weeks effective April 3. Former program is heard Sundays, 9-9:30 p.m., with Winchell immediately following for 15 minutes. Both shows aired over NBC, Blue network of 57 stations. Lennen & Mitchell is the agency.

WHN Program Changes

Three WHN programs have been shifted to new schedules. Starting today the "Movie Money" radio contest will be heard at 10-10:15 p.m. "Airdinds" will be on the air, starting Monday, at 8:30-9 p.m., and "Now You Decide" begins Monday at 8:30 p.m.

SMALL TOWN HABITS?

sure they differ... one city from another... just as neighbors on one street do... but their needs are identical with the world... in Michigan's eight major markets there are hundreds of these lively communities... plus several cities of 50 to 100 thousand population... where people prefer their "neighbor" radio station... these markets are united as one people by...

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION



DETROIT
MICHIGAN

The Paul H. Raymer Co., Representative

AGENCIES

R. R. McGREGOR, formerly associated with Thornley & Jones Inc., in an executive capacity, has been elected vice-president in charge of publicity and public relations of Hays MacFarland & Co., Chicago.

W. H. SANDIFORD, former assistant director of the radio division of the Portland offices of MacWilkins & Cole Inc., has been transferred to the Seattle offices, where he has assumed management of the radio division in that city.

ERWIN, WASEY & CO. INC., New York office, has been appointed to handle the advertising of Fleischmann's Gin, a product of Fleischmann Distilling Corp., subsidiary of Standard Brands.

Roy Atwell Set with Penner

West Coast Bureau, RADIO DAILY

Los Angeles—Roy Atwell, tongue-twisting comic who has been on the Penner show for the past few weeks, has been signed for a permanent spot, and is to be given air credit. Jimmy Grier and orchestra definitely step off the show in four weeks, when Grier closes a four year engagement at the Los Angeles Biltmore to tour with his band.

Tillamook Series Starts

San Francisco—"Dairy Maid," new weekly program sponsored by Tillamook County Creamery Ass'n, started yesterday at 2:30-2:45 p.m. PST over CBS stations in S. F. and Los Angeles. Agency is Botsford, Constantine & Gardner of this city.

"Comedy Stars" Time Change

"Comedy Stars of Broadway," Alka-Seltzer transcriptions heard on WOR every Tuesday and Thursday night, will be heard Sundays only, at 7:30 p.m., starting March 13.

NEW BUSINESS

WGN, Chicago: Zonite Products (Larvex), participation, through McCann-Erickson; Lambert Company (Listerine Shaving Cream), "True Detective Mysteries," through Lambert & Feasley.

WIND, Chicago & Gary: Hartz Mountain Products, announcements, through George H. Hartman Co.; Birk Bros. Brewing Co., spots, through Wexman & Co.; Axton-Fisher Tobacco Co. (Twenty Grand Cigaretts), "Nite Watch", through McCann-Erickson; Union State Investment Co., announcements; Santa Fe System Lines, announcements, through Stack-Goble.

WJJD, Chicago: Chrysler-Illinois Co. ETs, through Schwimmer & Scott; Zuercher Cheese Co., ETs, through C. Wendel Muench & Co.; Illinois Bell Telephone, spots, through N. W. Ayer; Perry J. LeRoy (piano lessons) ETs, through V. T. James; 42nd Street Sales Co., announcements; Inter-State Nurseries, program.

WSPR, Springfield, Mass.: Tift Bros. (investment brokerage), stock quotations; Olson Rug Co., spots.

WMCA, New York: Zonite Products, program with Mae Murray, through McCann-Erickson; Chiropractic Education Bureau, "Keep Smiling", program; Community Opticians Jamaica, Inc., "Five Star Final", through Commonwealth Advertising Agency; Chevrolet, ETs, renewal, through World Broadcasting System; Studebaker Corp., spots, through Roche, Williams & Cunningham, Inc.



● ● ● Little Shots About Big Shots:—Word just arrived from Hollywood that Del Casino, who took a screen-test for Paramount, walked around for three days in his studio make-up—just because he looked so pretty!... CBS' 7th Ave. studios are being called "International Settlement" because "The Goldbergs," "O'Neills," "Pretty Kitty Kelly," "Carol Kennedy's Romance" and other script shows with varying locales all originate from there... Mary Margaret McBride has located three towns named after her in various states—Mary, Ky.; Margaret, Ala., and McBride, Mo., her home state... Guy Lombardo will introduce "Josef, Josef" Sunday... Teddy Powell, after visiting his mother on the coast, had made plane reservations to return—via the ship that was distressed. However, before the take-off, the plane was delayed and Powell returned his ticket and took a competitive airline back—arriving safely.

● ● ● In an effort to establish a new "tag" for the 6 a.m. Farm Hour from Peoria, Ill., officials auditioned "Oswald," pet rooster of Bobby Hill, young son of the station's manager... And Oswald's clarion calls came up to all expectations—but he didn't get the job because the wisecracks couldn't figure out where to keep him during the 23-hour wait between shows... Besides, newly decorated studios are no place for chickens... Irene Gedney, staff pianist of WHAM, Rochester, N. Y., has a hobby which also interests her fiancée, Elmer Grabb, WHAM engineer. It's being an amateur radio operator.

