VOL. 3, NO. 46

NEW YORK, N. Y., TUESDAY, MARCH 8, 1938

FIVE CENTS

RCA \$50 Television Sets Due Soon

AT RANDOM The time will come when national advertisers won't be able to afford to stay off the air for any length of time-lest competitive products displace them in public consciousness.

Radio "circulation" is the most consistently stabilized of all mediums; for buying of magazines and newspapers often declines, but the radio set in the home is always on duty.

How about the use of "trailers" to build up listeners for important radio shows, in somewhat the same manner as movie trailers? It could fetch some spot announcement revenue, and prove worth while to the sponsor.

Dramatic and serial programs ought to do their casting from a wider variety of actors. The continual use of a small favored circle of players is spreading the impression that radio dramas are put on by a single stock company.

A lot of the best minds in the industry believe that Philip G. Loucks is the right man for the NAB presidency.

The entertainer who would be a big and lasting success on the radio must establish a definite personality—one that is liked-and then stick to it.

A specific and aggressive public service policy on the part of broadcasters not only is needed but eventually will be demanded, according to the way the wind is blowing in Washington; so the smart thing for broadcasters to do is to beat 'em to the punch.

-D. C. G.

Hollywood Strain

West Coast Bur., RADIO DAILY

Los Angeles - Sick list of the past few days has claimed several personalities who double in radio and films. Martha Raye took the count early last week and had to give up her spot on Al Jolson program. Tyrone Power was fighting illness while doing his Sunday night broadcast. Alice Faye is down with flu.

TAKEN UP BY AFM BOARD

Executive Board meeting of the AFM yesterday was taken up with the question of effective date and length of the term of the license agreement to be executed with transcription and phonograph record manufacturers. Scheduled meeting with the disk makers did not take place, but has been postponed for a day or two. Today Mark Woods of NBC and Phil Loucks of the NAB will meet with the Executive Board. Loucks has just conferred with the (Continued on Page 3)

Crosley Stations Get Facsimile Equipment

Crosley radio stations will shortly install Finch facsimile equipment, it was announced yesterday by William G. H. Finch of Finch Telecommunications Laboratories. Powel Crosley Jr., president of the Crosley interests, has already been licensed under the Finch facsimile patents, and his first order for equipment was placed on (Continued on Page 3)

Facsimile Schedule

Nashville-After several weeks of WSM has started a regular facsimile schedule at midnight to 2 a.m. Fifty receiving sets, bought for test purposes, have been distributed by Harry Stone, station manager, to remote areas from 10 to 1,000 miles away. Jack DeWitt, (Continued on Page 5)

Five NBC Originations Are Scheduled from KYW

Philadelphia - Starting this week, KYW originates five programs for NBC-Red network. They are: "Mu-sic for Moderns," Tuesdays; "Singtime and Dancetime," Mondays; Francess Carroll and orchestra, Wednesdays; KYW Top Hatters, Saturdays, and "Campus Capers," with orchestra under Jan Savitt

KCMO Biz Tops 1937

Kansas City-Business at KCMO so far this year is 50 per cent ahead of 1937, according to Jack Neal, sales manager. February billings made it the best month since station went on air in May, 1936.

Ooking On DURATION OF DISK PACT Regular Visual Broadcasts From Empire State Building to Start in Six Months—Warners Make Offer

U. OF CHICAGO TO USE COMMERCIAL STRATEGY

Chicago—With the objective selling itself to the general public, the University of Chicago has embarked on a long-range program of using the radio. Under guidance of William H. Benton, vice-president in charge of public relations, formerly head of Benton & Bowles agency, the University is definitely cutting loose from the tactics of oldtime educational broadcasts and coming much closer to using the strategy of commercial broadcasters in putting over its objectives.

Benton has just returned from New where he hired Charles (Continued on Page 3)

AGRAP Delays Report On AFRA Affiliation

AGRAP has completed the ma-Is Started by WSM jority of the balloting in its AFRA affiliation vote, it has been learned, but will hold up announcement of results pending a serious turn of events in regard to numerous local station affiliates. Two New York outlets have already practically disbanded their organizations, with the announcers signing contracts which ban any union activities. Other local (Continued on Page 3)

Mendel Jones Named WCKY Studio Manager

Cincinnati-Mendel Jones, production and promotion manager of WCKY, has been assigned the added duties of studio manager by L. B. Wilson, president and g.m. Jones succeeds Lee Goldsmith, who resigned due to ill health.

Bernie Into Cantor Spot

U. S. Rubber on March 30 will shift its CBS Ben Bernie show into the 8:30-9 p.m. spot which is being va-cated by the Texaco-Eddie Cantor show. Bernie is now heard on the same night but at a later period, 9:30 p.m. Campbell-Ewald Co. of New York is the agency.

RCA and NBC, through the television transmitter located in the Empire State Building, will begin a schedule of visual programs in approximately six months, it is learned, with plans also calling for an extensive marketing of television sets by RCA at a retail sales price of \$50. Sets are now available from \$150 and up, but prices will be lowered as soon as broadcast schedule can be arranged. All programs are expected to be of a local nature, and will not extend beyond New York at the beginning.

CBS, it is understood, has no plans for a regular broadcast schedule for its television station now under construction. Present construction plans will continue, and, if economic situation is right, problem of regular schedules will be worked out. It has also been learned that nego-

tiations are now on between tele-vision companies in the east and Warner Bros. on the west coast whereby that company would take over production of television on the coast on an exclusive basis. Understood that Warners is offering complete facilities, including artists, studios, technicians and radio facilties. Deals, however, are still in the negotiation

Tyson Calls a Meeting Of Western NAB Group

West Coast Bureau, RADIO DAILY Los Angeles-Leo Tyson, general

manager of KMPC and president of Southern California Ass'n, has called a meeting of members of the national association in (Continued on Page 5)

Two of a Kind

Boise, Ida. - On NBC's Horace Heidt program Saturday night, the Brigadiers headman brought to the mike a chap who said his name was Bill Phillips. Occupation: announcer. His station: WBRE, Wilkes-Barre. On duty at KIDO here and listening to the program, which nearly bowled him over, was Chief Announcer Billy Phillips. Both stations are NBC outlets.



