



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 47

NEW YORK, N. Y., WEDNESDAY, MARCH 9, 1938

FIVE CENTS

AFM Asks Small Station Minimum

TEXACO SUMMER CAMPAIGN IN CO-OP WITH DEALERS

Texaco's cooperative transcription series will be a summer campaign. Agency, Buchanan & Co., is preparing three different sets of disks. Local dealer will select the series he wishes to use. Disks will be quarter-hours, using evening time and airing twice weekly in most instances.

Another Anti-Ascap Bill Is Introduced at Albany

Albany—Assemblyman R. Foster Piper of Buffalo has introduced an anti-Ascap bill in the assembly. Measure proposes that any combination of authors, composers or publishers, or owners of copyrighted vocal or instrumental music, be declared unlawful if formed for the purpose of fixing license fees for performances by singers, actors or

Nearly 100% Membership In Pacific AFRA Chapter

San Francisco—Pacific and Northwest Chapter of the AFRA reports progress in its negotiations with several stations, including KJBS, KQW, KFPY, KGW-KEX and KGGC, located within its jurisdiction. Membership is declared to be nearly 100 per cent and to date all conferences have been on a friendly basis. One accomplishment here is the action by the membership in getting

Benny East for Week

Jack Benny is planning to come east for a week at the end of this month, with his NBC broadcasting originating in New York at the time.

Heavy on News

Montgomery, Ala.—Depending almost exclusively on radio, the Teague Hardware Co., wholesale house of Montgomery, reaches dealers and the general public with 25 programs each week. Twenty-four of the programs are newscasts, aired by WSFA. Four INS newscasts are broadcast daily. Programs have been running for more than a year.

Indian Admiration

San Francisco—Recent visitor to NBC here, Roderick Davis, full-blooded Thimishian Indian visitor from Metlakatla, Alaska, talked interestingly and earnestly about top-hatted, monocled Charlie McCarthy. "I sure would like to take that fellow back with me," Davis sighed. "What a totem pole top he'd make!"

NBC COMMERCIAL LIST SHOWS INCREASE AHEAD

NBC compilation of programs fading from the network and new programs to come on the Red and Blue webs show that through May, 1938, NBC will gain one-half hour per week in new business. Survey was completed yesterday and includes all

Herring's Review Board Not To Be Compulsory

Washington—Senator Clyde L. Herring, who expects to have the first draft of his measure to create a radio board of review completed within a week, told RADIO DAILY yesterday that "this is not a censorship measure;

Gen. Electric Switch

General Electric will move its Monday night Phil Spitalny "Hour of Charm" broadcast up one-half hour to the 9-9:30 p.m. spot on NBC-Red network beginning March 14. Spot was formerly occupied by Fibber McGee, switched to Tuesday nights. Station set-up remains as is.

Three New Commercials Start Over CBS in Month

CBS within the next month will inaugurate three new commercials which will run at least through the spring and summer months.

The NBC Household Finance show, "It Can Be Done", featuring Edgar Guest, will switch to CBS on April 6 at 10:30-11 p.m., taking the Hudson "Hobby Lobby" repeat period which is signing off the air. Household has

Union Board in Parley With Phil Loucks, Who Reverses Former NAB Stand Regarding Small Outlets

WARNER-GRUEN PROGRAM AS LIVE SHOW ON COAST

West Coast Bureau, RADIO DAILY
Los Angeles—Gruen Watch Co. program to be supplied by Warner Bros.-Transamerican will be called "Encore Theater of the Air," presented by a new Warner project, The Academy of Acting, and originating at KFWB here Friday at 9 p.m. PST for an initial run of 13

Chi Musicians Lost \$150,000 in Wages

Chicago—Since start of the transcribed music fight, Chicago musicians have lost about \$150,000 in wages, while a lot of recording work was taken out of here to other jurisdictions, it is admitted by James C.

Ethridge Not Candidate

Louisville—Following the meeting of NAB Executive Committee here with Mark Ethridge of WHAS as temporary chairman, Ethridge told RADIO DAILY that he's not considering the post of paid president of NAB and that other members of committee understood his position. Ethridge said he is primarily a newspaperman and wishes to continue his present status as g.m. of Courier-Journal and Louisville Times.

Executive Board of the AFM informed Phil G. Loucks yesterday that it expected the small stations, which are more dependent than anyone else on records and transcriptions, to come into the fold and make a deal relative to the hiring of musicians on a basis similar to that of the IRNA. This means that outlets with gross receipts somewhat above \$15,000 annually will be expected to hire an organist or pianist as the minimum requirement, all according to the wage scale of the AFM local within

RED-BLUE STATION TIME IS OPENED UP BY NBC

NBC effective immediately is offering sponsors its restricted time periods (station time) on both the Red and Blue networks. Theoretically, web is allowing the client to select his own network out of the 144 stations which are affiliated with the net.

Plan will work thus: client wants the Red network, so the station rela-

Eugene Thomas Appointed Sales Manager at WOR

Eugene S. Thomas, yesterday was appointed sales manager of WOR by Frank Braucher, vice-president in charge of sales. Thomas has been assistant sales manager for the past two years and joined WOR in 1934 in the sales promotion department.

Musical Respect

Detroit—Playing of "Annie Laurie", "Loch Lomond" and other traditional songs of the heart to swing rhythm has been barred at WJR. Edict came from Leo Fitzpatrick, g.m., after a swing arrangement of "Annie Laurie" brought a flood of protests. P.S.—Station has a batch of nice, expensive swing arrangements for sale cheap.

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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Tuesday, Mar. 8)

Table with columns for High, Low, Close, Net Chg. Includes Am. Tel. & Tel., CBS A, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, and OVER THE COUNTER.

NEW BUSINESS WNEW, New York: Illinois Meat Co. (Broadcast Brand meat products), "Sound Track," with David Lowe, movie commentator, through George H. Hartman Co.; Iodise Manufacturing Co. (corn remedy), spots, through White-Lowell Co.

KNX, Los Angeles: Oneida, Ltd. (Tudor Plate Silverware) "Peggy Tudor", ETs, through BBD&O; Chevrolet, "Musical Moments", ETs, renewal, through Campbell-Ewald.

WCFL, Chicago: Clark Maple Motor Sales, ETs, through Selviar Broadcasting System; Maytag Sales & Service, announcements, through Charles Silver Co.

WMAQ, Chicago: Illinois Bell Telephone Co., announcements, through N. W. Ayer Co.

Gen. Mills Buys Games WNEW has sold five one-time play-by-play baseball shots to General Mills, coming direct from Florida training camps with Earl Harper as announcer and commentator. First game will be heard March 23, and the last one April 8. Games will be those of the Newark Bears, International League.

Advertisement for WAKO ALBANY, N.Y. LOUDSPEAKER Newly Equipped for Super Power

RADIO PROGRAMMING

By ARCHIE W. HALL

Production Manager, KVOD, Denver

EDITOR'S NOTE: Arch Hall has fired the first gun in a symposium for program producers. Others are invited to submit their views and suggestions.

RADIO programming lacks showmanship! It needs lots of imagination. It must have it to keep in pace with the rest of the industry. Seventy-five per cent of our programs are too formal. There is far too much dance music and endless talks. We need to experiment and keep on experimenting. We need bright informal shows, plays, talks and variety programs. We need to discard the tiresome routine and formalities that are predominant on network. The industry needs showmen and should not depend so much on mechanics and personalities. These showmen need a free hand.

