



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 48

NEW YORK, N. Y., THURSDAY, MARCH 10, 1938

FIVE CENTS

## FCC Seeks Plan on Listener Kicks

### INDUSTRIAL FIRMS CHECK COMMENTATORS ON RADIO

Increase in industrial strife, such as strikes, NLRB hearings, mass picketing and reduced working schedules due to the recession, has caused the many large industrial concerns to keep a close watch on what is said about them via the airwaves.

Radio Reports Inc., the "clipping bureau of the air," is at present doing work for about 25 concerns. Bethlehem Steel; U. S. Steel; J. P. Morgan Co.; AT&T; General Motors; Consolidated Edison; Iron & Steel Institute; Chrysler Corp.; American

(Continued on Page 3)

### AGRAP Still Balloting On Affiliation Move

AGRAP is still balloting on its affiliation vote, according to Roy Langham, president. Langham stated that WABC chapter is scheduled to vote tomorrow night. WEAJ-WJZ sound effects men have yet to cast ballots.

Contract renewal with WNEW is being delayed pending results of the NLRB hearing. WMCA has submitted its contract to the Guild, but there are still some details to be ironed out.

Affiliation ballots are still unopened, hence no one is supposed to know the results of the voting, said Langham.

### Phonograph Record Men Meet With AFM Board

Phonograph record manufacturers were represented at yesterday's meeting of the AFM Executive Board. License agreement was talked over, particularly ways and means of applying the license. Next meeting

(Continued on Page 2)

### 3 News Announcers

New Britain, Conn.—WNBC's recently adopted a three-announcer system of handling newscasts. First, five or six headlines are read. Then Milt Berkowitz chimes in with international news. A commercial plug follows. Crean Patterson reads the national news. Second commercial. Hal Goodwin tops it off with state news and weather report.

### KRE Pastor Parade

Berkeley, Cal.—The "Morning Watch" at WORC, Worcester, where 30 pastors are rotating, owes a salute to KRE here. Sales Manager Fred Macpherson of the local outlet points out that the half-hour "Morning Watch" aired over KRE for the past year and a half has been rotating some 150 pastors of East Bay Church Federation. Program has excited much favorable comment.

### BROWN & WILLIAMSON SPONSORING THE DERBY

Brown & Williamson (Kool and Raleigh cigaets) on May 7 will sponsor the running of the Kentucky Derby, which will be aired over CBS exclusively. Network has the Derby tied up for the next five years.

Sponsor has broadcast the turf classic for the past three years; last year it was on NBC. BBDO is the agency.

### Coast Stations Oppose Sets With Limited Dials

West Coast Bureau, RADIO DAILY  
Los Angeles—Local independent stations are very much up in arms and waging an aggressive warfare against the marketing of various new models of automatic dialing receivers which have buttons or other gadgets limiting pickup to five or six major

(Continued on Page 3)

### Facsimile Standards Are Expected Soon

Facsimile people are hopeful that equipment standards will be completed and approved by the FCC within the next few months, thus paving the way for regular service and the marketing of sets on an extensive scale. The matter of standards will be taken up at the radio manufacturers' meeting later this spring.

### Feenamint ETs Renewed

Feenamint has renewed contract with Brinckerhoff Recording Co. calling for three transcribed shows weekly. Programs star Jack Berch, singer, under direction of Harry Holcombe of the William Esty & Co. agency.

### McNinch, Payne and Sykes Are Named as Committee to Map Procedure on Complaints to Stations

### WSM WILL CONCENTRATE ON 500 KW. APPLICATION

Nashville—National Life & Accident Co., owners and operators of WSM, has withdrawn its FCC application for a 100-watter in order to concentrate on its efforts to obtain an increase in WSM's power from 50,000 to 500,000 watts. Original purpose was to operate the smaller station in connection with WSM. Hearing on the increase is listed for March 16.

### Convention Committees Appointed by A.A.A.A.

American Association of Advertising Agencies has appointed four committees in connection with its 21st annual convention to be held April 20-23, at The Greenbrier, White Sulphur Springs, West Va. Committees are:

Convention Program: Mark O'Dea, chairman; R. M. Alderman, D. M. Botsford, F. R. Feland, B. B. Geyer, Homer Havermale, Atherton W. Hobbler, Edward Lasker, Maurice H. Needham, W. G. Palmer, Wm. B. Reming-

(Continued on Page 3)

### Hal Kemp's Orchestra Set for Griffin Show

Chicago—Hal Kemp's band has been signed for the Griffin All-White shoe polish show which starts April 19 at 10 p.m. on CBS. Present plan is to make show all-musical, featuring only Kemp's crew and soloists. Rosalind Marquis is now singing with the band at Hotel Drake while Maxine Gray recovers from recent injuries.