Tues., Mar. 8, 1938 Vol. 3, No. 46

IOHN W. ALICOATE : : :

DON CARLE GILLETTE MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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FINANCIAL

(Monday, Mar. 7)

NEW YORK STOCK EXCHANGE

	Net	
Am. Tel. & Tel. 135 ³ / ₄ 134 Gen. Electric 397/ ₈ 30 RCA Common 65/ ₈ 6 RCA First Pfd 51	834 381/8 — 1/8	
Westinghouse 94 9	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	
NEW YORK CURB EXCHANGE		
Hazeltine Corp 15½ 19 Majestic 1	5½ 15½ — ½ 1 1	
OVER THE COUNTER		
Stromberg Carlson	Bid Asked 51/8 61/8	

Ferde Grofe Concert Set for Carnegie Hall

Ferde Grofe and his Symphonic Orchestra will give a concert of modern American music at Carnegie Hall on March 25, under direction of Consolidated Radio Artists Inc. Solo-ists will be Herman Wasserman, pianist; Abe Borodkin, cellist; a guest Felicia Sorel, ballet, Leonard Liebling, commentator. Mrs. William Randolph Hearst's milk fund will share in the box-office receipts.

Corregan to Testify

Washington Bureau, RADIO DAILY

Washington - The Committee for Reciprocity Information, which will begin hearings March 14 on the British-American trade treaty, announces that F. H. Corregan of RCA Manufacturing Co. will appear March 18 to testify on radio apparatus, phonograph records and motion picture sound apparatus.

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

NETWORK SONG FAVORITES

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

Selection	Publisher	Times Played
I Double Dare You	(Shapiro-Bernstein Inc.)	30
Sweet As A Song (I	Robbins Music Corp.)	30
I Can Dream, Can't	I (Marlo Music Co.)	26
Tipitin (Leo Feist In	c.)	24
	mory (Paramount Music Corp.)	
More Than Ever (Mil	ller Music Co.)	22
	n Done (Olman Inc.)	
	o Feist Inc.)	
	Work (Irving Berlin Inc.)	
You're A Sweethear	rt (Robbins Music Corp.)	20
You're An Education	n (Remick Music Corp.)	20
	ys (Leo Feist Inc.)	
	Oreams, Good Night (Shapiro-Bernst	
	fore Me (Crawford Music Corp.)	
	oins Music Corp.)	
	nland (Spier Music Corp.)	
	oln Music Corp.)	
Outside Of Paradise	(Santly BrosJoy Inc.)	
Good Night, Angel	(Irving Berlin Inc.)	

Obtain Release on Disks Direct from Ork Leaders

Philadelphia-Local outlets finding themselves in the middle of the controversy regarding vested rights in phonograph records are taking pre-cautionary measures to the extent of obtaining releases direct from the orchestra leaders making the disks. NAPA, Decca and Victor are disputing certain rights and even though some outlets have obtained licenses from the NAPA, it is believed that further protection is necessary. Reported that to date Tommy Dorsey, Fats Waller and Bunny Berigan who are not members of the NAPA, have signed or signified their intention of giving releases to the stations in question. It is possible that this will be the usual procedure in the future for stations using records.

Johnstone Handling Dramas

Jack Johnstone, who joined the Biow Co. yesterday as director of radio dramatics in the agency's radio de-partment, will present the "Thrill of the Week" and "Front Page News" on the Philip Morris programs starting tonight.

Johnstone, formerly with N. W. Ayer & Son, is a writer, director and producer. He had the "Buck Rogers" series on the air from 1932 to 1936.

George Dewey Hay at WSM

Nashville-George Dewey Hay, better known as The Solemn Old Judge, returns to the WSM "Grand Ole Opry" after an absence of 14 months, due to illness. Announcer Dave Stone, who has been in charge of the "Grand Old Opry" during the Judge's absence, will remain as assistant to Hav on the four-hour broadcast.

Wilkes Joins W. L. Post

Alan Dale Wilkes, formerly associated with Geenar Radio Productions, has been named radio director of W. L. Post. Wilkes will be in charge of radio production.

Geo. Luck to Establish KLZ Merchandising Dept.

Denver-Vested with the authority to establish a complete merchandis-ing department at KLZ in Denver, George T. Luck, former director of sales promotion at KGNC, Amarillo, has resigned as radio director of the Betts Advertising Agency here to assume his new duties.

Creation of the new merchandising department under Luck, a wellknown figure in the national advertising field, is designed to increase the scope of KLZ's activities but will in no way alter the station's past policies in offering sponsor aid. retention will serve to augment services already extended advertisers through screen trailers, press releases and various displays, with Luck assigned to conduct direct contact merchandising campaigns among dealers and jobbers.

Williamson Joins Fizdale

Chicago-A. R. Williamson, until recently assistant to the publisher of the Minneapolis Star and prior to that for nine years manager of the press department for NBC's Central Division, has been named vice-president in charge of the mid-west office of Tom Fizdale Inc., publicity and radio relations.

Williamson's appointment is concurrent with the announcement that the Fizdale organization has been appointed by Blackett-Sample-Hummert to handle publicity on all of the General Mills radio shows as an additional assignment in Chicago.

GELLET BURGESS

Radio's Master of Friendly Satire and Amiable Nonsense
Author of current best-seller
"LOOK ELEVEN YEARS YOUNGER"

exclusive management
DOROTHY WORTHINGTON
501 Madison Ave., N. Y. WI WI 2-2759

COMING and GOING

TOM FIZDALE arrived in New York yester-day from Chicago to look over his New York office.

JOHN D. CLARK, president of Transamerican, has been in Hollywood conferring will Bill Ray, Transamerican head there, and Harry Maizlish, general manager of KFWB.

DAN RUSSELL, NBC announcer in New York, arrived on the coast last week to spend a fortnight's vacation.

fortnight's vacation.

SNEDDEN WEIR, studio manager of WABY, Albany, accompanied 12 winners of station's amateur contest to New York for auditions and a trip through Radio City.

SAM LYONS is back in New York after an extended stay in Hollywood.

ARTURO TOSCANINI sails tomorrow for Italy

Italy.
EDDIE CANTOR, BOBBY BREEN, DEANNA EDDIE CANTOR, BOBBY BREEN, DEANNA DURBIN, BERT GORDON, VICK KNIGHT and other members of the Texaco Town program, leave for Cleveland on Thursday to make a per-sonal appearance there at the Shriners' Conven-

ALFRED J. McCOSKER, president of WOR, has returned to his desk after a month's vacation at Miami Beach.

KENNETH FRY, NBC-Chicago special events director, is in town for the remainder of the

J. J. ARNONE, NBC architect, has returned from Cleveland, where he was working on the new WTAM studios.

Zenith's Guardian Ear

Chicago — Zenith Radio officials have confirmed RADIO DAILY'S exclusive story of last week that its new product would be an extremely sensitive sound transmitting device to be called Radio Nurse. It consists of two units, one the Guardian Ear which will pick up the slightest sound in the room where it is placed and make it audible considerably amplified in any other part of the house or apartment. Both units become operative when plugged into light sockets.