● ● ● Ben Roche is building another MBS co-operative show called "Band of the Week"... "Follow the Moon" and Dr. Allan Roy Dafeo fade from the air the same day—April 1... Tom Mix and his "Straight Shooters" fade March 25... Lyda Roberti will hold the Martha Raye spot on the Al Jolson show indefinitely... Phil Baker is planning to use a Goldwyn girl, Dorothy Bell, as a heckler... Tiny Ruffner has 13 advance scripts for "Big Town"... Gale Page, a Chi. radio singer, will appear opposite Edward G. Robinson in his next flicker... Mrs. Dick Stabile (Gracie Barrie) opens at the Versailles next week... Illinois Meat Packing Co. auditioned a new show featuring the Funnyboners at CBS. Woodbury and Phillip Morris did some auditioning at NBC... Kay Thompson will solo-it on the Brewers' show instead of vocalizing with a trio... Paul Douglas leaves CBS to freelance on NBC... Stanley Peyton becomes a CBSlinger... Though contracts are signed Kate Smith won't guestar on the Chesterfield show next Friday.

● ● ● Jimmy Dorsey's press agents, knowing that Benny Goodman has a monopoly on the clarinet, while Brother Tommy has the trombone tied up, are planning a complete N. Y. publicity and advertising campaign on Jimmy's saxophone-tooting... Well, at his New Yorker opening the other night, we paid particular attention to hear how his sax sounded—and take our word for it that, outside of letting the sax swing from his neck-band, Jimmy blew every note from his clarinet—which is plenty oke... A bit of confusion seems to hold sway in regard to the status of some of the employees of Major Bowes. According to an announcement yesterday, Wanda Ellis continues as publicity director for the Major, a post she has held for the past three years, while Bessie Mack remains the Major's assistant... Enric Madriguera goes into the La Conga on March 16... The wife of Ben Bernie's brother, Jeff, was notified yesterday that she won \$40,000 in a sweepstakes—which was sold to her by Joe "Banjo-Eye" Santly. Mrs. Bernie had torn up her ticket last week!... Henry Souvaine offices auditioned Bert Whaley, up and coming vocalist, for a network show... same offices yesterday auditioned four shows for a large dairy account

GUEST-ING

GLORIA SWANSON, on Eddie Cantor program, March 9 (CBS, 8:30 p.m.).

JON HALL, on Kate Smith Hour, March 10 (CBS, 8 p.m.).

MARY PICKFORD, EDWARD G. ROBINSON, EDWARD ARNOLD, HENRY KING, ROBERT MONTGOMERY, TYRONE POWER and JEAN HERSHOLT on "Hollywood Showcase," March 10 (CBS, 10:30 p.m.).

BORIS KARLOFF, on Feg Murray-Ozzie Nelson show, March 13 (NBC-Blue, 7:30 p.m.).

ROBERT WEEDE, with Radio City Music Hall Symphony Orchestra, March 13 (NBC-Blue, 12:30 p.m.).

CHARLOTTE SYMONS, Metropolitan Opera soprano, on "Rising Musical Star," March 13 (NBC-Red, 10 p.m.).

TOM TERRISS, on Zenith Radio program, telling of a weird telepathic experience in the land of the Yezidees in Northern Arabia, March 6 (CBS, 10 p.m.).

ELINOR SHERRY, on "Hammerstein Music Hall," March 11 (CBS, 8 p.m.).

BETTY COMPTON WALKER, interviewed by Frankie Basch, tomorrow (WMCA, 3 p.m.). FREDERICK LEISTER of "Bachelor Born," same program, March 11.

CLIFF HALL, rhythm singer, and JOE SODJA, guitarist, on "Norman Cloutier Presents," March 6 (CBS, 10:30 p.m.).

WILLIAM MAXWELL, on "Book of the Month Club Concert," today (WQXR, 7:30 p.m.). MARGERY SHARP, March 5; WILL IRWIN, March 6; HERSCHEL BRICKELL, March 7; THOMAS MANN, March 8; MARGARET WIDDEMER, March 9.

ART JARRETT, on Al Pearce show, March 8 (CBS, 9 p.m.).

CHARLES MARGULIS, trumpet player, with Joe Marsala and others on "Sunday Swing Concert", March 6 (WNEW, 11 a.m.).

FCC ACTIVITIES

HEARINGS SCHEDULED

April 5: Martin Anderson, Orlando, Fla. CP for new stations. 1500 kc., 100 watts, 250 watts LS., unlimited.

KLAH, Carlsbad, N. M. Vol. assignment of license to Carlsbad Broadcasting Co. 1210 kc., 100 watts, unlimited.

May 23: Peter J. Caldaroni, Providence. CP for new station. 1270 kc., 250 watts, daytime.

APPLICATIONS GRANTED

KWNO, Winona, Minn. CP for license for new station. 1200 kc., 250 watts, daytime

KALE, Portland, Ore. CP to increase power to 1 KW. 1300 kc., unlimited.

WTAL, Talahassee, Fla. CP to increase power daytime to 250 watts. 1310 kc., 100 watts night, unlimited.

National Broadcasting Co., New York. CP for seven new relay broadcast stations. 1606, 2022, 2102, 2758 kc., 25 watts.

WJR, Detroit. CP for new high frequency station. 31100, 34600, 37600, 40600 kc., 150 watts.

W9XUY, Omaha. License to cover CP for new high frequency station 31600, 35600, 38600, 41000 kc., 100 watts.