Radio needs a streamlining of each day's broadcast to fit in with the listeners day. It is fast becoming a mere humdrum background in the American home. This is due to

the fact that only the expected ever happens. How about some of the unexpected? Broadcasting, in a very general sense seems like a 16-hour theme song repeated daily.

Of course, there are exceptions, but it is necessary for radio to put a premium on showmanship . . . to jar it out of a fast forming "habit"! No other type of show business can sustain itself without imagination. Chiefly, radio needs writers, directors, producers and showmen who, with a free hand who can put a punch in radio that is seldom heard anymore. It needs new people, new minds and new ideas. Radio like milk should be fresh every day and not the sour stale stuff that we are trying to force down the public's throat!

Warner-Gruen Program As Live Show on Coast

(Continued from Page 1) weeks. KFQB will feed the show to stations of California Radio System, including outlets in Bakersfield, San Francisco, Stockton, Fresno and Sacramento. Seventeen other stations throughout the country will get transcriptions.

Program, designed to help movie exhibitors as well as provide radio entertainment, and with Warners in complete control except on commercials, which are to be limited, will present young featured players from the film studio's acting academy. First show will have Gloria Dickson and Ronald Reagan in "One Way Passage." Henry O'Neill also will appear in it, while Robert Lord, author of the film story, will be guest along with Dick Foran.

Frank Smith of Gruen Watch Co. arrives here today in connection with the program.

Ferris Chicago Branch Chicago—Radio Features Service (Earle Ferris) is incorporating a branch in Illinois, with George Livingstone, now of CBS press department, as president. Ed Reynolds and Howard Klink will be associates. Headquarters in Mather Tower starting March 15. Epes Sargent of Radio Sales promotion department takes Livingstone's berth.

Western Electric Dividend Western Electric Co. yesterday declared quarterly dividend of 25 cents a share on the common stock, payable March 31 to stock of record March 25.

Girl for Ray Hamilton Ray Hamilton, WNEW singing organist, is the father of another girl. Makes two girls and a boy for the Hamiltons.

Educational Committee Bars Partisan Speeches

A special committee on radio education, appointed to formulate a policy to guide the Board of Education in the control of broadcasts used in the public schools, yesterday recommended that all partisan political speeches and discussions, commercially sponsored programs and radio shows involving "objectionable propaganda" be banned from use in classrooms. Committee is composed of Jacob Greenberg, chairman; Rufus A. Vance, Herbert S. Walsh, and Albert L. Colston. Report as submitted requested that individual school principals should be allowed to rule if programs meet with above mentioned specifications. This policy is a direct contradiction of rules adopted by the board two years ago. Also on the recommendation list was a request that the superintendent of schools should appoint a committee to approve all radio programs before they are broadcast in class rooms.

Robert Moreno Signed Robert Moreno, dramatic actor formerly under contract to Major Pictures, has been signed by Curtis & Allen for a commercial program now in work.

Frank Dailey Recording Frank Dailey and his orchestra on Friday will record numbers from "Rebecca of Sunnybrook Farm", Shirley Temple's new 20th Century-Fox picture for Victor.

First in local accounts in Chicago WGES (In the heart of Chicago)

COMING and GOING

H. ALLEN CAMPBELL, general manager of WXYZ, Detroit, leaves today for Hollywood, Fla., for a month's vacation.

GEORGE W. TRENDLE, president of King-Trendle Broadcasting Corp., owners of WXYZ, has been in Florida two weeks and is taking two weeks more.

C. A. CUTLER, sales manager of Nehi Inc., Columbus, Ga., and TUCKER WAYNE of the James A. Greene & Co. agency, Atlanta, arrive in New York today for the first broadcast of the "Royal Crown Revue" featuring Tim and Irene and George Olsen's orchestra, starting Friday over NBC-Blue Network.

JERRY BELCHER, who broadcast his last Sunday program from San Rafael, will also air his next episode from the San Francisco area.

WILLIAM K. DORMAN, manager of John H. Perry Associates, has returned to New York from a business trip to Perry offices and agencies in Chicago, St. Louis, Louisville and Cincinnati.

PHIL G. LOUCKS, acting head of NAB, went back to Washington yesterday after conference with AFM Executive Board.

JOHN G. PAINE, general manager of Ascap, arrives back from Pittsburgh tomorrow. He inspected local offices of the society.

TOM KEARNS of WOR press department leaves for Washington tomorrow to do advance work for Jimmy Scribner ("Johnson Family"), who opens March 18, at the Capitol Theater.

COL. JOHN W. ALICOATE, publisher of RADIO DAILY and FILM DAILY, sails today for a cruise to the West Indies.

SIDNEY LANFIELD, director, returns today from Florida and will spend some time in New York staying at the Sherry-Netherland.

EARLE BAILEY of MCA sails today for Europe aboard the Queen Mary.

ENID SZANTHO and ROSA PAULY of the Metropolitan Opera Co. sail for Europe today. O. B. HANSON went to Philadelphia yesterday on business.

RAY GUY of the NBC engineering department leaves for Washington today to look over NBC outlets in that city.

LOUIS K. SIDNEY returned to Coast yesterday after spending one week in New York.

Agency Bills Filed

Albany—Statewide Theatrical Agency bill, introduced in the assembly by Charles H. Breitbart, provides for licensing by labor department of all theatrical agencies and artist booking bureaus. Same bill was introduced in the Senate by Senator Elmer F. Quinn and is known as the Breitbart-Quinn bill. Campaign for the passage of the bill is being waged by the Entertainment Managers Ass'n of New York City.

Crosley Reports Loss

Cincinnati—Crosley Radio Corp. reports net loss of \$376,915, including fire and flood loss of \$343,314, for 1937. Net profit of \$1,237,057 was reported for 1936.

NORTHWEST'S LEADING RADIO STATION OFFERS LIFELIKE RECEPTION NEW TRANSMITTER INCREASED COVERAGE BASIC RED NETWORK KSTP 25000 WATTS MINNEAPOLIS SAINT PAUL

Small Station Minimum Is Asked by AFM Board

(Continued from Page 1)

whose jurisdiction the station lies. President Jos. N. Weber of the AFM believed that the lowest scale would average about \$35 a week, or about \$1,750 annually for a station whose gross billing less commissions is a little over \$20,000.

With Loucks at the meeting was Mark Woods, vice-president of NBC, who came in the interest of NBC Thesaurus. Weber stated that a meeting was scheduled today with the phonograph record manufacturers and that the meeting with the transcription men would be held March 24. Transcription men are holding a meeting of their own committee today.

It is expected that the NAB, as it recently offered, will represent those of the smaller outlets which wish to make a deal with AFM. Weber said that he did not plan to take any extreme measures against any outlet which could not afford to hire one or more musicians. At the same time, Loucks impressed upon Weber that a new regime was entering into the NAB and that every possible means would be taken to work out amicable adjustments.

First batch of transcriptions received from stations and companies to be destroyed will be broken up today. This is in accordance with the IRNA contracts which permit certain disks to be made for future broadcasts but which are to be sent to the AFM after use.

Herring's Review Board Not To Be Compulsory

(Continued from Page 1)

I simply wish to create a board that will pass on radio programs should the broadcasters so desire."

Herring said he had no opposition from several broadcasters with whom he talked. The bill will not in any way interfere with liquor advertising or any other type of commercials.

Other activity in the legislative line yesterday was a bill offered by Rep. McFarlane of Texas for a 10 per cent gross tax on radio station receipts, as a substitute for the Boylan measure.

Chi Musicians Lost \$150,000 in Wages

(Continued from Page 1)

Petrillo, local union head, in current issue of the union's house organ. He said, however, that the AFM will gain \$2,033,000 additional revenue as a result of the fight.