AGRAP Delays Report On AFRA Affiliation

(Continued from Page 1)

chapters are now being approached with same offer from station owners, while the networks and agencies are

known to be working on an independent affiliation with AFRA.

Officials of AGRAP, it is learned by RADIO DAILY, are aware of the fight to make them disband in favor of AFRA, and as a result are keeping any balloting done by the membership to date secret pending new developments.

First indications in present balloting showed a strong pro-CIO feeling

among the local chapters.

WFBR Auto Week Parade Compares Old and New

Baltimore—WFBR, NBC-Red outlet, in cooperation with the Automobile Trade Association of Maryland, yesterday aired a short wave description from its mobile radio station while participating in the asso-ciation's novel parade of used cars. Fifteen cars in excellent condition and fifteen of questionable quality made a four-hour tour of the Balti-more streets. The exhibition was rolling proof of the fine buys now in the used car field and the relics that should be discarded. The broadcast was a portion of WFBR's and ATA's contribution to National Used Car Exchange Week.

Cole Airing from Bed

Charlotte, N. C. - Surrounded by flowers of every hue, with a pretty nowers of every hue, with a pretty nurse standing by and a hospital orderly holding his microphone, Grady Cole, ace WBT news com-mentator, is broadcasting his twice-daily programs from his bed in a Mercy hospital room. Cole had two operations—one for appendicitis and the other for tonsils.

Cole is doing nicely and his hospital-room programs have aroused much interest in the WBT audience. He has received thousands of letters since his illness began a week ago.

Harriet Parsons Renewed

West Coast Bureau, RADIO DAILY Los Angeles—Harriet Parsons will continue her commentary series for another 13 weeks for the Emerson Drug Co. over NBC-Blue, under a contract extension running into June.

Fair Seeks Toscanini

Officials of the World's Fair are attempting to sign up the Toscanini NBC series next year to emanate from the grounds it has been learned. Toscanini, who has an agreement with NBC, may broadcast from the RCA, NBC building on the site if the negotiations are successful.



MORE

for your RADIO DOLLAR

INTERSTATE BROADCASTING CO. 730 Fifth Ave., New York

NEW DROGRAMS-IDEAS

WIL Puts Clubs on Air

A new feature was inaugurated Monday by WIL, St. Louis, when the first broadcast of the proceedings and the address of the guest speaker was broadcast from the weekly meeting of the Traffic Club. WIL intends to air these programs from all of the service clubs in the city. The number of service clubs in St. Louis makes it possible to remote these shows five days a week, Monday thru Beside the Traffic Club organizations to be included are: Kiwanis, Optimist and Rotary clubs, also advertising clubs and business men's associations. Advance information from the luncheon groups indi-

cates that an impressive list of interesting and educational talks are in store for WIL listeners.

Feature "Good" News

Strictly on the optimistic side is the current program titled "Good News," presented daily at 5:45 p.m. from WJW, Akron. Using as a musical base peppy tunes with cheery titles, the program features items and commentaries on the sunnier side of the news. Presented first as a sustainer, it soon went commercial for W. F. Jones Ford Co., with commercials tied in as other good news

Duration of Disk Pact Taken Up by AFM Board

(Continued from Page 1)

Executive Committee of the NAB in Louisville,

In rewriting the language of the proposed license for the disk men, the only question that arose was Paragraph 7, which formerly read: "That this license may be terminated by either party without cause or for any reason.'

Definite term of one year, six months or other will be inserted, nation Contented Hour" for another also the effective date of any license nine months starting April 3 through agreement is to be definite. Fly in the ointment is the annual convention in June which has to pass upon contracts for a year or more. The IRNA proposition was taken up in advance as to length of contract term. Not wishing to take action which may be voided by the convention, the Executive Board is faced with planning a license going into effect next September, or making it effective for a short period and then wait upon the action of the convention for a longer period. Matter of AFM permission to musicians for making disks is also to be considered on a definite basis when making terms for AFM licenses to the manufacturers.

Orson Welles' Forum

Series of four forum discussions under direction of Orson Welles and devoted to the producer's modern Shakespearian productions will be aired starting today 5:15-5:45 p.m. over MBS. Cast of Welles' New York and Chicago productions will participate, with first program originating in New York and succeeding three in Chicago. Title is "Orson Welles' Forum."

Harry Harvey Joins CBS

Lincoln, Neb.-Harry Harvey, recently resigned technical supervisor of KFAB-KOIL-KFOR, here and in Omaha, has joined the Chicago CBS engineering staff. First assignment is to work out synchronization be-tween KFAB and WBBM, Chicago. Harvey built KFAB 14 years ago.

Crosley Stations Get Facsimile Equipment

(Continued from Page 1)

behalf of WLW, Cincinnati. Similar equipment will be added later for WSAI and for the three Crosley short-wave stations, W8XNU, W8XAL and W8XIR. Twenty-three stations are now licensed by Finch.

Marek Weber Renewed

Marek Weber, conductor-violinist, has been renewed on the NBC "Carnine months starting April 3 through CRA.

U. of Chicago to Use Commercial Strategy

(Continued from Page 1)

(Chuck) Newton from the J. Stirling Getchell agency and formerly with H. W. Kastor here as radio director of the University. This apparently means that the University will begin to cut loose from the University Broadcasting council which co-ordinates radio activities of the three big schools here with the aid of local

Newton, after brief vacation in Bermuda, will come here and give his attention first to the University of Chicago Round Table. Four weeks ago Mr. Benton launched a policy of paying the round tablers \$50 per appearance.

WCLE to Feed Musical Event

Cleveland-WCLE will feed Mutual a special program by the Oberlin Chapter of the Ohio Young Artists Club on March 19 at 4:30 p.m. The program has been accepted by the Mutual network because of the excellent opportunity it affords to demonstrate the advancement in musical training which has taken place in the Cleveland area.

Jay Bell Joins WOWO-WGL

Fort Wayne, Ind.—Jay Bell of Pittsburgh has been added to the announcing staff at WOWO and WGL.

DOINT OF PURCHASE

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



The Paul H. Raymer Co., Representative

ORCHESTRAS MUSIC

FESS WILLIAMS and his ork from the Rosebud in Brooklyn will be heard over WHN on Tuesday and Thursday nights at 11-11:30 p.m. starting tonight. Another new WHN remote is Kostia Krummel and his Balalaika orchestra from the Russian Bear restaurant, Monday-Wednesday-Friday at 11 p.m.

Bernice Beers is the new vocalist with Irving Aaronson and his Commanders. She will be heard at 8:45-9 p.m. Tuesdays and Thursdays.