PROMOTION

Bob Becker's Book

Bob Becker, who broadcasts a dog drama series over NBC for John Morrell & Co., Chicago, is author of a book to be published next week by A. M. McClurg, titled "Bob Becker's Pet Book." Publisher, through Henri-Hurst-McDonald, has arranged to advertise book in all papers in cities in which radio show outlets. Jack Ryan, Chicago radio writer, assisted Becker in getting up the book.

Exploiting Radio Polls

KDYL, Salt Lake City, an NBC-Red affiliate, is exploiting the popularity of shows it carries with mailing pieces calling attention the poll preference of the first five programs and the first seven personalities out of ten selected by radio editors and critics coast-to-coast.

Novelty Request Program

Idea here is to get local news items, submitted by listeners directly, for use in station newscasts. Each listener, requesting a song number on the "By Request" airing over WPAY, Portsmouth, O., is required to submit a news item. Show is sponsored by a large group of participating advertisers.

Bill Verner at WAPI

Washington—Bill Verner, formerly with WMAL, Washington, has joined the WAPI staff here as junior announcer.

Announcements in Rhyme

Announcements in rhyme are now being written by Lewis Charles, announcer for the Three Draws, whose song program is heard via WHN on Wednesday nights at 7:45.

Lyman Gets Pilot Award

Abe Lyman received this month's Pilot Radio Award for his work on the perennial NBC "Waltz Time" series. The presentation will be made at the Casa Manana Sunday night at Lyman's 20th anniversary as a band-leader celebration.

SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7	8	9	10
17	18	19	20	21	22	23
31	25	26	27	28	29	30

Greetings from Radio Daily

- March 4
 Lucy Gilman Madge Marley
 Channing Pollock George Shelton
 Margaret Dillon Morris
- March 5
 Sam Hearn Chick Johnson
- March 6
 Everett Mitchell
- Rosario Bourdon Morey Davidson
 Bob Dunn Aaron Friedman
 Jeffy Grove J. O. Maland
 Jack Stern Gordon Windham

ORCHESTRAS - MUSIC

TED WEEMS, who returns Sunday to Chicago and to the Varady of Vienna spot on Mutual, where Bernie Cummins has pinch-hit the first two weeks, will not resume on the "Fibber McGee" show, where Billy Mills is doing all right. Weems is back at the Trianon Ballroom with WIND as outlet. Freddy Martin is at the Aragon with same line.

Tommy Van's ork will play at the Flora Stone Mather Junior Prom in the Hotel Cleveland, Cleveland, tomorrow night, with a broadcast over WHK after midnight.

Royal Worth and his band from the Hotel Statler, Buffalo, will air a special program over CBS tonight titled "A Salute to Walt Disney." Entire Disney studios in California will be listening in, and will in turn salute Royal Worth in Buffalo, where the film, "Snow White and the Seven Dwarfs," opens today.

Gotham String Quartet starts a new WOR-Mutual series tomorrow at 2:15-3 p.m. Milton Prinz, cellist, joins the group on this occasion. Other members are Joseph Coleman, Harry Farbman and Milton Katims.

Woody Frisino of the staff of WBAL, Baltimore, has collaborated with Fred B. Hammann, local musical store owner, on a new song, "Only a Faded Rose," just published. They also wrote "Moonlight on the Chesapeake."

Mischa Borr and his ork take over musical chores at dinner in the Waldorf-Astoria's Sert Room for the

Decision Is Reserved In Ascap-Florida Suit

(Continued from Page 1)

tors be restrained from proceeding against Ascap under the drastic provisions of Senate bill 679.

With Tyrus Norwood, assistant state attorney, taking the lead, Florida argued that Federal courts lacked jurisdiction because the law was aimed at monopolies and trade restraint, and not at rights of copyright owners. Norwood and attorneys who followed based part of their plea on a state's police powers and on the fact that no prosecution had been undertaken or threatened. Ascap's brief was also technically attacked, and the association was accused of price fixing.

Taking up Florida's police power argument, Ascap attorneys declared the law had nothing to do with "public necessity, health or morals," but was directed against the copyright rights of Ascap members.

Frolich, who had the Atlanta firm of Wiedemar, Wardlow & Caldwell as associate counsel, closed Ascap's argument with a reiteration of attempts to prevent a Federal statute from being enforced, stating: "The state of Florida has a statute governing monopolies. It didn't have to create

Lenten season. Xavier Cugat and ensemble play for luncheon. Gala spring reopening takes place April 16, when Leo Reisman and Cugat will again play for dancing.

Ted Tinsley and his crew are latest additions to the "Around the Town" program heard nightly on WDAS, Philadelphia.

Morton Bowe and Sally Nelson will do their guest recording for the Chevrolet "Musical Moments" series on Monday at the WBS studios. Victor Arden is star of the series.

In celebration of twenty years as an orchestra leader, Abe Lyman will be honored Sunday night at Billy Rose's Casa Manana by the leading lights of radio, screen, stage, night clubs, Tin Pan Alley and Broadway. The leader of the Californians will present a gala array of guest stars, including many of the performers who achieved radio prominence through Lyman's aid.

Johnny Hamp and his dance band move into the Casino at the Book Cadillac Hotel in Detroit on Wednesday and will be heard through WJR each midnight except Sunday. WJR's "Casino of the Stars" show, with Harry Wismer introducing personalities of radio, stage and sports, will continue on Fridays with Hamp as maestro.