NEW PROGRAMS—IDEAS

WHEC Presents Itself

Gunnar Wiig, general manager of WHEC, Rochester, N. Y., and former sports broadcaster, is conducting a series of talks and interviews on various phases of radio during the Sunday night programs, "WHEC Presents." For example, the audience was recently told of the station's news service, how it's prepared, and so on, by Harry LeBrun and Ken French. A dramatization of the Hindenburg disaster with subsequent news coverage of it, including the exact way the story was first flashed on the air, aided in showing how news is gathered, sent out, and broadcast.

More recent was the interview of J. Gordon Baldwin, WHEC organist, by Wiig. There two probably presented something novel in broadcasting when they took a microphone into the organ chambers of the sta-

tion's Wurlitzer, and told listeners how, when, and where the musical notes were produced. Musical Director Ken Spannon played "Stooge" and sat at console pushing keys, and taking his cues through earphones which carried Wiig's and Baldwin's description. Musically, this stunt was terrible, but it had plenty of interest and went over with a triple Sforzando.

"On Broadway" Adds Ork

John Winters and his orchestra next Sunday will become a permanent addition to the NBC-Blue "On Broadway" program. Show up to now has been using an organ for musical background, but orchestra will be able to furnish more dramatic musical support. General Foods (Diamond Crystal salt) is the sponsor.

Red-Blue Station Time Is Opened Up by NBC

(Continued from Page 1)

tions department queries the stations on whether they wish to carry the show. Station has the right to reject it because of contract stipulations. If rejected, NBC under the plan will query the Blue station in that city on whether it will take the show. Result will be a network of both Red and Blue stations.

General Mills will use such a network for its new series which start May 30 in the 2-3 p.m. spot, Mondays through Fridays. Chesterfield will also do the same thing for its series which will be heard Mondays through Saturdays, 6:30-6:45 p.m.

Weekday station time periods on the web are up to 10 a.m., 12 noon to 3 p.m., 6-7 p.m., 7:30-8 p.m., and after 11 p.m. On Sundays, the restricted periods are up to 1 in the afternoon, 4-5 p.m., 6-7 p.m., and after 11 p.m.

Nearly 100% Membership In Pacific AFRA Chapter

(Continued from Page 1)

together to abolish signing with an agency or artist bureau on blanket representation. All contracts are to specify show and engagement and contain a 30-day cancellation clause for the artist as well as the agent or agency. Thus artists are paying fees on specified shows only.

McGrady on Relief Committee

Edward F. McGrady, director of labor relations for RCA, has been appointed chairman of the radio division of Labor's Committee for Civilian Relief in China. Appointment was made by Matthew Woll of the AFL, national chairman of the committee. McGrady expects to proceed at once to complete organization in the radio broadcasting field as an important division of the Committee.

Three New Commercials Start on CBS in Month

(Continued from Page 1)

not set as yet. Client has rejected the show which was originally auditioned. Birmingham, Castleman & Pierce has the account.

CBS shows muting in the next few weeks are the two Vick Chemical periods, Tony Wons and Jeanette MacDonald; Zenith telepathy half-hour and Sanka's "We, the People" program.

NBC Commercial List Shows Increase Ahead

(Continued from Page 1)

seasonal advertisers that are due to fade as an annual affair. Switch of General Mills from CBS to NBC, five additional hours per week, was largest transaction.

Carrigan Joins WIBG

Glenside, Pa.—Edward T. Carrigan, author of "Suppose It Did Happen" and other radio stories, has joined WIBG and will be in charge of continuity department.

"The Other Fellow's Job"

WAPI, Birmingham, has inaugurated weekly period devoted to job discussions under title of "The Other Fellow's Job." Interesting vocational experiences are dramatized, and persons in unusual, as well as more familiar occupations, are interviewed. Show is prepared by Clint Blakely, assistant program director of the station.

TEST IN MICHIGAN

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



MICHIGAN RADIO NETWORK

WXYZ KEY STATION DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

LISTEN TONITE TO
DORIS RHODES
6:05 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.

AGENCIES

NEFF-ROGOW INC. has been selected by the Nu Enamel Corp. of Cleveland, Ohio to direct its eastern radio activities. A campaign, using Martha Deane on WOR, started this week.

JACK JENSEN has been named assistant to Jack Laemmar, new radio time buyer for Blackett-Sample-Hummert, Chicago. Laemmar succeeded Pete Nelson, resigned.

R. R. MCGREGOR, formerly with Thornley & Jones, has been named vice-president of Hays MacFarland & Co. agency, Chicago. McGregor will head a new department of publicity and public relations.

MACWILKINS & COLE INC., Seattle and Portland agency, will launch new advertising for glass jar pack for Golden West drip grind coffee, along the theme of "Spring fashions in coffee-making."

SAMUEL J. WEXMAN has left Kennedy & Co. to organize his own agency, Wexman & Co., Chicago, handling distilleries.

HENRY KLEIN of BBDO, and C. E. Ferris and Richard Marvin of Blackett-Sample-Hummert, Chicago, will speak at the Chicago Federated Advertising Club's spring course on advertising starting March 14.

C. C. CHAPPELLE of H. W. Kastor & Sons is now v.p. and J. J. Martin of Henri, Hurst & McDonald is treasurer of the midwest chapter of American Marketing Ass'n.

Bargain Sales Program Gets Results at WCOA

Pensacola, Fla.—WCOA, local CBS outlet, has inaugurated two daily broadcasts called "The Bargain Revue" to accommodate local merchants in announcing specials and sales. Programs are broadcast at 9:15 a.m. and 5:30 p.m. and feature announcements bought by the various stores. Each sponsor features items specially priced or gives news about sales. "Bargain Revue" programs have met with instant popularity, according to the station, and sponsors report unusually good results.

Lomax to Tour Baseball Camps

Stan Lomax, WOR sports commentator leaves March 17, for a two-week tour of the southern training camps of baseball teams.



● ● ● **PERSONAL Postcards To: Leopold Stokowski:** When you return from your sojourn abroad, you'll find yourself conducting the Philly Symphony on a lagoon 100 ft. from shore up in Westport, Conn., as you are slated to open a series of six bi-weekly events up in those parts. Grace Moore and Lawrence Tibbett are on the committee of this project. Nelson Eddy and Jeanette MacDonald are slated to p.a. there together. Erection of the lagoon, etc., costs over \$15,000. Season begins June 29....George Jessel: Ben Rocke, who created your co-op sponsorship set-up, etc., had a nervous breakdown in the studios a month ago but it was hushed up for some reason. He will be at least three months recuperating...Kate Smith: Charles Paul, your organist, has been signed by CBS to pump on a few half-hour shows...Edgar Bergen: Arthur Murray, the dance instructor, is now coaching his staff of teachers who will introduce a new dance this May called "Doin' The Dopey"—a tribute to Walt Disney's newest America's Sweetheart...Herb Rosenthal: A member of your artists bureau, Mack Davis, who was previously a musician, has written a song with J. Fred Coots. Wonder how the song-writers are doing these days?

● ● ● "Bucky" Harris, NBC's Chi production director: Going through this month's "Rural Radio" we noticed your picture—but for a time swore it was our publisher, Jack Alicoate...Sonja Henie: Eddie Gallaher, sports announcer at KTUL, Tulsa, recently challenged Bob De Haven, sportscaster of KVOO, to a hockey game. The players to be drawn from the ranks of the radio station. Last Saturday the game was played between periods of the St. Paul-Tulsa game. KTUL took the game after numerous spills (fully half the boys had never been on ice skates before!) by 3-1...The place was packed due to the publicity given to the event and it was estimated that 2,500 additional people saw the game—above those attending the McCoy game.