### Brunswick British Deal

Electric & Musical Industries, London, starting July 1 will handle foreign distribution of Brunswick and American Record Corp. phonograph disks in British Isles and practically all of the world except North and South America, it is announced by R. W. Altschuler, president of Brunswick. Brunswick's foreign contract with Decca expires June 30.

Washington Bureau, RADIO DAILY  
Washington—FCC Chairman Frank R. McNinch and Commissioners George Henry Payne and Eugene O. Sykes have been designated to serve as a committee for the purpose of recommending to the Commission the procedure to be followed in the handling of informal complaints against broadcasting stations.

Duties of the new appointees, it is announced, will be to consider individually all complaints made by listeners to stations, with a view toward promoting better programs.

### RADIO SETS IN WORLD NOW TOTAL 69,700,000

Geneva—Radio receiving sets throughout the world totaled 69,700,000 at the end of 1937, compared to 63,450,000 at the end of 1936, according to the International Broadcasting Union.

### CBS Short Wave Series Being Directed to Egypt

CBS, through its short wave station W2XE, will shortly begin a series of directional transmissions to Egypt. Tests will be made to determine feasibility of regular relays of CBS programs to long wave Egyptian outlets.

E. K. Cohan, CBS engineering director who has been in Cairo for the

(Continued on Page 2)

### Ringside Recording

Oakland, Cal.—Stumped by boxing club's ban on airing of boxing at Oakland Auditorium, KLS Sportscaster "Speed" Riley takes recording machine to ringside, spouts description onto disk, including between-round interviews with celebs, and at final gong rushes back to station with police escort and spins disks before auditorium empties.



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MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Wednesday, Mar. 9)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, etc.

NEW BUSINESS

- WVOV, New York: Fels-Naphtha, announcements, through Young & Rubicam.
WBIL, New York: Carter's Clothes, announcements, through Alvin Austin Co.
WPEN, Philadelphia: Planter's Hi-Hat Peanut Oil, musical programs, through B. W. Gottlieb Associates; Fels & Co., announcements, through Young & Rubicam.
WHO, Des Moines: Carter Products, spots, through Spot Broadcasting Co.; Interstate Nurseries, "Bobbie Griffin's Sunrise Round-up", programs; DeKalb Agricultural Association, programs and announcements, through Frank Presbrey Co.
WTMJ, Milwaukee: Gibbs & Co., ETs, through Ruthrauff & Ryan; C. H. Robinson Co., "Apple A Day", programs.
KSFO, San Francisco: The Drackett Co., "Hello Peggy", programs, through Ralph H. Jones; Axton Fisher Tobacco Co. (Twenty Grand Cigaretts), ETs, through McCann-Erickson.
WNBX, Springfield, Vt.: Procter & Gamble (Crisco), chain breaks, through Compton Agency; Ford, chain breaks, through McCann-Erickson; Chevrolet, programs, through Campbell-Ewald; Krueger Ale, time signals; Narragansett Brewing Co., programs, through United States Advertising Co.

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

★ Programs That Have Made History WWSW's "Radio Swaps"

ONE of radio's most unusual by-products—"Radio Swaps"—celebrates an anniversary on March 11, when Walt Frammer, who originated this novel method of exchanging prizes for trash with pedestrians on the sidewalk, will SWAP for his 1500th item.

This program now sponsored by Joseph DeRoy (credit jewellers) over WWSW, Pittsburgh, has moved to a 1:30 spot on the afternoon schedule and now features Frammer with his roving microphone from in front of his sponsors' three stores.

The swapping idea originated with Frammer over two years ago when one evening during a community sing broadcast from Warner's Enright Theater in Pittsburgh, he discovered that the program was ten minutes short. On the spur of the moment he called for the manager who fished out a handful of passes and Frammer proceeded to SWAP

them for items out of the audience. The gag turned out to be the hit of the show and since then it has become the feature of the old "Curbstone Cash" program—now "Radio Swaps."