Ernie Holst's orchestra will be heard from Cincinnati Saturday and Sunday nights at 11:30, over NBC-Red starting March 13.

a similar statute." Ascap counsel contended the law penalties were so severe that its members have declined to accept license fees since the law was effective.

Sitting were: Judges Rufus Foster, New Orleans; August Long, Florida North District; Louie Strum, Florida Southern District. Present in court were: E. C. Mills, Vincent Youmans, and Andrew W. Bennett, as special Florida attorney. Judge Foster said that an injunction, if granted, would be handed down at Pensacola by Judge Long.

G.O.P. Radio Plans

Chicago — Despite reports elsewhere, Republican National Committee plans no widespread use of radio in coming Congressional and state elections, according to William Hard, handling radio activities for G.O.P. Only "free" time is being used at present and until a financial committee is appointed and begins raising funds, Hard said. Blackett-Sample-Hummert places G.O.P. radio time.

Odets Play on WQXR

"Till the Day I Die," by Clifford Odets, will be presented by the WPA Federal Theater Radio Division as the concluding production of the "Contemporary Theater" series over WQXR on Tuesday at 9:30 p.m.

WHO IS THE SMARTEST MAN IN RADIO... today?

Not me . . . I'm not silly enough to claim that.

But . . . 20 years of sales-advertising and merchandising experience, AND . . . 8 years of radio have taught me many of the practical answers.

I SEEK A CONNECTION . . . with an advertising agency—

or

where my abilities can best be used to mutual advantage.

EIGHT YEARS—executing radio programs, creating merchandising ideas to go with them, selling them, producing them—backed by TWENTY YEARS of practical advertising, merchandising and sales experience should be of VALUE to some business.

I BELIEVE . . . I can prove that I can be of added value to your organization.

Your inquiry will be treated in confidence so you need not hesitate to interview me.

I AM NOT NOW EMPLOYED

BOX A-150
 RADIO DAILY, 1501 Broadway, N. Y. C.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Coaxial Cable System Must Undergo Changes

Tests made by American Telephone & Telegraph Co. last year to determine adequacy of the coaxial cable system for television transmission, although successful in demonstrating that the quality of the pictures lost substantially nothing in transmission over the line, indicated that the frequency band was not sufficient to meet the requirements now contemplated for television, it is stated in the annual report of A. T. & T. to stockholders. This will necessitate that the upper limit of frequency of the coaxial system, which for the initial test was set at one million cycles, be raised to approximately three million cycles. No change will be required in the cable itself. When new amplifiers are provided to encompass the larger range of frequencies, the capacity of the coaxial system used exclusively for telephone transmission will be increased to 480, or possibly more, telephone circuits.

Continuous development is being carried forward on radio telephone systems. Construction has been started on a short wave receiving station incorporating a new and ingenious directive antenna which will improve the reliability of European service.

Two additional short wave radio telephone circuits were put into service during 1937, one linking New York and London, the other San Francisco and Honolulu. The circuit to Honolulu introduces the new single side-band system, through which it is anticipated that economies will be made both in the use of radio frequencies and in the amounts of power required to operate the circuits. One of the existing circuits to London was also converted to single side-band operation.

"Quirk of the Season"

Salt Lake City—KSL engineer Ralph Stevenson was riding about the city here recently in station's mobile transmitter unit, W6XBK, a 17-watter. He sent out a signal. It was heard in South Africa. Chief Engineer Gene Pack explained that "a very unique condition of the Ionsphere must have existed." He hailed the stunt as the "technical quirk of the season."

NEW PATENTS Radio and Television

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

- 2,109,475—Control System. Walter N. Fanning, Alameda, Cal.
2,109,536—Method of Stray Compensation in Tuned Antennae. Wolfgang Kauter, Berlin, Germany, assignor to Telefunken Gesellschaft fur drahtlose Telegraphie M.B.H.
2,109,561—Modulated Carrier Wave Receiver. George M. Wright, Little Baddow, Chelmsford, England, assignor to RCA.
2,109,752—Oscillator. Waldemar J. Poch, Collingswood, N. J., Ciro C. Martinelli, West Collingswood, and Alfred H. Turner, Collingswood, N. J., assignor to RCA.
2,109,760—Amplifier Circuit Scheme with Push-Pull Output. Rudolf Urtel, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
2,109,834—Electron Discharge Apparatus. Felix C. Blanche, Manoa, Pa., assignor to RCA.
2,109,835—Antenna with Reduced Zenith Radiation. Henri Chireix, Paris, France, assignor to Compagnie Generale de Telegraphie Sans Fil.
2,109,843—Apparatus for Generating and Applying Untrashort Electromagnetic Waves. Ernst E. Wilhelm, Kassner, London, England.
2,110,016—Antenna System for Motor Vehicles. George W. Fyler, Schenectady, N. Y., assignor to General Electric Co.
2,110,046—Broadcasting with Reduced Band Width. Nicolaas Koomans, The Hague, Netherlands.
2,110,082—Electrical Oscillation Mixing Circuit. Harold Granger, Alexandria, Va., assignor, by mesne assignments, to Bendix Radio Corp.

Station Improvements

Chicago — WLS has been granted permission by the FCC to move transmitter site, install new equipment and make changes in antenna.