● ● ● Phillips H. Lord: This time we haven't a complaint—but wish to commend your selection of Garnett Marks on the past two "Gang Buster" shows. He sounded so convincing...G-Man J. Edgar Hoover: Richard Brooks, one of the local commentators, who scooped the nation with the appearance of the intermediary for the Levine kidnap on his show, received word to "keep hands off"...Judy Starr: Disbelieve the reports that Teddy Powell is through with Abe Lyman. He isn't—and he still picks the tunes for the Blackett-Sample-Hummert shows...Paul Tremaine: From the Chez Paree in New Haven where you're working now, you're slated for a series of one-nighters until June, when you get a location with a few wires....Josef Cherniavsky: Sid Gary, who appeared on your former MBS show, and who formerly returned from S. A., returns there in late spring to double between night clubs and radio...Bill Lewis, John Royal and Nat Abramson: We heard Al Shayne sing the other night and still maintain that he's deserving of network recognition in view of the fact that he's been such a favorite with the femmes locally.

● ● ● Gabriel Heatter: Earl Godwin, in his naive yet "homey" manner of delivering news via WRC-WMAL, Washington, often finds it impractical to use the foreign names so current in world news today...Recently when the three sisters of King Zog of Albania arrived in Washington, Godwin heralded their arrival by referring to the three Princesses as "Winkin," "Blinkin" and "Nod"...The other morning Earl told his listeners of some more royal visitors coming to the nation's capital. This time he described the arrival of "Abou ben Adam Bei Mir Bis Du Schoen"—referring to His Royal Highness Said Bin Taimur Bin Faisal, Sultan of Oman and Muscat!...Zeke Manners: WMTV, East St. Louis, goes wild about hillbilly talent for two weeks only. Station is currently publicizing and arranging talent for the so-called "Mid Western Battle of Hill Billy Champions" to be held Sunday at Ainad Temple.

GUEST-ING

MIRIAM HOPKINS, DAVID NIVEN and MORITZ ROSENTHAL, on Bing Crosby show, March 10 (NBC-Red, 10 p.m.).

RUDOLPH GANZ, with Philharmonic - Symphony Orchestra, March 12 (CBS, 11 a.m.).

CLYDE BARRIE and NATHAN GORDON, on "Magazine of the Air," March 13 (CBS, 5 p.m.).

JOHN GRIFFIN, tenor, and ELTON BRITT, yodeler, with Oscar Shaw and Margaret Daum, on "Hammerstein Music Hall," March 11 (CBS, 8 p.m.).

SAUL CHAPLIN and SAMMY CAHN, composers of "B.M.B.D.S.," on Ray Block's variety show, postponed from last week, March 10 (CBS, 3 p.m.).

JEAN PARKER, on Tyrone Power program, March 13 (NBC-Blue, 9 p.m.).

LILY PONS, on Ford Sunday Evening Hour, March 20 (CBS, 9 p.m.).

EDMUND LOWE, on George Jessel show, March 13 (Mutual, 6 p.m.).

MARGARET WIDDEMER, on "Book of the Month Club Concert," today (WQXR, 8 p.m.). RICHARD LOCKRIDGE, tomorrow; HENRY S. PRINGLE, March 11; CAROL CROW, March 12; GLADYS HASTY CARROLL, March 13.

MAJ. GEN. WM. C. RIVERS, MAJ. GEORGE FIELDING ELIOT and J. MAX WEIS, on World Peaceways Forum, March 14 (WQXR, 9 p.m.).

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

EDWARD ARNOLD and FAY WRAY, in "The Boss", on Lux Theater, March 14 (CBS, 9 p.m.).

JIMMY DORSEY and his orchestra and CHAUNCEY MOOREHOUSE and his 14 N'goma Drums, on "Sunday Swing Concert", March 13 (WNEW, 11 a.m.).

JOHN CRAVEN, son of Frank Craven, and now playing juvenile lead in "Our Town", interviewed by Doris Smith on "Encores and Epitaphs", March 11 (WNEW, 4:30 p.m.).

EDNA MAY OLIVER, on Al Jolson show, March 15 (CBS, 8:30 p.m.).

MARTHA RAYE, on Jack Oakie program, March 15 (CBS, 9:30 p.m.).

ROY SMECK, guitarist, on Kate Smith hour, tonight (CBS, 9 p.m.).

"ARNO"



2 Year SENSATIONAL ENGAGEMENT as GUEST CONDUCTOR at SHEA'S Buffalo Theater Featuring Unusual Musical Presentations NOW AVAILABLE FOR RADIO

Call: St. Moritz Hotel, New York, N. Y.

RECOMMENDED RECORDINGS FROM

"COLLEGE SWING"

- HORACE HEIDT... "I Fall in Love With You Every Day."
- LARRY CLINTON...
- JIMMY DORSAY... "How'd'a Like to Love Me."
- ABE LYMAN...
- GEORGE HALL...

- MAXINE SULLIVAN... "Moments Like This."
- DICK STABLE....

FAMOUS MUSIC CORP.

1619 Broadway, N. Y. C.

PROGRAM REVIEWS

"THE MONDAY NIGHT SHOW"

Brewers' Radio Show Ass'n
WABC-CBS Network, Monday
8-8:30 p.m.

U. S. Advertising Corp., Toledo

NEW VARIETY SHOW HAS SPARKLE AND PROMISE OF BEING A MONDAY EVENING HIGHLIGHT.

Allowing for the usual first-show roughness, program reveals definite possibilities of being a strong variety show since the talent is there and a good author and producer can do the rest. Sponsor is a group of brewers working on a cooperative basis, local breweries getting the credits in their respective territory. In New York, Trommers beer handled its commercials lightly but effectively, comparing the brew to that of the best imported beers.

Talent includes Lou Holtz, Richard Himer orchestra, Ted Husing on sports, Kay Thompson on the vocal end and Agnes Moorehead doing stooge parts for Holtz. Material by Billy K. Wells was good. The introduction for Holtz has been used before but it was funny nevertheless. Holtz himself was in good form, getting away from his stories, but let's hope he arranges to get in a few of the type that does not involve an audience kickback. Situation comedy is ducksoup for Holtz also.

Orchestra, of course, did the usual fine Himer job, but no doubt had some handicaps not known to the average listener due to the allowance for the various local commercials to be completed and sort of vamp accordingly. Himer, however, should be allowed more leeway in rendering a selection or two. Husing was short and snappy with his sports comment, and singing by Kay Thompson enhanced the show. Miss Moorehead fitted into the program nicely with the Holtz comedy.

COLUMBUS

David Penn, WCOL newscaster, is doing a series of speaking engagements in nearby communities, much in the manner of Bob French of WHKC.

WHKC is moving its sign-off back to 9 p.m., thus allowing it to take on an additional half hour of Mutual programs each day.

WBNS has practically completed testing and checking of its new transmitter facilities, and this week will switch over to its newly-gained power increase of 5,000 watts daytime and 1,000 night time.

CHANNING POLLOCK

Author — Commentator
His Series—ADVENTURES IN HAPPINESS
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ORCHESTRAS - MUSIC

PAUL WHITEMAN broke records for a one night stand in Hartford, when he filled the Bushnell Memorial to capacity for an evening of Modern American Music, in aid of the Hartford Smith College Club. The auditorium, seating 3,500, held standees. The program included highlights of numbers originated by Whiteman, a group called the "Evolution of Swing," the Scottish Suite and Gershwin's first and second "Rhapsody in Blue."