Walt Frammer has lists of items he has swapped for, over a period of the last two years and some months that he has been swapping. When he obtains the item he calls for from some member of the audience, the real fun begins, for then Frammer interviews the "victim." It's one of the world's goofiest programs and is pulling scads of response and selling lots of merchandise. In fact, the sponsor has renewed his contract on the feature for another year. Frammer is working out a plan to syndicate the idea with lists of items provided, to other stations. He has also been approached by one of the networks for a possible spot for one of the larger sponsors. "Radio Swaps" is now presented daily at 1:30 p.m.

CBS Short Wave Series Being Directed to Egypt

(Continued from Page 1) World Telecommunications Conference, has made all preliminary arrangements from that end, while A. B. Chamberlain, chief engineer, is in charge in New York.

2 B. & B. Renewals

Continental Baking's "Pretty Kitty Kelly" serial on CBS has been renewed for another 13 weeks from April 11 through Benton & Bowles. Same agency confirms renewal of Maxwell House "Good News of 1938" on NBC-Red for 13 weeks from April 7.

Henry Rosenblatt on KFQB

Los Angeles—Henry Rosenblatt, son of the late Cantor Joseph Rosenblatt, starts a new weekly program of songs over KFQB California Radio System, Mondays at 9:15-9:30 p.m. Program will be titled "Henry Rosenblatt Sings." Rosenblatt appeared recently as guest of Cantor on "Texaco Town", also with Lud Gluskin on "Hollywood Showcase" program, which resulted in signing of present spot.

Gable on the Mind

Springfield, Vt.—The Clark Gardner of WNBX's Gardner Nurseries commercials may be looking for a new sponsor. A listener from across the border in New Hampshire sent the station a postcard a few days ago asking for "the garden seed offer made by Clark Gable".

"Hobby Lobby" from Theater

Hudson Motor's "Hobby Lobby" program will air two programs from the stage of the Apollo Theater on 42nd Street, March 9 and 16.

Phonograph Record Men Meet With AFM Board

(Continued from Page 1) with the record men will be held Tuesday, when attorneys will get together for both sides. Record makers represented were Decca, Brunswick, Columbia, Victor and American Record Corp.

WJR Cuts Off "Swinger"

Detroit—WJR is really serious about its edict against "swinging" traditional heart songs. Early Wednesday morning Announcer John Stinson cut Tommy Dorsey's ork off the air as they were modernizing "Comin' Thru the Rye". Stinson explained the new order, given by Leo Fitzpatrick, g.m., who feels that the liberties taken with the old songs is pure desecration, and half a dozen laudatory calls came in at 12:47 a.m.

WGES Wins DAR Award

Chicago—For outstanding service in citizenship and Americanization education, WGES has received a citation and an American flag from the Daughters of the American Revolution. Flag was presented to Gene T. Dyer, president-owner of the station.

New Al Barrie Series

A new series of "Al Barrie Melly-drammers", written and presented by Al Barrie, starts today at 8 p.m. over WNEW.

CARL BIXBY Creator, writer, director or producer of successful network radio programs. P. O. Box 84, Manhasset, L. I., N. Y.

COMING and GOING

LEE GRANT, who has been featured with his orchestra for the past ten months on WMCA's daily three-hour "Grandstand and Bandstand" commercial, has returned from a vacation. He is currently being considered for a new coast-to-coast commercial.

WALTER WOOLF KING, screen and stage actor-singer, signed by Eddie Cantor, has headed east from Hollywood.

EDDIE CANTOR and troupe, who entrained for Cleveland after last night's broadcast from New York, will arrive in Philadelphia for the March 16th broadcast and will make personal stage appearances there until March 19.

JACK LAVIN returns today from Roanoke, Va., where he supervised Jesse Crawford's opening concert last night.

HAZEL WESTERLUND of CBS station relations is off to Florida on Saturday for a two-week vacation.

JEROME SELL, CBS sales promotion, is visiting WKRC, Cincinnati, for the rest of the week.

C. ALDON BAKER, commercial manager of WRNL, Richmond, arrived in New York yesterday on a business trip.

PHIL BAKER leaves Hollywood following his broadcast of March 26 for New York, where he will broadcast for the rest of present series.

NAT BRUSILOFF and MRS. BRUSILOFF sail on the Pilsudski for a cruise to Venezuela.