Providence — License to use old main transmitter as an emergency auxiliary has been granted to WPRO here. FCC also gave the station permission to install new equipment.

Louisville, Ky. — CP authorizing change in transmitter site and installation of new vertical radiator has been issued by the FCC to WHAS.

Laconia, N. H. — WLNH has received permission to make changes in automatic frequency control equipment.

St. Louis — Permission to install new transmitter has been granted by FCC to Station WEW here.

Carthage, Ill. — WCAZ here is seeking permit to make change in equipment and increase power to 250 watts.

Jackson, Tenn. — WTJS has applied to FCC for permit to install new transmitter and vertical antenna.

Station also contemplates moving transmitter site.

Milwaukee, Wis. — CP to make changes in equipment and increase power to 250 watts is being sought by WEMP here.

Salina, Kan. — KSAL has applied to FCC for permission to change frequency to 1120 kcs. Station would also make changes in equipment, install directional antenna for night use, and increase power to 500 watts night, 1 kilowatt day.

Jackson, Mich. — Authority to make changes in automatic frequency control equipment is sought by WIBM here in an application to the FCC.

Wilson, N. C. — CP to change frequency to 1420 kilocycles, make changes in equipment, and change power to 2450 watts day, unlimited time, is being sought by WGTM here.

Gallup, N. M. — KAWM is seeking authority to make changes in equipment, boost power to 100 watts night, 250 watts day, and make changes in vertical antenna.

On Tabernacle Control Job

Salt Lake City — Engineers Dick Evans and Mel Wright have been assigned to new sound control within famous LDS Tabernacle, to rush finishing touches on job for KSL here. The two will drop their studio assignments for the work.

Completing Control Console

San Antonio — Maintenance chief Theil Sharpe of WOAI will shortly complete intricate wiring on station's new control console which can operate three new WOAI studios simultaneously. Work on the studios will start soon.

Boake Carter Home Studio Designed Like City Room

Philadelphia—Work is rapidly nearing completion on Boake Carter's new "home" studio in suburban Philadelphia. Studio, to be housed in a new wing to the commentator's home, "is planned along the lines of small local city room," Carter said. There is a six-sided copy desk where one man will sit in the "slot" and handle all the news items that come across the desk from various sources. Carter will sit on the "rim" and select, condense and check the items he plans to use on his evening broadcasts. A bank of teletype machines close at hand will carry the latest news from all parts of the world, and a direct telephone line from the commentator's home to his Philadelphia office will facilitate quick check-ups.

Carter's initial broadcasts for his new sponsor have originated in New York, pending completion of the new layout. He got the idea for the "private" studio while confined to his home last July suffering from an attack of pleurisy. At that time, a temporary broadcasting setup was installed at the house.

Universal Mike Bulletin

Inglewood, Cal.—Universal Microphone Co. has issued a special bulletin illustrating its various types of hand microphones, with circuit diagrams for call systems in hospitals, paging systems, police and other portable transmitters.

SAY
When...

You'll get your job
when you want it . .
as you want it. Our
facilities make service
a matter of routine.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment of Any Kind
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New York City Tel. Circle 6-5470-1

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



BILL BACHER, erstwhile producer of "Hollywood Hotel" and briefly of "Good News of 1938," is reported readying a new show in which Leopold Stokowski and Deanna Durbin would be the featured personalities, with a symphony orchestra utilized in the manner of "100 Men and a Girl." Bacher also has an airshow in work with the Marx Brothers, and still another in the discussion stage with Dick Powell and Joe E. Brown the proposed headliners. General Motors is hinted as the sponsor being aimed at.

Constance Bennett must file an amended complaint showing actual monetary loss through the alleged libelous statements of Jimmy Fidler over the air before she can recover any part of the \$250,000 asked for her suit against the air chatterer, Judge Robert Kenney ruled in Superior Court yesterday. The jurist gave Miss Bennett's attorneys 10 days in which to amend the complaint and charge slander and financial loss rather than libel.

Haven MacQuarrie had his watch and pocketbook lifted by a sneak thief backstage during his last Sunday's broadcast at the El Capitan Theater. Nice way to treat a home town boy on his return visit.

Gene and Glen get a new sustaining period on KECA and the NBC Pacific Coast Blue Fridays at 6-6:15 p.m., with probable added session on Tuesdays at the same hour after March 15.

Larry Kent and his orchestra will be heard via KNX from the Beverly Wilshire nightly at 11:00-11:30, and will be routed over CBS on Friday nights at 9:30-10.

Wesley Tourtellotte, KFI-KECA staff organist, replaces Sibyl Chism as organist for "One Man's Family" when Mrs. Hal Bock moves over to the rival network to provide the organ accompaniment for "Lum and Abner" on their new Postum series.

Union Oil is dropping the perennial favorite, "Thrills," written and produced by Frederick Dahlquist of American Radio Features, in favor of a new show headed by John Nesbitt, Donald Novis, The King's Men and David Broekman's orchestra. New one initials on April 27, on the same 6:30-7 Wednesday night schedule over NBC Pacific Coast Red.

Alice Faye and Tony Martin will guest with George Fischer on his Mutual "Hollywood Whispers" Sunday night. Broadcast will be from the forecourt of Grauman's Chinese, and the occasion is the impression in imperishable concrete of the hand and footprints of the two stars.

KMTR has a "Wishing Well" in the patio of the new studio on Cahuenga. So everyone can wish for a sponsor?