Robbins Music has signed Adrian Rollini, radio vibraphonist and composer, to an exclusive contract for publication rights to his forthcoming tunes.

Ken Sisson has suggested to songwriters in Montreal that they write more tunes boosting the homeland, such as "A Little Home to Run to in Toronto," "On the Trail at Lake Louise" and "I Lost My Heart at Jaspar."

Mark Warnow is obtaining all those orchestral effects on the Heinz Magazine of the Air using only 28 musicians. He is employing nine violins in the string section,

Del Courtney's orchestra opens at the Schroeder hotel, Milwaukee, March 10, following Woody Herman, local lad, whose engagement was extended an additional week. Music is carried over WTMJ. Casper Reda and his orchestra has returned to WTMJ with airings each Tuesday, Thursday and Saturday at 6:30 p.m.

Al Goodman is employing 25 first violinists in his "Hollywood Parade" orchestra, which, he claims is more than the New York Philharmonic

"College Humor," Larry Clinton's latest contribution to swing, will make its radio debut when the "Saturday Night Swing Club" session salutes college students of the United States on March 12 over CBS at 7-7:30 p.m. Clinton is the composer of "Dipsy Doodle," the current swing rage.

The first performance of Bernard Rogers' new Symphony No. 3 will be given by Dr. Howard Hanson and the Rochester Philharmonic Orchestra in the third program of "Milestones in American Music," to be broadcast Thursday, 8:45-9:30 p.m., over the NBC-Blue Network.





- Jacques Renard will continue as musical director for Cantor on the Camel series....Bobby Breen now claims to be the first to sing "B. M. B. D. S." and will bring Sholem Secunda to the Texaco show tomorrow to prove it....CBS has in preparation Dick Hyman's book, "It's the Law," for a half-hour series....Marx Brothers are ready to go on the air. Seems that their previous objection was bad script—but they have good material now....Ralph Wonders left the coast without fanfare and destination unknown...."Alexander's Ragtime Band" will have SIXTY songs in it....Irving Lazar, the lawyer-man, who was bought out of his contract on Henny Youngman by the comic, is now with MCA....Did you hear about the unfortunate fellow with women—when his girl was sawed in half, he wound up with the part that EATS!
- • At Leon & Eddie's birthday party for Col. Jay C. Flippen the other dawning it remained for Columnist Hy Gardner to steal the show with a bit of tomfoolery. Henny Youngman was never better and Jack Waldron handled the hecklers in beautiful style. Hank Greenberg, Bobby Feldman, Truman Talley, Toots (Tavern) Shorr, Al Shayne, Arthur Brown, Ted (Gagster) Husing, Louis Sobol, Barney Ruditsky, Wm. R. Hearst, Jr., Billy K. Wells, George Lait, Eddie Dowling were among those present to celebrate a swell guy's natal day. Helene Standish is now featured vocalizing there. Frank Hingley, giant page boy at KLZ, Denver, is being treated with respect now by his fellow-workers because he was crowned champ during a tournament conducted by Denver's five senior hischools besides playing on the championship pigskin team... His supremacy was once challenged by an announcer—who was beaten in 13 seconds flat—thus preferring to have his identity remain a secret!
- Deal for General Motors to use Haven MacQuarrie's "Do You Want T. B. A. Actor?" to plug their used cars is expected to be closed this week....John Nesbitt has two offers—one to succeed the west coast's Union Oil Thrill series—and a coast-to-coaster for Lucky Strike with Felix Mills' band and Ken Carpenter wordslinging....Harriet Parsons has been renewed for 13 weeks on Bromo-Seltzer....Dave Tough, drummer with Bunny Berigan, succeeds Gene Krupa on the pots and pans for B. Goodman.... Charles Ruggles will do a turn for Jolson in April....Jimmy Grier's crew will be aired from the Academy Awards Ball the 10th which CBS will carry from the coast....Sylvia Sidney will replace Kate Smith on the Chesterfield vacancy Friday....Billie Holliday, colored singer, will vocalize with Art Shaw's crew....Bob Burns' flood damage amounts to \$6,000....A letter just arrived from the coast: "I'd like to have you visit me in the house I just finished building—Kenny Baker"....It was postmarked before the floods!
- • Fan mail, valentine, requests for autographs, etc., are received daily by Michael, a dog owned by Don Douglas, announcer at KOIN, Portland, Ore. This is all due to the time that Ivan Jones, Walter Stewart and Frankie Trevor, airing the KOIN Klock, had Michael bark into the mike as a gag. Right then the custom was established—and now on the rare a.m.'s when Mike refuses to bark a "good morning" to his fans, numerous inquiries are invariably received concerning the canine star...From Columbia, S. C., comes this "crack of the week": As a voluble soprano blasted into "The Star Spangled Banner" on a local show, WIS' Chief Engineer Scott Helt rang the control room moaning: "For Pete's sake, boys, let's give the country back to the Indians!"...Our auditor, Albert G. Ashcroft, on Saturday became the 1938 light-heavyweight champion wrestler of the Met. A.A.U.—which means that we won't piffle over pennies in our "Petty Cash Voucher" with him hereafter!

AGENCIES

· HARRY COOPER has joined the Chicago staff of Ruthrauff & Ryan, where he is handling publicity. At present he's concentrating on "Jack Westaway Under Sea" series.

McKEE, ALBRIGHT & IVEY of Philadelphia has been appointed to handle the advertising of Southern Dairies Inc.

J. DONALD NEWMAN, formerly with Hanff-Metzger agency in Los Angeles, has joined the recently formed Goldblatt & Smith agency in the Lloyd Bldg., Seattle, to handle research and sales promotion. Carl W. Smith and Al Goldblatt are partners in the new agency.

Tom McAvity in Hospital

West Coast Bureau, RADIO DAILY

Los Angeles—Tom McAvity, supervising all Lord & Thomas radio programs here, was taken to the hospital late last week following a nervous breakdown as the climax of several days illness. McAvity has been directly in charge of the Warner-Lucky Strike "Your Hollywood Parade" and the Mickey Mouse show for Pepsodent. Jack Runyon will take over during the month McAvity is expected to be away from his desk.

Scott's New Robot Radio

Chicago—E. H. Scott, manufacturer of deluxe receivers, will introduce his new Telematic robot radio next week. Set has no dials, buttons or switches and is completely remote-controlled. Special clock attachment, at extra cost, will enable listener to set up complete program schedule for twelve hours on as many as six channels, if he chooses. Clock apparatus also will permit interruption of listening for any period desired and then turn on set again when desired.