Jimmy Grier celebrates his 1,400th broadcast from the Biltmore Bowl in Hollywood tomorrow. The ork, heard over NBC, goes on tour in a few days.

Ted Lewis and his band are booked into the Paramount Theater, New Haven, March 24.

Dusty Rhodes and his ork bowed into the Muehlebach Grill, Kansas City, this week, succeeding Nick Stuart.

Morton Downey, who started making Decca records this week, starts off with "When Day is Done" and "End of a Perfect Day".

Art Ryerson's "Swing-tuplets", instrumental trio who recently made their New York debut on the Fred Allen show, have signed exclusive management contracts with Consolidated Radio Artists and will be handled for radio by Paul Kapp. Frankie Tam and James Cory are the other two members of the trio.

Orrin Tucker and ork succeed Guy Lombardo at the Hotel Roosevelt either March 23 or 30, depending on the start of Guy's booking at the Paramount Theater. Spot has a Mutual wire.

Gene Krupa has left Benny Goodman's band to form his own.

Duke Ellington succeeds Cab Calloway at the Cotton Club late this month with a CBS wire.

Mark Warnow plans a trip to Hollywood this summer.

Paul Whiteman's Rhythm Boys, headed by George McDonald, will play for the pre-wedding dinner of Secretary of Labor Perkins' daughter Friday night at the Colony Club.

Clyde Lucas opens at the Beverly Hills Country Club on April 1 for four weeks with an NBC wire, set by Rockwell-O'Keefe.

Ken Christie, director of radio choral groups, including those heard on the "Song Shop," "Town Hall Tonight," "Your Hit Parade" and Chevrolet recordings, is writing a book about singing designed to help vocalists who aspire to radio fame.

Joe Frassetto, whose band is heard at the Cafe Marguery, Hotel Adelphia, Phila., has had his tune

"Belshazzers Ball" accepted by Mills for immediate publication.

Chick Webb and his orchestra will be away from Levaggi's Flamingo Room, Boston, for two nights, March 11 and 12, while they fulfill Yale Prom dates in New Haven. Webb will be replaced by Teddy Hill's orchestra, the Four Ink Spots, and the Savoy Big Apple Dancers. Teddy Hill has been signed up for the Brooklyn Roseland, April 16.

Hard at work on his first opera for radio, Gian-Carlo Menotti said last week that the work, commissioned last Spring by NBC and now bearing the title "The Old Maid and the Thief," is nearly finished. It will probably be ready, added the brilliant young composer, for a premiere next Fall over the NBC Networks.

Erskine Hawkins and the Bama State Collegians open a theater engagement in Johnson City, Pa., March 10. Following this, the band will play several weeks of theater and one-nighters in the East.

Howard Barlow, CBS conductor, will autograph batons each week beginning March 11, for the three children who write him the best letters naming the composition they most enjoy—and explaining why—in connection with the "Music For Fun" programs, broadcast over CBS Fridays, 6:05-6:30 p.m. All youngsters up to and including 13 years of age may compete in the letter contest, designed further to increase the interest of children in good music, which every one connected with the program insists is more fun than bad music.

Savoy Ballroom, N. Y., has booked Willie Bryant and his orchestra to follow Erskine Hawkins.

Hal Hoffer, who has been Morton Downey's accompanist for several years, also is conducting the 11-piece orchestra which supplies the musical background on Downey's Drene recordings.

Carl Hoff is set on the Saturday "Hit Parade" program over CBS through April 9. Orchestra used on the programs has been increased to 54 pieces.

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

PROMOTION

Territorial Map on Letterhead

Desiring to place stress on the residential advantages of the Westchester market it serves, WFAS, White Plains, has conceived the idea of backing its letterheads with a picturized map of Westchester County, showing the various clubs, historical points, residential areas, cities, towns, and villages, and traced with an accurate highway plan of its main arteries and parkways, so that it can actually be used as a road-map. The map embraces 27 Beaches, 71 Country Clubs, 29 Parks, 25 Yacht Clubs, 9 Summer Camps, 28 Libraries, 100 miles of Parkways, 100 miles of Bridle Paths, and more than 50 points of historic interest. The maps are black-and-white, selected after experiments were made with color plates.

Recorded Testimonials

WTMV, East St. Louis, will take instantaneous recording machine into homes of satisfied refrigerator users to disk testimonials for subsequent air presentation for Norge Refrigerator distributor. Idea, suggested by station president Lester E. Cox, was developed by Woody Klose, and may form basis of national campaign by the Norge concern. Present plans call for recording 200 interviews—some in homes, some in stores—to be broadcast in five-minute spots five times daily.

Helping Business

Following impartial business survey by merchandising department, WLBC, Muncie, Ind., is inaugurating campaign to stimulate sales. Short fifteen-word station breaks are used with slogan, "business is better in Muncie," and encouraging listeners to buy various staple commodities. Muncie was reported to be among very few cities in State showing 21 per cent business gain over January 1937.



"I Dunno—I Just Don't Feel Right! Guess I'll Try That Tonic They've Been Advertising On WHB"

WHB ••• Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audience, but no national representatives. —For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to—DON DAVIS, President, KANSAS CITY, MISSOURI



HERBERT T. SILVERBERG, film and radio lawyer, is now officially established in his new Hollywood offices in the Taft Bldg.

"Your Beverly Hills" is the title of a new KMPC program heard Tuesday, Thursday and Saturday at 9:15 a.m., with comment confined to news and happenings of interest to residents of the community in which KMPC is located.

Celeste Rush is presenting a weekly dramatization of highlights in the news called "Short Shorts" over KFVB Friday nights at 7:15-7:30, and the Federal Theater of the Air also offers a new show over the same station, "Shout Hallelujah," featuring negro spirituals and produced by Buckleigh Oxford, on the same night at 8:15.

Flamigo Sales Co. is participating in the sponsorship of Robert Lee Johnson's "KFI Bridge Club" in the interests of their line of cosmetics, and Time-Tested Laboratories has signed for a series of five minute waxes labeled "Helpful Harry's Household Hints" on the same station to boost sales of Time-Tested Paints.

Poinsettia Cleaners and Dyers has signed for 13 weeks participation in Fletcher Wiley's KNX "Sunrise Salute" on Mondays, Wednesdays and Fridays.

Charles Wakefield Cadman's opus for four strings, written especially for the Boris Morris Quartet, will be "world-premiered" during the KNX-CBS broadcast of that musical organization on Sunday at 11:30 a.m. with the composer at the piano.

Lee Shippey, conductor of "The Lee Side of L. A." column in The Times, will guest on KMPC's "Meet the Author" this afternoon at 3:45. Lee authored "The Great American Family."

Charles Pekar Laid Up

Charles Pekar, NBC-Radio City commercial program press writer, is confined to his home for a few days suffering from a cold.

WGH, Newport News

Breaking into the class of "night owl" stations, WGH, Norfolk-Newport News, established a record for itself by continuously operating an additional five hours on March 6 to carry the special WOR DX series of broadcasts, 2-5 a.m.

The specially-designed 1500-foot beverage antenna used in WGH re-broadcasting, according to claims of Edward E. Bishop, general manager, produces a quality of signal of originating station standard.

James (Tuck) Young, for several months the sun up speller over WGH, Norfolk branch, has forsaken his early hour assignment in search of an affiliation with the metropolitan broadcasters.

RADIO PERSONALITIES

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

G. B. McDERMOTT

G. B. McDERMOTT, former commercial manager of WMAQ and WENR, Chicago, was recently appointed manager of KFVH, in Wichita, Kan., to take the place of the late Cecil Price.