16 Million BBC Income

London—Record income of \$16,780,-370 is reported by British Broadcasting Co. for 1937. This includes \$14,375,220 from licenses and \$2,402,-635 from publications, a substantial increase in both cases.

Among program expenditures were \$3,220,685 for artists, speakers, etc.; \$1,131,460 for permanent orchestras, \$1,816,439 for performing rights and \$1,833,505 for program staff salaries. Television expenditures are not revealed.

Sells more dealers and more customers in Oklahoma! WKY OKLAHOMA CITY Representative - The Katz Agency

### Industrial Firms Check Commentators on Radio

(Continued from Page 1)

Railway Ass'n and General Foods are among the types of firms interested in what is said on the air each day by commentators, news reports, government officials and union officials. They all use the service.

Yesterday Radio Reports was furnishing J. P. Morgan with all the data aired on the failure of Richard Whitney & Co. Air clipping service charges \$200 a month for the full service, which consists of a daily report and a weekly summary. Complete texts of speeches are also taken off the air on disks and filed away for reference purposes.

Boake Carter, according to the firm, is the hardest news commentator to check on the air. Carter speaks indistinctly and sometimes slurs over an entire sentence. But by replaying the recording, jumble is clarified.

Radio Reports also furnishes a special service for clients. Arthur Kudner had all comments on the cancelled visit of the Duke of Windsor taken down by the firm. Rockefeller family, through Ivy Lee & T. J. Ross, ordered all the wordage on the death of John D. Rockefeller.

Edward Loomis is head of the "clipping" company. Firm on occasion works on a 24-hour basis in order to listen to all programs and furnish subscribers with the daily report the following day.

### Agency Starts Idea Search

Following the recent appointment of Alan Dale Wilkes to work on Radio Production, the W. L. Post agency announced a campaign for new program ideas and radio scripts. Wilkes is operating from the office at 292 Madison Ave. in New York. The Baroness Helena von Polenz was the first of a number of personalities to become available for radio appearances.

### No Spring Opera

NBC will terminate all Metropolitan opera broadcasts for the current season following the airing of March 19. Decision of Met officials to dispense with the spring series this year drops at least four Saturday programs from the schedule that was heard last year. Programs are expected to resume with Christmas opera this year.

### Magazine Advertising Up

Magazine advertising in February was up 4.7 per cent over the previous month, a larger than normal increase, according to current issue of Printer's Ink.

## RECORDINGS

Call BRINCKERHOFF

PLaza 3-3015

## NEW PROGRAMS—IDEAS

### "Night School"

A new program originated by WTMJ, The Milwaukee Journal station, which is known as "Night School," dusts off the old arithmetic book, with the professor offering cash prizes for solving three problems and sending 25 words of comment on some WTMJ show. One of the problems is dramatized with many numbers being used, and listener is supposed to catch them all and add them correctly. Gay, modern transcribed music gives pleasant contrast to the old-fashioned schoolroom atmosphere. "Night School" is another in the nightly "quizzer" series being used by WTMJ to build up the 10:15-10:30 spot.

### Prayer Meetings

Increasingly large following is reported for "Wednesday Night Prayer Meeting" of WIBW, Topeka, Kan. Sessions are under direction of Topeka Ministerial Association, with the Rev. Alvin J. Lee in charge. Each week, different Topeka minister takes over program, using his church choir and accompanists to round out half-hour period. Short sermonette, prayers, and solos by choir members are features. Sermonettes, it is noted, are not denominational, but inspirational, and designed for the benefit of all listeners.

### Convention Committees Appointed by A.A.A.A

(Continued from Page 1)

ton, V. O. Schwab, A. W. Seiler, Donald S. Shaw, L. L. Shenfield, Guy C. Smith, Rowe Stewart and Enno D. Winius.

Sports: H. B. LeQuatte, chairman. Dinner Entertainment; Edward J. Owens, chairman.

Entertainment for Ladies: Mrs. Edward J. Owens, chairman.

### Lenten Plays on WMCA

WMCA on Sunday will start a series of Lenten plays presented on alternate Sundays at 8-8:30 p.m. by the Church of St. Mary the Virgin. First offering will be "The Terrible Meek", by Charles Rann Kennedy, arranged for radio by Maryverne Jones. Cast will include Hilda Spong, Reginald Bach and Hugh Williams.