Urges San Diego Gov't Station

Washington Bureau, RADIO DAILY

Washington — In a radio address last week, Senator Chavez of New Mexico urged public support of the bill sponsored by himself and Senator McAdoo to establish a government-owned station at San Diego to combat foreign propaganda broadcasts to Latin America.

Rnother Way to Tell the KVOO Story!

Dallas and Denver, covering of the Dallas and Denver, covering other Oklahoma station? 25,000 watts.

N.B.C. Edward Petry and Co., Rep.

Tulsa, is the most powerful stafion between St. Louis, Dallas and Denvet. covering

K V O O,



GENE and GLENN, radio comedy team best known in the middle-West, who have been doing double duty on KFI and KECA since coming out here six months ago, open a week's engagement at the Paramount Theater on Thursday.

Albert G. Bergman, prominent Los Angeles attorney, begins a new series "Law in Everyday Life" on KECA Monday nights at 8:45, similar to the program muted last May which the lawyer had conducted as a KECA sustaining feature for years.

Vocational Service Inc. of Eagle Rock has contracted for a series of 15-minute transcriptions on KNX for Fridays at 9:15-9:30 p.m. Program is "Dr. Dollar," commentator, and the account is handled by R. H. Alber

Lazar Samoiloff, vocal coach who has a KFWB program on which he presents his most promising pupils, has been switched from his former Tuesday evening at 9 spot to Mondays at 6:30.

Howard Swart, now writing and acting in the CBS "Newlyweds" series, used to have a "Gravelpit Courtprogram which was familiar to Southern California dialers three or four years ago. Luckily, Swart still has the scripts, so when CBS line operations failed because of the recent deluge of liquid sunshine and KNX had to improvise a continuous schedule, "Gravelpit Courtroom" again took to the air.

The Hollywood contribution to the special American Legion broadcast of March 15 on NBC-Blue, in celebration of the 19th birthday of the Legion, will include: Jack Benny, Dick Powell, Marion Talley, Olsen and Johnson, Priscilla Lane, Frank For-rest, Johnny Davis and Frank Hoand orchestra. Program will cut back and forth between New York, Hollywood and Washington, airing at 9-10 p.m.

Jack Gross, manager of KEHE, and Bobby Kaufman of the Hearst station sales staff, were in San Francisco last week for a few days.

R. Calvert Haws, formerly producer of "Hollywood in Person," presented his original sales-drama, "Buyers on before the Sales Managers' Association of Los Angeles at the Breakfast Club meeting last week.



Arden Tex Fletcher Franklyn MacCormack Victor Arden Jerome J. Cohen

WNEW, New York: Alladin Home Appliance Corp., news, through Scheer Advertising Corp.

WIP, Philadelphia: Varady of Vienna.

KYW, Philadelphia: Johns-Manville Corp., ETs, through J. Walter Thompson; Chevrolet, 'Musical Moments'', ETs.

WFIL, Philadelphia: Bayuk Cigar, spots, through McKee, Ivey & Albright; Ralston Purina, music; Lever Bros. (Spry), spots, through Ruthrauff & Ryan; Nash-Kelvinator, spots, through Geyer, Cornell & Newell.

WDAF, Kansas City: Armstrong Cork, ETs, through BBD&O.

KSL, Salt Lake City: McKesson-Robbins Drug Co., spots; Glidden Paints, ETs; Chev-rolet, "Musical Moments," ETs, renewal.

WSM, Nashville: Dr. Pepper Dixie Network program, through Tracy-Locke-Dawson; Akron Lamp Co., additional morning pro-

WSIX, Nashville: Coca Cola, "Singing Sam", through D'Arcy.

WBT. Charlotte: Walker Remedy Co. (poultry remedy), spots, through Weston-Barnett, Inc.; Bayer Somesan Co., announcements, through Thompson-Koch Co.; DeVoe-Reynolds Co. (paints), ETs, through J. Stirling Getchell; Rit Products (dye), spots, through Earle Cudgin Inc.; Bona Allen Inc. (shoes), announcements, through Groves-Keen Inc.; Duke Power Co., programs, through J. C. Brantley Adv. Agency; Automobile Mfrs. Ass'n (Nat'l Used Car Exchange Week), announcements, through Young & Rubicam.

Heavy Vote is Cast In KSL Talent Search

Salt Lake City-A total of 32,182 votes, representing one-sixth of the entire population of Salt Lake City, was tabulated in the "Search of Talent" auditions held by KSL and The Desert News. Finals were aired from the stage of the Assembly Hall, with 2,200 persons present and 600 turned away. Winner was Lily Craven Trembath, soprano, of Centerville.

Due to success of the series, Wilby Durham, talent editor, announces a new talent search which will be started immediately.

WLBC Program Director

Muncie, Ind. — Carl "Doc" Noble, well known in musical circles and musical director of WLBC, has been appointed program director by Don Burton, station owner and general manager. Complete revision of station's program policy is underway with Noble developing several live talent shows.

Powell Joins News Features

Edward M. Powell, formerly publicity director of N. W. Ayer & Son, has resigned from the Institute of Public Relations to become vice-president of News Features Inc., publicity and promotion organiza-

WISN, Milwaukee

"WISN Sports Parade", sponsored by Charles E. Turmock Co. in interest of Fairbanks-Morse refrigerators, has been renewed for a year. A new prize contest accompanied the program, with Alan Hale announcing.

Excerpts from annual Milwaukee Junior League charity ball drama will again be aired tonight at 8.

WIS, Columbia, S. C.

James Young, from WWNC, Asheville, has joined announcing staff.

"The Sundial", new morning show, is being handled by Frank Burger.
George Case, who ran "Alarm Clock Melodies", left Saturday to become program director and production matters of MDMG. tion manager of WDNC.

Tyson Calls a Meeting Of Western NAB Group

(Continued from Page 1)

Southern California, Arizona and Nevada, comprising District 16 of the NAB, for March 14 at the Biltmore Hotel. Meeting will be presided over by Donald W. Thornburgh, CBS vice-president, who was elected chief engineer, also has arranged a director of the national board at the recent Washington convention. Purpose of the gathering is to discuss organizational setup and policies, with Thornburgh due to leave March 18 to attend national board meeting in Washington on March 21.

Sign Miker for Coast Games

West Coast Bureau, RADIO DAILY
Los Angeles — Mike Frankovitch,
adopted son of Joe E. Brown, has been signed by West Coast Advertisers to be their commentator for the baseball games from Hollywood and Los Angeles, over KFAC, starting March 18.