McDermott was with the World Broadcasting System from 1930 until 1933, when he became a network salesman for NBC. This company soon promoted McDermott to the commercial managership of the two Chicago stations, the 50,000-watt Red and Blue outlets.

In the managerial position he succeeded the famed Bill Hay, Amos 'n' Andy announcer. During his incumbency at WMAQ and WENR, McDermott added the department of National Spot, a department whose volume of duties eventually took all of his time.

Since his graduation from Notre Dame, McDermott has gone continually forward from motion pictures, transcription, network station management and National Spot management.



A veteran of the networks

LOUISVILLE

Skeets Morris of WHAS hillbilly gang and Lucille Hodges, vocalist, were badly injured in auto crash and missed several broadcasts.

WGRC Louisville studios undergoing alterations to provide new control room and announcers' booth.

Larry Sunbrock, prez of National Radio Artists Ass'n, is promoting a jamboree and fiddlers' contest at Jefferson County Armory on Sunday. Cast headed by Uncle Ezra and Hoosier Hot Shots.

WRC Public Forum

Washington—"Forward Washington", a public forum program designed to bring before the public the problems and affairs of the city of Washington, made its debut yesterday at 10-10:30 p.m. over WRC. District government officials, Congressional representative and other civic leaders interested in District problems will be invited to talk. John Hurley is emcee.

Lowell MacMillan to Florida

Rochester, N. Y.—Lowell MacMillan, WHEC sports director, leaves about March 15 for Florida to cover training camps of the baseball clubs. He will transcribe interviews and camp gossip and send it back for airing.

WIBW, Topeka

"Saturday Night Kansas Roundup," featuring entire troupe of station entertainers, moves to Fox State Theater, tagging on 25 cents admission fee. Heavy requests for advance reservations reported.

Ezra Hawkins, Kansas hillbilly, and his gang proved real drawing card as star performers at Junction City "Municipal Jubilesta." Capacity audience turned out from every town and community in 35-mile radius.

FORT WORTH

KFJZ now gives news broadcasts on the hour, every hour from 6 a.m. to 11 p.m.

A new series of sportscasts has started on KTAT each evening.

George Duffy's orchestra plays a return engagement at the Texas Hotel's "Den" beginning March 11, succeeding Joaquin Grill. This lower level spot has KTAT wire.

Anson Weeks orchestra is to play at Rainbeau Garden, the night club at the Southwestern Exposition and Fat Stock Show & Rodeo, March 11-20, and will air over WBAP from this night spot.

Foster Brooks to KWK

Louisville—Foster Brooks, senior announcer at WHAS, and who made his name nationally known during the 1937 Ohio Valley flood, has resigned. He will join KWK, St. Louis, March 14. Brooks has been with WHAS for seven years, and will again be associated with Allan Anthony, chief announcer of KWK, also a WHAS alumnus.

Dorsey from Theaters

Tommy Dorsey and his Brown & Williamson Show, NBC-Red, Wednesdays, 8:30-9 p.m., starting March 16 and ending April 6 will air the "Amateur Swing Contest" from the stages of theaters in Philadelphia, Washington, Pittsburgh and Cleveland. Last two spots are tentative. BBDO is the agency.

Oppose Phelps Bill

Albany—The Buffalo Chamber of Commerce has gone on record as opposed to the bill introduced by Assemblyman Phelps Phelps to exempt owners or operators of broadcasting stations from liability for slanderous or libelous words uttered during broadcast.



BETTY ITO, American born Japanese actress featured in "Don Winslow of the Navy," has gone to Washington to visit her sisters Eileen and Joanne. She also will stop off in New York before returning to her work.

Song writing bug is biting hard at Edgewater Beach Hotel. Manager Jay A. Jones, who turned out "De Lawd Won't Let Me Down" recently, is working on his fourth song, and Band Leader Orrin Tucker has written "My Heart Is In The Melody."

Sid Ellstrom has joined the cast of Pillsbury's "Woman in White."

Louise Fitch, CBS actress, and Jerry Rosenthal, attorney, are honeymooning.

Sam Thompson, manager and second tenor of the Cadets, NBC vocal quartet of the Breakfast Club and Club Matinee, has been commissioned a captain in U. S. Army Reserve Corps.

E. R. Borroff, NBC salesman, is off for vacation cruise to Havana and Panama.

William S. Paley, president of CBS spent several days here in huddle with General Mills and Procter & Gamble execs concerning shifts being made by both accounts.

Charlie Arnold, brother of Edward Arnold of the movies, who is playing in "Johnson's Attorney at Law" here, and Marjorie Woods are engaged and plan to marry in June.

Morris B. Sachs Amateur Hour has been renewed for the third year on WENR for a full hour on Sunday afternoons, effective April 24. Show is handled by Schwimmer & Scott agency. Next Sunday the show will be aired from Chicago Opera House before an audience of 4,500.

KGVO, Missoula, Mont.

"Boos and Bouquets," is proving valuable aid in formulating program policies. Show invites listeners to offer constructive criticism.

New program, "Stardust," featuring poetry and music collected and presented by Jimmy Barber, program director, starts in Tuesday evening spot.

Manager A. J. Mosby has returned from Seattle, where he attended conference of broadcasters.

Verne Sawyer, special events and sports announcer, has been named chief announcer.

Station has been added to list carrying the CBS Ben Bernie show sponsored by U. S. Rubber.

New featured vocalists on station are Johnny Kay, baritone, and the Symphonic Singers, male quartet.

Chief Engineer Thomas E. Atherstone back on duty after attending conference of engineers in Columbus and FCC engineering consultation in Washington.

☆ F. C. C. ☆
ACTIVITIES

EXAMINER'S RECOMMENDATIONS
Louis P. Thornton, Baker, Ore. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited, be granted.
WLAK, Lakeland, Fla. CP to increase power to 100 watts, 250 watts LS. be granted. 1310 kc., unlimited.
Floyd A. Parton, San Jose, Cal. CP for new station. 1170 kc., 250 watts, daytime, be granted.

APPLICATIONS RECEIVED
Utica WUTK Inc., Utica, N. C. CP for new station, 1420 kc., 100 watts, 250 watts LS., unlimited.
WOV, New York. CP to change frequency, increase power and hours of operation to 1100 kc., 5 KW., unlimited.
WPG, Atlantic City. CP to change frequency and increase hours of operation to 1100 kc., unlimited.

WTAR, Norfolk

William S. Hedges of NBC was entertained by Campbell Arnoux, general manager of WTAR, during his one-day visit to Norfolk.
Jack Light, assistant manager, remarried to Ada Biggs Light.
Charles Pattee, control room supervisor, leads the staff vacation list with a two-week tour through the South, starting March 15.
"Hints To The Homemaker" is the styling of latest addition to program schedule. Mildred Gibson, home economics author and lecturer, will conduct half-hour shows Tuesday, Thursday and Saturday at 10 a.m. Commercials will be on a participation basis. First regular home-making feature since "Aunt Sammy" folded two years ago.
Norman Phelps and his Virginia Rounders, back from Hollywood after parts in four pix, are doing two shows weekly. Lee Chadwick of the staff is emcee as "Marquis of Dismal Swamp."
Marjorie Campbell starting fourth season with "Tone Pictures." Show features her own piano compositions plus original lyrics read by Taylor Jackson.
WTAR string orchestra, under Henry Cowles Whitehead's direction, has started rehearsals and is expected to debut on the 21st.