RADIO PERSONALITIES

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

ARCH SHAWD

"**T**HAT which is worth doing, is worth doing well" is perhaps more indicative of the character and business acumen of Arch Shawd, sales manager for King-Trendle interests, than paragraphs and paragraphs of description and delineation.

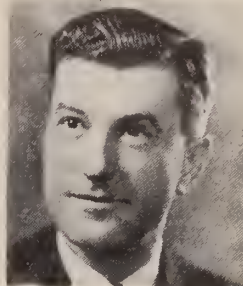
Arch, as he is familiarly known to his colleagues, has at last found his niche. Radio, as he himself states, is his preference and joy. The road to his present situation, however, pictures a long travail starting from early teen age, when after high school hours he broke into newspaper work selling want ads.

Finding newspaper work to his liking, after college days, he eventually broadened his experience on Chicago newspapers, later followed by selling display advertising on the Metropolitan papers of Detroit.

The newspaper background equipped Shawd unwittingly for radio and stands him in good stead today in his capacity as sales manager for WXYZ and the Michigan Radio Network. Arch's fetish is ideas. His ambition to bring ideas that click to radio invites contact with any and all sorts of people in all phases of life and all to the purpose of furnishing valuable entertainment with charm.

Arch Shawd's outlook for 1938 predicts substantial increase in Michigan Radio Network billing due to the constantly increasing quality of offerings and the strengthening of listening habits of radio families whose loyalty and appreciation for the home town station constantly builds increased listener volume.

Shawd was born in Ohio, but sojourned to Michigan shortly after the World War, during which he served in the Marine Corps.



His fetish is ideas—and doing things well.....

ST. LOUIS

Josephine Halpin, KMOX "One Woman's Opinion" commentator, bankrolled by St. Louis Dairy Co. for a trip to her home town of New Orleans, where she'll handle description of Mardi Gras for KMOX and CBS.

"Lone Ranger" ETs have been bought by Papendick Bakery over KWK for a year.

Walter Remedy Co., Alka-Seltzer ETs and Barton Mfg. Co. announcements are among latest KMOX business.

Frank Rand and Jack Van Volkenburg of Chicago were recent visitors here.

"Mrs. O'Brien's Boarding House", daily KWK program, gaining favor. It's directed by Bert Igou, new talent head.

WQAM, Miami

Peggy Stone, head of station relations for International Radio Sales, visiting friends here.

Ted Husing worked the P.A. system for Sonja Heine's ice carnival.

Dinty Dennis, Kellogg sports commentator, awarded two gold trophies to top fishermen in Greater Miami Fishing Tournament.

Texas Dave McHenry is back on WQAM warbling staff after a year in vaude.

Leslie Harris aired ceremonies at laying of new Miami Beach Post Office. Postmaster General Farley chief speaker.

DALLAS

KRLD is breaking in a pair of new announcers, Roy George, formerly of KTAT, Fort Worth, and Howard Bogarte, from Dallas Little Theater Drama School. James Crocker is shifting from mike staff to sales department.

WFAA will carry the series from the State Penitentiary starting Tuesday via WBAP, Fort Worth.

William Karn of KPND, Pampa, won out in auditions for a new WFAA announcer to replace Bill Hightower, who joins Southwestern School of Radio Broadcasting.

Earl Kalusche, veteran WFAA announcer, will be the daily news commentator with Griffin Shoe Polish and A. Harris & Co. store each sponsoring three days weekly.

Lasses and Honey, oldtime vaude actors recently heard on Rudy Vallee program, will guest Sunday for Pepper-Uppers program.

WDAS, Philadelphia

A. W. Dannenbaum Sr., prexy, is returning next week from a fortnight in Florida.

Pat Stanton, vice-prez, thought it would be a good idea to air a symposium on business conditions. After several statements from so-called economic royalists, he gave up. Statements unsuited to fragile WDAS mikes.

Harold Davis, program director, assumes new role as Early Bird on "Breakfast Express".

Evangelist John Ford of Washington now heard in a series tied up with his personal appearances at Scottish Rite Temple.



WHEN Boris Karloff comes here March 18 for five-week guest appearance on "Lights Out" at NBC he will be supported by Betty Winkler, Betty Caine, Helen Behmiller, Harold Peary, Phillip Lord, Arthur Kohl, Macdonald Carey, and Bill Joyce handling sound effects.

Trading Post, Chicago store, launching three a week Hollywood News program featuring Betty Ann Brown as commentator over WIND. Account is handled through Burnet-Kuhn agency by Lew Goodkind.

Forrest Lewis of Buck and Wheat comedy team heard on "Aunt Jemima" show back from Florida.

Charlie Agnew's orchestra playing at Merry Garden's is on NBC, spot having capitulated to demand of \$100 week service charge for remote sustainers.

Carl Harris, director of promotion and publicity for J. Walter Thompson Co., in New York conferring with the home office.

Leonardo Aramesco, European operatic tenor, is here for several guest turns on the Germania hour on WIND. He sang at Salzburg last summer.

WPTF, Raleigh, N. C.

"Tar Heel Tales", historical episodes about the state, starts March 10 for Commercial Printing Co.

John Field Jr., formerly with Free & Peters, arrived this week to take up his new duties as sales manager.