### Kaltenborn Resuming

H. V. Kaltenborn, CBS news commentator, will return to the air March 20 via CBS "Headlines & Bylines". Commentator is fully recovered from his recent illness.

### Gallenkamp Stores Renew

Gallenkamp Stores, through Long Advertising Service, Los Angeles, on March 20 will renew "Prof. Puzzlewit" on four NBC-Red Pacific stations (KPO, KFI, KGW, KOMO), 4-4:30 p.m. (PST).

### "I Want An Audition"

Exploited by means of screen trailers, handbills, window posters, direct mail, and incidental spots on KDYL, Salt Lake City, over which it is aired, "I Want An Audition" is hailed by the station as one of the biggest showmanship programs planned for months in the intermountain west. Stunt is conducted basically along "contest" lines, although not set up as an amateur show. Series runs for 13 weeks, broadcast from stage of the Utah Theater with object of exploiting "obscure professionals." Winner of series will be given free air trip to Hollywood and return, with a special guest-appearance airing from NBC Hollywood studios. Cash prizes go to weekly winners.

### New "News" Show at WNBX

Phil Hoffman up at WNBX in Springfield, Vt., has hit on a new wrinkle in news programs. Brief headline news only is used, carrying conventional date-lines. Co-sponsors are given caption of the city in the classification of news.

WNBX sells local business in more than 40 Vermont and New Hampshire cities. Sales force had no difficulty in finding co-sponsor in nine cities to buy exclusive contract for their cities. Looks as though another such program can be spotted in another time of the day.

### Coast Stations Oppose Sets With Limited Dials

(Continued from Page 1)

stations. Member stations of Southern California Broadcasting Ass'n have been devoting daily announcements to the campaign urging prospective purchasers to buy only sets with which they can tune in to all local stations. Leo Tyson, general manager of KMPC and president of the Association, has directed protests to manufacturers of the automatic sets, but without eliciting response as yet.

### Stan Shaw's Break in Pic

Current issue of Pic, the picture magazine, devotes five full pages to Stan Shaw and his "Milkmen's Matinee" program aired at 2-7 a.m. daily over WNEW. His studio layout, record library, and even pictures of some of his faithful fans are shown.

### Approve WNYC Probe

The City Council has adopted the resolution presented to it by Councilman Keegan calling for a complete inquiry into WNYC. A committee of five will be selected and will investigate if there has been any communistic propaganda on the station.

### Jimmy Shearer's 16th Year

Newark, N. J.—Jimmy Shearer, general manager of WHBI, this week is celebrating his 16th year in broadcasting. It was in March, 1922, he began singing from a local station.

## BRILLIANT SERVICE

to the seven member stations of out-state Michigan.....affording top-notch reception.....plus big time entertainment.....continuously from morning opening to night sign-off.....every day in the year.....originating from the key station, WXYZ, Detroit.....all contribute to the outstanding sales power of the

## MICHIGAN RADIO NETWORK

WXYZ  
KEY STATION



DETROIT  
MICHIGAN

The Paul H. Raymer Co., Representative



THE Colorado Hillbillies troupe of 9 people, discovered and being agented by Audrey Mays, make a guest appearance on the Vallee show tonight.

KGER and KFOX, Long Beach stations, were among the outlets that did fine service in the news end during last week's flood, and they received much praise for it. Marooned in Long Beach, C. Merwin Dobys, owner and g.m. of KGER, spent several anxious hours with his technical crew at the transmitter. As the storm and flood began to subside, News Editor Clete Roberts spent three hours in a plane surveying property damage. Hal Nichols and his KFOX staff were active with their short wave unit from scenes of disaster.

Puritas water has contracted for five daily time signals on KNX for one year from April 1. The McCarty Co. handles the account.

The new KMPC program, "Your Beverly Hills," has had a change in time before it started, but definitely slotted now at 10:30-10:45 a.m., Mondays through Saturdays.

The only KNX-CBS casualty of the flood was Paul Pierce, continuity writer, who slipped in the mud while alighting from his car, and suffered torn ligaments necessitating a cast and crutches.

University of California at Los Angeles has installed a Universal Microphone Co. professional recording unit for use in its radio, speech and other departments, following the University of Redlands and the College of the Pacific in the installation of this equipment.

Superior Sea Food Co. is newest participating sponsor of Fletcher Wiley's "Housewives' Protective League" on KNX. The Hillman-Shane advertising agency is handling a big campaign for the distributors of "sea fresh seafood."