Kemp Handling KTHS Show

Hot Springs, Ark.-Everett Kemp has been appointed producer and leading character of the KTHS "Country Store", oldtime music show, aired Tuesday nights at 8:30-10. Full KTHS talent staff, including Texas Wanderers, Friend Brothers, Dick Huddleston and his Pine Ridge Neighbors, Irl Hudson, Barney and Hollis, and others, are heard on the program, which has been a KTHS feature for nine years and was a starting point for "Lum and Abner."

Brinckerhoff Waxing "Wifesaver"

E. V. Brinckerhoff recording studios have obtained contract for waxin the Procter & Gamble "Wifesaver waxing series starring Alan Prescott. Entertainers appearing in the series include Joey Nash, Jack Lathrop and Henry Hilvern. Gregory Williamson of Pedlar & Ryan handles the account, and show is directed by John Wiggin.

Ray Linton Resigns

Ray Linton has resigned as Chicago representative for WMCA. Bert Lebhar, recently returned from Chicago, will announce successor within the next few days.



ENNETH D. FRY, NBC special A events director, left Saturday for New York on business. Before he returns he will meet Mrs. Fry who is returning from a vacation in the Virgin Islands.

Lou Jackobson, new WGN production director, is handling the Bob Becker show for Morrell's on both WGN and NBC.

Lloyd G. (Bucky) Harris of NBC production is laid up for second time this winter with illness.

Don Morris has been added to University of Chicago publicity staff to handle promotion for the University Chicago Round Table aired over NBC

Facsimile Schedule Is Started by WSM

(Continued from Page 1)

exchange broadcasts with KSTP, St. Paul, and WHO, Des Moines, to test distant reception.

Disk Series for Canada

S. C. Johnson & Son Ltd. (Johnson's Wax), through Needham, Louis & Brorby, has started a transcription series in Canada on CJRC, Winnipeg; CJRM, Regina; CFCN, Calgary; CFRN, Edmonton; CFQC, Saskatoon. CKAC, Montreal, also is included with a special French show. Kellogg Co., through N. W. Ayer, also recently placed "Howie Wing" ETs on CJRC, CJRM; CFRB, Toronto, and CJOR, Vancouver, Joseph Hershey CJOR, Vancouver, Joseph Hershey McGillvra is rep for the stations.

CBS Shows to Switch

"Phil Cook's Almanac" and "Man-hattan Mother" will replace the Sunday night Wrigley and Vick's programs effective March 27. "Almanac" will be heard 6:30-7 p.m. and "Manhattan Mother" at 7-7:30 p.m. Both programs will be heard as sus-

Did you know that many of our students after completing courses in The School of Radio Technique have been accepted on commercial broadcasts? GEORGE MARSHALL DURANTE, DIR.

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

PROGRAM REVIEWS

"VALIANT LADY"

with Joan Blaine General Mills WABC-CBS, Monday through Friday, 1:45-2 p.m. Knox-Reeves Agency

FIRST-RATE SERIAL, ADDED TO GOLD MEDAL HOUR, IS EXPERTLY HANDLED ALL AROUND.

Taking over the 1:45-2 p.m. period in the Gold Medal Hour, formerly occupied by "Hollywood in Person", this new serial should catch on very quickly and carry a good-sized audience on its entertainment merits. As one of its first assets, there is Joan Blaine in the starring role of a talented young actress who is faced with choosing between her career and her family and friends. Miss Blaine makes the character appealing from the start.

Authorship of the series is by Bayard Veiller, the playwright, which should assure a consistently good job, as indicated by the opening installment. Direction of the serial is in the hands of Charlie Schenck, who likewise knows his stuff and demonstrated it in initial chapter.

As the story opens, the "valiant lady" played by Miss Blaine is about to be given the chance of a lifetime to play the lead in a new show due to an accident to the leading woman on the opening night. Episode fades on the right note of suspense.

"THE LAMPLIGHTER"

Julius Grossman Shoes WOR, Sunday 2-2:15 p.m Sterling Advertising Agency

SPOT ACCOUNT RETURNS WITH AN ESTABLISHED PHILOSOPHER - COMMENTATOR WITH A FOLLOWING.

Jacob Tarshish as The Lamplighter is heard again in an intimate quarterhour of philosophical chatter, bringing a message to his listeners in entertaining style without being too much of the pedagogue. He has a clean cut delivery and sounds a sincere note, yet avoids the namby-pamby gush often dispensed on such programs. A little incidental music further enhances the period. Grossman shoes as usual stress the foot trouble corrective lasts and other qualities, also listing the addresses of their three stores in New York and Brooklyn.

"Their Greatest Stories"

New WPA Federal Theater Radio Division series has a strong array of the best stories by well known authors and contributors to national magazines. Arrangements were made with authors, magazines here and abroad, also with estates owning copyrighted material. Much has been made available for broadcast purposes, over WOR-Mutual on Sundays at 8-8:30 p.m.

Initial yarn was one that appeared of a murderer. At first it appears program in a scintilating manner.

Minneapolis Stations Cooperate

Minneapolis—Edward P. Shurick, assistant g.m. of WDGY, Mutual outlet, was up a tree the other night. Through a misunderstanding, Methodists in the Twin Cities were advised that a special program on 200th anniversary of Methodism would be aired at 9 p.m. by WDGY, which goes off the air at 7:15 p.m. Shurick called Stanley E. Hubbard's KSTP, NBC-Red affiliate, which had lines into WDGY, and they agreed to cooperate. E. H. Gammons' WCCO, CBS outlet, with lines from KSTP, also agreed to help feed the program to WTCN, NBC-Blue outlet. So program was fed by WDGY to KSTP, through KSTP to WCCO, through WCCO to WTCN and from WTCN to the Wesley Church, where Methodists heard it.

NEW ORLEANS

Tony Almerico and his band are going into the Plantation, following Burt Massengale. WDSU wire.

Attempts to settle the union squabble with WSMB and WDSU here looked like they met with no success

John B. Gambling's 13th Year

A pioneer in the technical and entertainment phases of radio, John B. Gambling, WOR's Human Alarm Clock, celebrates his 13th anniversary on the air March 14.

that the foreign professor has no color, nothing at all upon which to hang a good story. Subsequently an eye witness running story of the proposed execution and the applied psychology of the condemned professor makes a hair-raising drama.

Basically, the story was a good one. Production and casting were unusually good for the most part, the correspondent being outstanding in his handling of the part. Re-write man was somewhat weaker, but nothing really interfered to lessen the suspense and maintain the listener's interest. In spots smoother continuity would have been an aid where the slack could have been taken up. lnitial show portends a highly exciting series and should acquire a considerable audience among the dial twisters that do not go too strongly for variety on an opposition

"Idea Exchange"

New WHN sustainer, which started Saturday night 8:30-9 p.m. smacked of the "my invention" pattern, which is no longer a novelty, yet it had humor and proved amusing. Listeners are invited to send in letters sug-gesting ideas. Members of studio audience are invited to read them. Five dollars goes for best letter; two for best reading. Initialer aired brainstorms ranging from compulsory penny-a-day lotteries to make everyone a millionaire, to an insurance system bringing girls from the country to the big cities regularly. It was entertaining, but possibly could be sharpened in a 15-minute groove. Arthur Daly and Howard Merrill are in charge.