WGAR, Cleveland

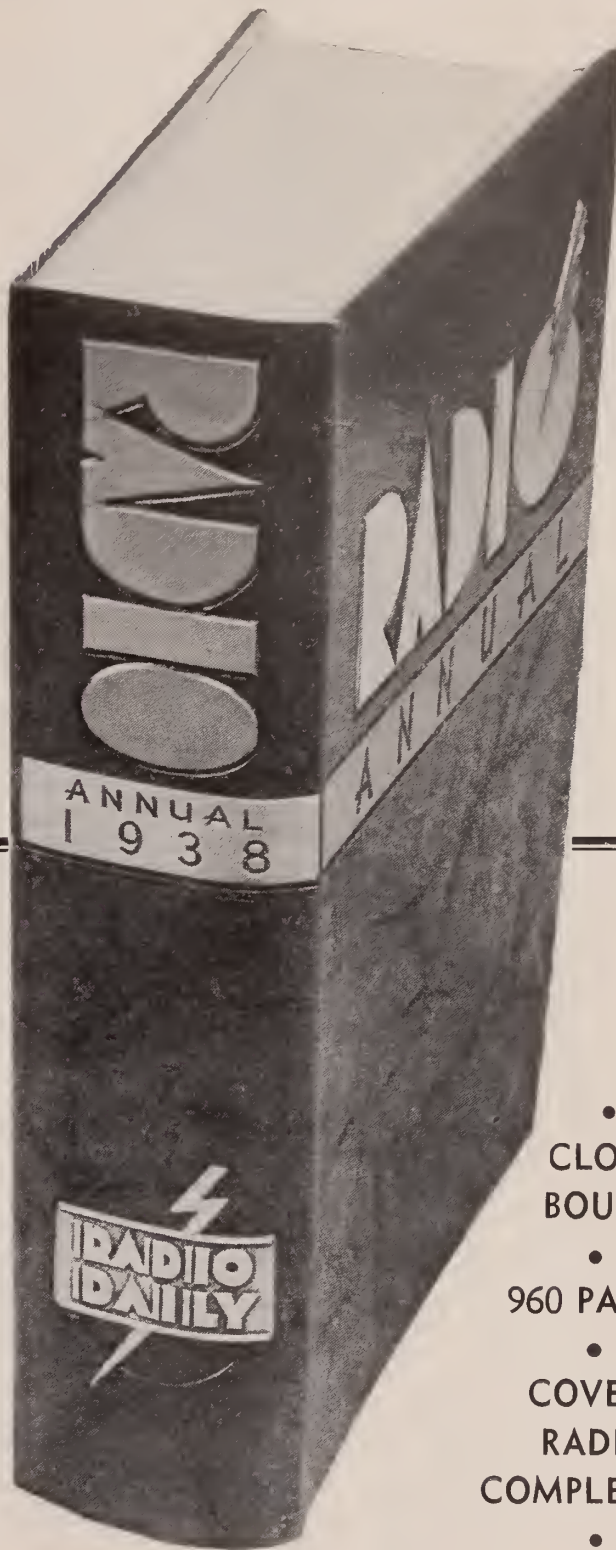
Visitor to WGAR last week was "Uncle Neal" Tomy of WJR, Detroit.
Chief Engineer Morrie Pierce is wondering what has jinxed his vacation trip to Florida. He was all ready for the twice deferred departure when the news of the 5 kw. approval necessitated his return to the station.
David Baylor and Maurice Condon of the program department decisively defeated the ace bowlers of the sales department, Earl Sheurun and Bernie Maury, in the station tourney.
"Peace In The News" is new Saturday evening quarter hour with Stanley Friedman, commentator, who gathers news relating to peace from magazines and news services.
John F. Patt is in Detroit.
Standard Brewing Co. will sponsor the St. Patrick's Day parade in Cleveland for third consecutive year. Sidney Andorn and Dave Baylor handle the description by short wave.

PHILADELPHIA

James Allen, WIP program director, has scheduled a new series called "Double Feature"; two drama sketches under the direction of Marx Loeb.
Bonnie Stuart, KYW singer, has the "flu" and will be out for a month.
Angelo Palange starts a new series of sport programs daily over WPEN, consisting of sport event resumes and commentaries on all phases of sport.
Larry Vincent and the Stewart Sisters snag a network spot on CBS and, although it will emanate from WCAU, will not be heard by Philadelphians.
Al Stevens, news commentator and staff member of WFIL news bureau, will take over the directorship of the stations "High School of the Air."
Powers Gouraud, confined to his home by illness, is having Alan Scott pinchhit for him on WCAU.
Helen Tannemaum will have a program of her own in a 15-minute spot weekly over WFIL.
Cliff Hall, featured piano player at one of local nite spots, has signed a contract with NBC and will be heard over KYW and the red network in a program of his own.
Barbara Boyd, who alternates with Elsie Carol daily on the WCAU Women's Club of the Air, is back at the mike again after a short illness.
Temple Bailey will appear on the "Homemakers Club" of WIP as its guest star.
Donald Withycomb, WFIL's general manager has been named to the executive committee of the Pennsylvania Constitution Commemoration Committee.
Norman Sickles, who writes and appears in his own shows over KYW, is having his song "Only Memories Remain" introduced by Leighton Noble.
Peggy Morgan, heard over WPEN is a niece of maestro Russ Morgan, who does all the arranging of her songs.
Jean Shaw is now being heard on her own spot on Sundays.
Benedict Gimbel Jr., prexy of WIP, left for a two-week southern vacation.
Ann Tannin is the latest addition to the song staff of WIP.
Whispering Jack Smith is now heard four times weekly over WCAU.
The organ melodies of Karl Bonawitz are again being heard over KYW.
Thelma Reed is now being heard over WIP in her rhythmic tunes.
Under direction of staff announcer Kenneth Miller, the WIP-Philadelphia Record Spelling Bee will be aired March 19 at 4-5 p.m. A set of Mark Twain books is the prize.

WADC, Akron

Allen T. Simmons, owner of WADC, to New York on a business trip.
Harry Douglas, formerly of announcing staff here, is dickering for an appointment at KDKA.



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BOSTON

Al Zimmerman, well known Boston orchestra leader, will furnish music for the annual Hasty Pudding Costume dance later this month. Al has been director of the Hasty Pudding shows at Harvard for several years.

Lawrence Welk and his orchestra opened at Boston Normandie over the weekend. The band features Jerry Burke at the electric organ and vocalists Walter Bloom and Kirby Brooks.

The Famous Door will be renamed "The Congo" and a well-known colored orchestra and a colored revue will take over next Sunday.

George A. Harder, director of NBC press relations in New England at WBZ, sailed from New York for a ten-day vacation in Bermuda.

Paul DeMars, technical director of Yankee web, back at his desk after an appendectomy.

WBAL, Baltimore

"Hi Jinks," daytime variety show broadcast on Monday, Wednesday and Friday, will be moved to a night spot for its Wednesday broadcasts. It will be heard at 8-8:30 on Wednesdays but retains its daytime spot on Mondays and Fridays.

Happy Johnny and his Radio Gang, heretofore heard at 6 a.m. daily, will broadcast Tuesdays, Wednesdays, Thursdays and Saturdays, 12:15 to 12:30 p.m.

WTMV, East St. Louis, Ill.

Paul Godt, musical director, is rehearsing a 10-piece orchestra to be auditioned for a big St. Louis account.

Elmer Willrich, "Singing Auditor," has a standing arrangement with Old English Inn, one of station's regular accounts. He can collect the monthly bill only at night—and only after he has sung for the customers.