Two presentations of "The Melody Boys" and resulting mail response fetched a sponsor in Zebulon Supply Co. (farm and home supplies). "The Yodeling Kid", ET presentation, also won a sponsor in Smith's Heating System, Kinston, N. C.

Ralph Burgin Jr., from WSJS, Winston-Salem, joins the announcing staff March 14.

"Red River Valley" is rehearsing for an early debut. John Rae will emcee, with The Melody Boys and Kingham Scott at the organ.

WPAY, Portsmouth, O.

Try-Me Furniture Co. is conducting an elaborate campaign, using two daily shows. John Seagel in 15 minutes of ET hymns is presented in the morning, while Audrey Moore, hillbilly ballad singer, appears at 5 p.m.

Jack Nobel, hillbilly who hails from Chillicothe and journeys here each Saturday for his half-hour program, is the station's biggest mail-puller.

WICC, Bridgeport

George and Juanity, hillbillies, take over 8:30 a.m. spot in response to demand.

Actress Dion Sabatini is a new voice in the station's production group.

PHILADELPHIA

John Thorp, former sports writer, takes over the KYW sports broadcasts of Kerby Cushing, resigned.

Horace Feyhl is now the emcee on "Studio A" revue over WCAU.

Gene Moore and Gertrude Altrogge of WIP's "Music Box" will trek altarward shortly.

Alan Scott, who has been confined to his home with a leg injury, returns to the air shortly.

Jack Steck is emceeing WFIL's latest "Auditions on the Air," now emanating from a 1600-seat auditorium.

Lou London has taken on the added job of music librarian as well as announcing at WPEN.

Norris West and George Hogan of WCAU are working on a new series of dramatic programs, which will be announced shortly.

Vernon Crawford is now handling one of WFIL's newest programs, "Dog Heroes."

Carol Cramer's "Keyboard Capers" are now being heard over WIP.

Robert Ellmore will be heard at the organ over WFIL.

A new program over WIP features Bob Nellor and his dummy, Dizzy Dugan, who interviews patrons of a local nite spot.

Frances Carroll is now singing in an afternoon spot over KYW.

Mills Spooner and Dave Tyson are now heard on WFIL's "Melody Man" program.

Ann Tannin is latest addition to the song staff of WIP.

Rodger Williams is again being heard over KYW.

WJR, Detroit

Ron Gamble, formerly at WHIO, WKZO and WJIM, joins the announcing staff here next week.

Last hour of the N. Y. Philharmonic-Symphony will be piped by WJR to WJBK starting Sunday. The local CBS outlet also is feeding the symphony program to WTOL, Toledo.

WJNO, West Palm Beach

Manager George A. Hazlewood has received many comments on new station setup, which includes all the CBS commercials that come into Florida. Station has made rapid strides in the short year since its debut.

Last night's "National Used Car Week" broadcast, with Edsel Ford and other speakers, had WJNO on its list of outlets.

ONE MINUTE INTERVIEW

BOB CARTER

"No longer are announcers announcers. Today they're more like staff emcees. With the trend to vox pop and special events programs bigger than ever, the crack announcer now needs plenty of fast-thinking ad lib ability. Especially is this true of independent stations where program variety must be obtained with minimum expense."

★ Coast-to-Coast ★

IN the medal award included in Annual Advertising Awards for 1937, made by Advertising & Selling to the advertiser, agency, broadcast facilities or individual for excellence of commercial announcements, this particular award went to N. W. Ayer & Son Inc., with a special reference to the Kellogg "Singing Lady" and Atlantic Refining Company "Football Broadcasts." Included in the latter was special mention to the Virginia Broadcasting System, which carried 13 Virginia and Maryland games last fall. Included in the VBS network were stations WRNL-WPHR, Richmond and Petersburg; WGH, Newport News; WBTM, Danville; WLVA, Lynchburg; WCH, Charlottesville; WDBJ, Roanoke, and WSVA, Harrisonburg, Va. The campaign used by Atlantic and placed through N. W. Ayer included broadcasts of football games from the field, gridiron forecasts, contests, dealer tie-in window displays, and dealer handbooks. Most of the Virginia games were fed to VBS by WCH, Charlottesville.

Etna Young, stewardess-nurse on the "Shenandoah," crack New York-Chicago limited of the Baltimore & Ohio Railroad, will be guest of Glenna Strickland on her "Kitchen Capers" program over WNEW, tomorrow at 11:00 p.m. Miss Strickland will interview Miss Young, who is one of the first train stewardesses in the East, about her work. Reginald Bailey, 13 year old boy soprano, who was to have been Miss Strickland's guest on this program, will not appear but will be guest at some later date.

Shirley Temple will broadcast for the second time in her career at 11:30 tonight when she speaks from the lobby of Grauman's Chinese Theater in Hollywood, at the preview of her latest picture, 20th Century-Fox's "Rebecca Of Sunnybrook Farm." As on the previous broadcast (the premiere of "Wee Willie Winkie" last summer) Shirley's voice will be carried over the Mutual Network. Program will originate at KHJ, Los Angeles, and will be aired in the east by WOR. Other principals in the cast who will be heard in the half-hour lobby pickup are Randolph Scott, Jack Haley, Gloria Stuart, Slim Summerville and Bill Robinson. George Fischer of the "Hollywood Whispers" program will emcee.