Walter Woolf King, vocalist-emcee, left here this week to join Eddie Cantor and the new Camel show cast, having been signed to a term by Cantor.

#### WPTF, Raleigh, N. C.

Ralph Burgin Jr., from WSJS, Winston-Salem, joins next Monday as announcer.

Raleigh String Quartet, under direction of Edgar Alden, prof. of violin at Meredith College, returns for a new series, Thursdays at 8:30 p.m.

#### LISTEN TONITE TO DORIS RHODES

6:45 P. M. WABC-CBS Network

MANAGEMENT  
COLUMBIA ARTISTS, INC.



● ● ● Thinking Out Loud (and sometimes talking out of turn):—Starting today NBC will issue passes to songpluggers permitting them to enter the building and go to the second floor ONLY between 9 a.m. and 7 p.m. . . . The passes are really pointless to the boys—because the second floor studios are rarely, if ever, used by their contacts. Ruling states that when they reach the second floor and wish to see Russ Morgan or Rudy Vallee or Tommy Dorsey—who use the 8th floor studios—a page boy will deliver the message to the bandleader—and he will come down to the second floor to see the boys. Maybe! . . . The boys, under a previous arrangement, obeyed every restriction—and should receive consideration now. . . . Leonard Leonard whose swell show "News Testers" is heard on WOR-Mutual, has joined that organization. He moves his pencil, paper and paste pot there Monday.

● ● ● Henrietta Norman, actress-singer, formerly at KFVB, Hollywood, but lately active in N. Y., attracted favorable interest by her work in Show Shop's "One Every Minute" at the President Theater. Several more radio names appeared in the production, including Bessie Wynn, Edwin Christie, Ernest Symons, Frank Hilliard, Walter Black and others. . . . Jim W. Woodruff Jr., g.m. of the Georgia Broadcasting System (WATL, WRBL and WGPC), is one of the youngest execs in the business. He's been a stickler for a policy of Community Service, which has made him a favorite with people of Georgia, so that he is rivaling the popularity of his Dad, who is prominently identified with other interests in the "Cracker" state. . . . Relatives lost for 25 years were found in five minutes for a Colorado woman by WROK, Rockford, Ill., not long ago. . . . Wonder why people would go looking for relatives, anyway?

● ● ● Jean Hersholt, 20th Century-Fox film star and CBS radio actor, celebrates his silver anniversary in movies tonight in a special CBS broadcast at 10:30-11. Edward G. Robinson will be emcee, with Mary Pickford, Edward Arnold, Tyrone Power, Robert Montgomery and others paying tributes to the popular player. . . . Hear that Sam Coslow leaves Paramount on April 1. . . . Phil Regan may return to WB flickers beginning with "The Singing Cop" . . . With word around that the remotes may be continued from Chicago within two weeks, bands are again fighting to get booked there. . . . Nat Brandwynne, who was slated to go into the Troc, follows Henry King into the Fairmount Hotel in 'Frisco on April 2. . . . Al Roth, the red-headed NBConductor, is at West Point looking over the situation and getting an idea what it's all about—just because he will do a show on the 19th—which is the academy's anniversary. . . . Allan Jones will do a p.a. at Loew's State in April—following Rudy Vallee.

● ● ● Kendall B. McClure, news editor of WOAI, San Antonio, who just compiled his afterpieces known as "Before 30" into book form, has the same auto license plate "30" as last year—one of his favorite dogs is tagged "Dreitzen," which is German for "30" (we're told), and now Ken informs RADIO DAILY that he probably will sell only 30 volumes although over 1000 were published. . . . Helen Rowland, popular columnist of the "Merry-Go-Rowland," has finished her air appearances for Hecker Co. and is now in Washington preparing a series of shows in which her agent, William C. Lengel Literary Associates, reports a number of sponsors are interested. . . . On Monday, WMBH, Joplin, Mo., carried a story that a bedridden woman on a farm about 40 miles from the station was in need of a wheel chair. Hour and 55 minutes later a woman phoned to say that she had purchased a wheel chair for the use of the farm woman.



PIERRE ANDRE has replaced Harlow Wilcox as announcer for American Tobacco's "Kay Kyser Kollege of Musical Knowledge."

Jim Jordan (Fibber McGee) has gone to Kansas City to look after business interests.

Jack Pearce of WGN engineering staff is back from a vacation jaunt to Florida.