KRSC, Seattle

Robert Priebe, manager, recently booked the famous 70-piece University of Washington concert band for a series of 20 weekly concerts on Tuesday evenings.

Another new KRSC program is the "Camera Club of the Air," presented by Lowman & Hanford, stationery.

ONE MINUTE INTERVIEW

JERRY LESSER

"One sure way to tell a radio actor is to watch the fellow read aloud. Muttering while reading, even a newspaper, is a chronic ailment with most radio actors since their work requires an intelligent interpretation of a part at first sight. Other actors may have days and often weeks to study a script, but the radio actor usually gets his part a few hours before air time and must be letter perfect in his first reading or else. Consequently radio performers soon get in the habit of voice-acting most everything they read."



Coast-to-Coast



PROGRAM Director Bert Hanauer of WFBR, Baltimore, last week was confronted with the problem of enlisting a cast for 13 good-will programs for Maryland National Guard. Although Hanauer had a group of excellent local actors on call he was reticent about requesting them to devote the necessary time to a non-profit series of productions. His troubles ended, however, when he discovered competent actors among his own WFBR announcers. Brent Gunts, George Shaffer, and Ralph Powers, displayed much histrionic ability at Johns Hopkins and NYU; Bob Hurleigh, cavorted as a maid in many a NMMA production; Henry Blanc's umbine versatility is remembered on the West Coast; Nelson Baker trod the shrinking boards of vaudeville, and Henry Hickman "pitched a little woo" with Melpomene while wearing the silks of dear old U. of V.

Recordings of Robert Frost reading a group of his own poems will be heard for the first time on the air on Norman Corwin's "Poetic License" program on WQXR tonight at 9:45-10. Several recordings of Carl Sandburg singing selections from "The American Songbag" to the accompaniment of his own guitar will also be featured on the program.

WMBG, Richmond, saluted the nation over the Red network of NBC on Saturday by a presentation of Richmond Public School's talent. Program was a part of the weekly feature, "Music and the American Youth." Bands of both the John Marshall and Thomas Jefferson High Schools participated as did a massed chorus of 150 voices and a 60-piece orchestra made up of both of these schools. WMBG received locally many messages of appreciation for having presented this show. It was handled by Jack Hooper, chief announcer, with Wilfred H. Wood as engineer in charge of the operation.

J. Roy McLennan, manager of WSAL, Salisbury, Md., is cornering quite a few visiting celebs for mike interviews. Latest was Will Osborne, modern dance music maestro. Joan Brooks and Jesse Crawford were other recent guests.

Hal Johnson, new sportscaster at WAPI, Birmingham, has made such a hit that the station is considering making him a daily feature.

The Radio Rubes will present a special program of old American folk tunes and ballads for shortwave to Italy today at 11:30-11:45 a.m., upon request of the Italian Radio Corporation.

Dr. John Finley, editor of the New York Times, Lily Pons, Right Reverend Monsignor Fulton J. Sheen of

the Catholic University in Washington, Frank LaForge, prominent pianist and composer, and the famous Paulist Choir will be among speakers and artists heard over WOR, from the annual Cardinal's Conference on Catholic Charity on Sunday, 3-4 p.m.

Oliver Wakefield, comedian on the Paul Whiteman CBS show, may make a group of recordings for a firm here. His phonograph records are very popular in England.

Roy Moulton, managing director of the Hotel Piccadilly, will be guest interviewer when the Curb Club meets on WNEW at 1:15 p.m. tomorrow. Paul Brenner, regular interviewer, will step into the background.

Martha and Hall start a new sustaining series over WOR-Mutual at 9:45 tonight. They will be heard Wednesday, Thursday and Friday.

Lucille and Lanny, prolific musical duet, are on Alan Kent's noonday broadcast over WNEW, Monday through Saturday.

WJW, Akron, which recently joined the Mutual system to carry the Zemo-Musterole show featuring Carson Robison and his Buckaroos, reports that the program is highly liked in that area.

WCOA, CBS outlet in Pensacola, played a major part in a drive to secure funds for the construction of a contagious disease hospital and home for the "iron lung." A radio jamboree featuring all the station's most popular vocal and instrumental talent was broadcast on Tuesday evening at 7 o'clock. Listeners were invited to telephone their contributions to the station, and the names and amounts were announced during the jamboree.

Grover Whalen, head of the 1939 World's Fair, will broadcast from his office in the Administration Building at the Fair Grounds over WNEW at 3:45 p.m. tomorrow. Whalen's broadcast will be the first of a series of weekly broadcasts over WNEW to be continued until the close of the 1939 World's Fair. Richard Brooks, WNEW commentator, will handle the series.

WSPR, Springfield, Mass.

Art Bergstrom, junior announcer, is back on duty after an attack of gripe. While he was laid up, he celebrated another birthday.

Birthday wishes were extended to Norah Adamson, the "Aunt Patty," of the Rivest Children's Hour, on the final program Saturday.

The second D-X program was produced the other morning from 4 to six. Chief Engineer Hillis W. Holt was in charge, assisted by Assistant Chief Engineer Larry Reilly and Engineers Al Bradley and Russ Pinney.

SAN FRANCISCO

George Gibson Davis, conducting KYA's "Morning Meditations" under auspices of Unity, has been averaging more than 200 letters per week for past few months. Dwight Newton's "Uncle Harry School Days," juve offering, second best letter puller with 175 to 200 weekly.

C. P. MacGregor, H'wood transcription chief, a KYA visitor to inspect new station setup which was modernized recently.

NBC airing Carvel Craig from the new Whitcomb Roof and Carl Ravazza from Persian Room of Sir Frances Drake Hotel, under CRA banner.

KFRC got two commercial plums this week. First is half-hour variety show Tuesdays and Thursdays 8-8:30 a.m. with Hugh Barrett Dobbs as emcee and cast of Rose and her Guitar, "Haywire Mac," Wyoming Cowboys and Ace Wright, fiddler, sponsored by Williams S. L. K. Laboratories, makers of "Rux," contracted through General Adv'ting, L. A. for one year on Don Lee net. Second is "Toast of the Town," which leaves KSFO, and now stars emcee Walter Guild, Chester Smith and ork, Frances Dale, Bill Davidson and others, heard Fridays, 9:15-9:45 p.m., sponsored by Roma Wine Co., for 13 weeks on KFRC and KHJ, through James Houlihan agency, S. F.

Laurance L. Cross, originator of "Crosscuts from the Log of the Day," brought back to local listeners with "Musical Clock" program Monday through Saturday on KGO, 7-8 a.m.

Van Fleming, producer of "I Want a Divorce" series, collaborates with Rex Rivers in March 13 show.

Dick Newton, NBC singer, returned to U. S. Army with commission of captain. Has taken over supervision of entertainment of 30 CCC camps in southern California.

Jack Meakin, NBC maestro, wrote "Carla Vanni" in less than an hour as a theme song to accompany newspaper serial "When Nob Hill Boy Meets North Beach Girl," currently running in "Call-Bulletin." Beryl Cameron, NBC contralto, debuted it on Fred Johnson's weekly interview program on KPO.

Hal Dreiske, former Fred Waring arranger, opened at the Bal Tabarin niteriy with an NBC wire. Vocalist is Dorothy Allen, KFRC singer. Dreiske replaces Jack Winston after nine months, with latter scheduled for one-nighters and a Trianon ballroom (Seattle) engagement through CRA.

SUN	MON	TUE	WED	THU	FRI	SAT
	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Greetings from Radio Daily

March 9

Arthur Caesar
Art Landry