Ted Weems

Ted Weems and his orchestra rein Esquire, by Herbert Lewis. Story revolved around a "death house" correspondent for press associations and individual newspapers and his sending in of an account of the execution as usual, offered a well diversified

OKLAHOMA CITY

Neal Barrett, Hearst Radio v.p. in the Southwest, has been named a director of the Oklahoma City Better Business Bureau.

A series of weekly broadcasts, consisting of dramatized skits on Better Business Bureau activities, will be aired over WKY.

Ken Linn and Wade Hamilton are featured in "Nonsense and Notes to You," new Electrolux commercial, over KOMA-KTUL twice weekly. Show originates at KTUL.

John Blatt, promotion director for the Oklahoma Publishing Company, operators of WKY here, KLZ in Denver and KVOR in Colorado Springs, left the office here to direct a \$3500 ten-week promotion campaign for KVOR.

WTMJ, Milwaukee

With Sam Levy going to Hot Springs to cover spring training of the Milwaukee Brewers, Charles Nevada takes over the "Sports Spelldown" Saturdays at 6 p.m. Nevada's nightly "Last Word in Sports" continues.

The new commercial, "Apple a Day," will have Fred King, tenor; Margot Gillmore, actress; piano team of Lillian Largay and Jack Martin, and George Comte, announcer.

Neale Bakke, globe-trotting salesman, is back from a three weeks vacation sojourn in Mexico City.

Claude Kirchner, announcer, late of WTMJ and now with NBC, Chicago, did a "visiting fireman," as did Don Gordon, another announcer alumnus who is free-lancing in the Windy City.

Bob Heiss and Warren Meade are

handling the "Question Bee," recently sold to Krier Preserving Co.

WLBC, Muncie, Ind.

Al Lee and Helen Schayer, formerly librarian at Denver, will be mar-ried at Indianapolis on Sunday at the home of the WLBC's announcer's

Henry Hank Marks, announcer, and C. X. Castle, engineer, busy now reading cupid publications in anticipation of solving bachelorhood problems and joining the marital ranks of station.

Bill Craig, commercial manager, busy making plans for Chicago trip. Pierre deMiller making plans to

expand his photo-facsimile department.

Don Russell, local salesman and Fred Ayer, merchandising director, talking to each other through masks as result of recent colds.

PROMOTION

Used Car Stunt

WMBH, Joplin, Mo., developed a "Battle of Wits" Used Car sales promotion program for the R. & S. Motor Sales Co. of Joplin. The contest features a sales contest between nine used car salesmen, and each sales-man appears on WMBH once each day during the week. Prizes are awarded to the salesmen by the company. Each salesman has a booth and a number of used cars assigned to him for the contest, and also a common stock to draw from.

The salesmen were prepared with written copy for their first broadcast "sales talk," in which most of the standardized used car sales talks were presented. Afterwards, they were permitted to go on ad lib, because it was found that they would do better. The original contest was for one week, with a renewal in sight because of its success.

Program aired at 12:45-1:15 p.m.

NBC Revives Listings

NBC has revived its network commercial booklet listing all the commercial programs on the Red and Blue networks. Feature sustaining programs also are a part of the new book. Network late last year discontinued the publication. Book will be published monthly.

General Mills Additions

Chicago-When General Mills hour on CBS moves to basic NBC-Red with Mountain and Pacific networks on May 30, additions to network will include six Blue stations. Program will be heard at 2-3 p.m., an hour later than at present. Procter & Gamble will consolidate its shows in the present General Mills CBS spot.

Form Co-Op Booking Bureau

Maurice Leffert, attorney, announces formation of Cooperative Booking Offices Inc., stock of which will be held by artists, managers, buyers, etc., in all fields of entertainment. Purpose of the organization is to represent, offer, and arrange mutual working agreements by and between artist-manager and buver interests.

Sidney Robards Transferred

Sidney Robards, NBC press department, has been transferred to RCA Department of Public Information, where he will work under Frank Mullen.

R-O'K Signs Carl Freed

Carl Freed and his Harmonica Lads have been signed by Rockwell-O'-Keefe for five years.

Blomsness Joining NBC

Portland, Ore.—Chet Blomsness, sales manager of KGW-KEX, resigns effective March 15 to join the NBC sales organization in San Francisco.



NOW* BEING DISTRIBUTED COMPLIMENTARY

TO



Subscribers Everywhere

* ~ Out On Time As Promised ~ ~ Radio Daily Service As Usual

KANSAS CITY

Fred Weingarth, WDAF sports announcer, back on the job after a crash on the ice during a storm.

Helen Lee, KCMO sales rep, is back from an Omaha business trip.

Webb Wittmer, WDAF announcer, has returned to work after being out several days due to illness of his father.

KCKN fan mail response for February was more than double the total of February, 1937.

Arthur B. Church, president of Midland Broadcasting Co. (KMBC) and Mrs. Church are back from a Caribbean cruise.

Carter Ringlep, KMBC regional sales director, is on a business trip through Missouri, Oklahoma and Kansas.

Bob Caldwell, WHB announcer, attended the funeral of his grandfather in East St. Louis.

John Larkin of KXBY staff is narrating the new "Swingphonic Hour," a burlesque of Deems Taylor symphonic airings.

Frank Groves ("Yours Truly Mister Dooley") has joined KCMO staff.

General Mills and Socony-Vacuum will co-sponsor baseball games over KXBY, with Walt Lochman at the

Ellis De Long, WDAF announcer, handling the recently revived "Nighthawk Frolic.'

director, pilots the ork for a new thrice-weekly sustainer, "Silhou-

WROL, Knoxville

S. E. Adcock, president, is back from a Florida sojourn. He was accompanied by Mrs. Adcock and their daughter, also a guest from New York.

"Pa" Harry Moreland (Cousin Harry), announcer, is now an actual pa. It's a boy.

new daily "Home Folks Frolic", morning show sponsored by J. G. Moser Furniture Co. features the Fields and Hall Mountainers, the Buccaneers male octet, and baritone John Seagle singing hymns with organ accompaniment.