A group of four Negro boys and girls called at WHK, Cleveland, the other day and asked: "Could we please have an audition?" They finally got to Russell W. Richmond, WHK-WCLE program director, who immediately gave them a 15-minute spot on Fridays at 7:15 p.m. The group is called "The Jungle Bugs."

Faith Baldwin, author, will speak in the Higbee Auditorium before members of the Women's Advertising Club, Men's Advertising Club and members of the Panhellenic Congress, and a group from the Cleveland Playhouse will dramatize characters from her latest books as a part of the program to be carried by WCLE and Mutual on March 12 at 2-2:30.

Ed Norton, chairman of the board of WAPI, Birmingham, and majority owner of WMBK, Jacksonville, recently was host to Father Godin, president of Loyola University, New Orleans, owner of WWL. Father Godin visited the transmitters of all Birmingham stations—WAPI, WSGN and WBRC.

A special three-hour broadcast will be presented over WOR early Sunday, 2-5 a.m. Arranged through the cooperation of the Newark News Radio Club, a world wide organization, the broadcast will salute club members in every state in the Union and several foreign countries. The New-

ark News Radio Club is composed of men and women broadcast and short wave listeners whose hobby is logging distant stations.

Etna Young, stewardess-nurse on the "Shenandoah," crack New York-Chicago limited of the Baltimore & Ohio Railroad, will be guest of Glenna Strickland on her "Kitchen Capers" program over WNEW, tomorrow at 11:00 p.m. Miss Strickland will interview Miss Young, who is one of the first train stewardesses in the East, about her work. Reginald Bailey, 13 year old boy soprano, who was to have been Miss Strickland's guest on this program, will not appear but will be guest at some later date.

Shirley Temple will broadcast for the second time in her career at 11:30 tonight when she speaks from the lobby of Grauman's Chinese Theater in Hollywood, at the preview of her latest picture, 20th Century-Fox's "Rebecca Of Sunnybrook Farm." As on the previous broadcast (the premiere of "Wee Willie Winkie" last summer) Shirley's voice will be carried over the Mutual Network. Program will originate at KHJ, Los Angeles, and will be aired in the east by WOR. Other principals in the cast who will be heard in the half-hour lobby pickup are Randolph Scott, Jack Haley, Gloria Stuart, Slim Summerville and Bill Robinson. George Fischer of the "Hollywood Whispers" program will emcee.

"Platter Chatter," a new mid-day program, heard for the first time this week over WINS, brings to the microphone a new WINS personality, Jack Negley, who comes to radio via stage and screen. The title of the program derives from Nick Kenny's Saturday column of the same name, and will feature, on one broadcast every week, recordings recommended by the radio columnist.

Beginning Monday at 2:15-2:30 p.m., a new musical program known as "Songs By—" will be heard Monday through Friday on WINS. Program will feature a different singer on each broadcast, to be selected by Louis Katzman, WINS musical director. No announcement will be made of the identity of the soloists until the actual broadcast.

WBIL today presents the first of a series of the Beethoven Symphonies to be heard on Fridays at 2-2:45 p.m. Richard Norman will act as commentator.

SAN ANTONIO

George W. Johnson, KTSA manager, back from Oklahoma City visit. Pan-American Tower is the new name of building housing KMAC.

Vernon Geyer, organist, featuring DeLores, songstress, in a nightly KMAC broadcast from Alhambra Club, will shortly be sponsored on a hookup by Nevlo for Nerves and Starkist Flootation Toothpaste.

Manager Howard Davis of KMCA is having a huge amateur show in Muny Auditorium on April 1 at 8:30 p.m.

WJBK, Detroit

Return of Jack Douglas, local favorite, is being announced by multi-colored posters on all Detroit street cars. In addition to being the "Old Nightwatchman" for 2¼ hours each morning starting at 6 a.m., Douglas has taken on the half-hour 12:30 "Sunshine Express."

George Hall, program director of UAW Radio Dept., which airs daily over station, recently married Sally Huxford of Evanston, Ill.

Silvertone Quartet is providing harmony for the Saturday night UAW program.

Angus Pfaff, chief announcer, and Mrs. Pfaff are off for two weeks in Florida. On their return, Bob Longwell, merchandising director, visits his home town, Indianapolis, for two weeks.

Townsend Plan Committee has taken a 15-minute talk on Sunday afternoons. Wonder Bread is another new account, using one-minute announcement in Polish preceding WJBK's two daily Polish hours.

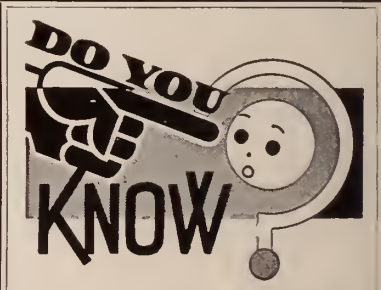
WAAF, Chicago

Jack Odell and Don Bolt are collaborating on a new Sunday afternoon show, "News Oddities."

Joe Silver is announcing "Songs of Yesteryear," new Sunday a.m. commercial for Halco Institute.

"The Canary Serenade" has turned out to be the station's biggest mail puller.

Joy Fairman, soprano, has started a series of light classical songs, with occasional pop numbers.



Frank Purkett, vice-president and general manager of Associated Cinema transcription studios in Hollywood, once operated a chain of theaters in mid-central California, deserted the cinema at about the time "talkies" got going, but finally wound up very much concerned with disks and sound after all.