ONE MINUTE INTERVIEW

SAMMY KAYE

"So much controversy is raging over credit for originating the style of singing title introductions to orchestral numbers that an explanation is in order. In 1927, I heard a Gus Arnheim recording of 'Getting That Swing' and 'Doing That Thing' in which Gus, more or less accidentally, I believe, used a singing introduction to break the mood in mid-record. I adopted it immediately for my high school band as a means of keeping rhythm between numbers and have used it as a regular feature ever since."

☆ Coast-to-Coast

P next Sunday's feminine guest Star on the "Pepper Uppers" prostar on the "Pepper Uppers" program over the Dr. Pepper-Dixie Network. Frank Barden also will sing on the show, emceed by Jimmie Jef-

Special events department of WTAQ, Green Bay, Wis., is making plans to air the annual Marinette-Menominee Smelt Carnival, April 2-9, with possibility of a network hook-

WBRY, Waterbury, Conn., made the front page of the Waterbury Republican with its broadcast of Raymond Moley being interviewed by Paul Cornell of the Romford School, The program was one of a series on 'The Road Ahead," in which prominent speakers will give their views about government, business and other subjects of vital public con-cern. Dr. Thomas Parran, Surgeon General of the U. S., Paul DeKrief, B. Noyes and Charles Hanson Towne are others who have appeared in the series.

awk Frolic."

Joe Austin, control engineer at
WELI, New Haven, is laid up by

KMO, Tacoma, fed its first musical contribution to Don Lee-Mutual last week when the "World's Biggest week when the "World's Biggest Swing Band" furnished a Paul Bunyan musical feast from the musicians' annual ball.

Comedian Oliver Wakefield, who started on the current Paul Whiteman series in a guest capacity, has already been heard on ten broadcasts, and is scheduled to appear for quite some time yet.

"Adventures of Ace Williams," about a daredevil newsreel camera-

Kyser in Theaters Chicago-Kay Kyser and his "Kol-

lege of Musical Knowledge," which goes from Mutual to NBC-Red on

March 30, opens March 18 at the

Chicago Theater, After Kyser goes east he will be spotted in eastern

houses. Prizes will be offered con-

Mendelssohn Joins KFH

formerly with Kirtland Engel agency.

Chicago, has joined KFH here as

sales promotion and production man-

Gov't Plan Denied

Washington Bureau, RADIO DAILY Washington—FCC officials deny

assure a national audience for

reports that a way is being sought

radio programs formulated by gov-

ernment departments.

Wichita - Milton Mendelssohn,

testants picked from audience,

DALE EVANS, songstress, will be Springfield, Mo. W. E. Long Co.,

A program telling how to raise poultry is being aired at 6:55 a.m. these mornings by KRSC, Seattle.

Ruth Parks in "Magic Console" moved from Cleveland's WCLE to WHK on Sunday. The move is brought about by an increasing demand to spot the show during the evening hours.

Eight members of a University of Colorado journalism class studying radio news took over the entire operation of the news service at KFEL, Denver, last Friday. KFEL lent its facilities to the students on request of their instructor, Vernon F. Loughran, to give them a practical introduction into the operation of a radio news service.

Marian Shockley, Hollywood screen star, currently featured in "Censored" at the 46th Street Theater, will be feted by visiting cinema colleagues on Saturday night in the Georgian Room of the Hotel Picca-dilly. Jeno Bartal is in charge of the musical arrangements.

Florence Baker, New York radio actress, has migrated to Hollywood and will remain there permanently.

Just as Frank Daniels introduced the speaker on the program of American Bureau for Medical Aid to China over WVFW the other day, he looked out the window and saw a fire in a neighboring block. Thus began a neighboring block. Thus began a scoop, describing the blaze from the WVFW studio, including first reports into listeners' homes.

Kent Owen, radio editor of the Racine, Wis. Journal-Times, is featured twice weekly over WRJN man, has been renewed by KGBX, on the "Along Radio Lane" program.

John Mayo Resigns

John Mayo has resigned as sales manager of Sound Reproductions, it was announced yesterday by E. L. Bresson, president.

Foster Joins CBS Publicity

Michael J. Foster, former sports writer for the New York Journal, has been added to the CBS publicity department. He replaces Pat O'Toole, who resigned to join Leading Attractions Inc.

Book Campaign Starts

Muncie, Ind.—Test program of the Radio Better Book Review, crusade to promote reading of better books, started Sunday on WLBC. Program and crusade being supervised by Fred W. Ayer, WLBC merchandising director.

BOSTON

Arthur F. Edes, program director of WEEI, addresses Charlotte Cushman Club on the subject "Radio, Too, Demands Good Theater."

Bill Cunningham is now heard from Florida's Sarasota Hotel during his regular Friday evening broadcast over Yankee network for Kellogg.

New series being aired over WEEI called "Youthful Loveliness," Wednesday morning at 9:15.

Whitty Manufacturing Company of Boston, who are this Spring entering the New England domestic heating market with the Whitty "O-P" Bituminous Stoker, will use daily spot announcements in connection with the weather reports given by E. B. Rideout on WEEI. Account placed through Dowd-Ostreicher Inc.

WBZ and WBZA have inaugurated a new series known as "Women in the News," a 15-minute commentary by Bob Evans.

Mrs. Roy Marks, wife of the sales manager of WEEI, is resting comfortably after an appendectomy.

Marjorie L. Spriggs is now han-

dling publicity for WORL.

Harold La Fount, headman of
WCOP and WORL, was in town looking over his stations.

Jimmy Gallagher, who returned to the airwaves last week over WORL. is now emcee at Lindy's as a result of his first broadcast.

Helen Lyman is presenting "Fashion Chatter and Movie Gossip" from WBZA each afternoon at 1:45.

Bob White has started "What Are You Doing Tonight?" over WBZ.
WBZ will feed a half-hour of

Harvard's Hasty Pudding show from local studios to NBC-Blue network on March 23. The AAU boxing bouts from the Boston Garden also will be fed April 6.

Sandra Bruce broadcasts a kiddie show from the Copley Plaza's Swiss Room each Saturday morning.

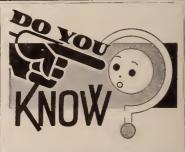
WKRC, Cincinnati

Paul Wilson of Chicago offices of Radio Sales was a visitor last week. Wendell Campbell II, who has handled Domestic Arts Guild where "Meet the Missus" broadcasts are

resigned to join Radio conducted, Sales in Chicago.

"Rhythm Rockers," new instrumental group heard each Monday at 10 a.m., includes Gladys Lee, Ruth Lyons, Johnny Fielden and Bob

Lee Bland, who conducts "Hollywood Highlights," is in his 75th week.



Radio now gets 10 per cent of the total expenditures for advertising in all media.