Pretty Genelle Gibbs, announcer on Wrigley show, is doing a lot of posing for ads, which you will soon see in national magazines.

Mary Lou Laing of WJJD "Down Story Book Lane" show has returned from a New York vacation.

WJJD associates extending sympathies to Announcer Al Avery, whose mother died.

Ken Church, assistant manager of KMOX, CBS station at St. Louis, in town for conferences with Radio Sales, Inc. staff.

Ed Wood, commercial manager of WGN, laid up at home with illness.

Chuck Grant, nine-year-old cousin of the late Will Rogers, is making quite a hit here as a juvenile performer, he appears in Sears Roebuck's Grandma Travels and Folger's Judy and Jane.

Reggie Martin, former WGN announcer, who has been associated with the Central States Broadcasting system at Lincoln and Omaha, is in town.

Sandra Michael, original author of "Valiant Lady," new Joan Blaine serial for General Mills, is readying another new dramatic series for this sponsor. Meanwhile Valiant Lady is being written in New York by Bayard Veiller.

#### WIND Delays Facsimile Tests

Chicago—While WIND has received FCC approval to experiment with facsimile, installation will be held in abeyance for a month or two pending outcome of forthcoming radio manufacturers session at which it is planned to set standards for facsimile sending equipment.

## GEORGE GRIFFIN

Lyric Baritone

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

Management NBC Artists Service

**PROGRAM REVIEWS**

**"Illusions of 1938"**

A generally bright, tuneful, fast and fairly funny musical comedy made its debut Tuesday night at 9:30-10 over WHN under the title of "Illusions of 1938." Show is written by Henry Tobias, the songwriter, and George J. Bennett, with talent including Henry and Charles Tobias, Phil Silvers, Jean Ellis, Ross and Edwards, Ding-Dong-Dell, and Don Albert's orchestra. Ray Saunders is the announcer.

Initialer in the weekly series, which bowed in without advance ballyhoo, unfolded with surprising smoothness, and with entertainment results that were quite satisfying. Comedy was of the down-to-earth variety, with emphasis on Hebrew dialects; vocals were pleasing, and the musical background was handled in fine style by Albert.

**New Friskies Dog Show**

Chicago—Alberts Brothers Milling Co., Omaha, for Friskies, dog food, is launching "Jimmy and Gyp on Invisible Trails", transcribed dog stories, on WMAQ starting March 15. Ace Sanderlin is writing series. Erwin-Wasey has the account.

**Goldwyn Re-Signs Phil Baker**

Phil Baker, who resumes broadcasting from New York on April 3, has been re-signed by Samuel Goldwyn, and will return to the coast following his summer vacation. His CBS Sunday broadcasts for Gulf will be heard from Hollywood beginning with the fall series.

**"Gang Busters" Vacation**

"Gang Busters" sponsored by Colgate-Palmolive-Peet on CBS, Wednesdays, 10-10:30 p.m., will go off the air June 22 for an eight-week vacation. Program returns to the same spot Aug. 17. Benton & Bowles has the account.

**WRC-WMAL, Washington**

New WRC transmitter located five miles from Washington in Maryland to be opened officially March 15. Program inaugurating new set-up (5,000 day, 1,000 night) will feature 15-piece orchestra and speeches by Maryland and District of Columbia officials.

Sales department moved in on North Carolina over last weekend. Stanley Bell, salesman, combined business with pleasure visiting Durham. Helen Mobberley, sales, and Catherine O'Neil, program, visited Charlotte.

**D'ARTEGA**

AND HIS  
**ORCHESTRA**

Exclusive Management  
**JACK LAVIN**

PARK CENTRAL HOTEL NEW YORK

**GUEST-ING**

OLIVIA DE HAVILLAND, on Chase & Sanborn Hour, March 13 (NBC-Red, 8 p.m.)

GLADYS SWARTHOUT, HORTENSE MONATH, PASQUIER TRIO, FRED HUFSMITH and MURIEL WILSON, on "Magic Key of RCA," March 13 (NBC-Blue, 2 p.m.)

PEG LA CENTRA, ADRIAN ROLLINI and THE FAIR SEXTET, on "Norman Cloutier Presents," March 13 (NBC-Red, 10:30 p.m.)

KATHLEEN KIRSTING, LEONARD WARREN and FELIX KNIGHT, in "Metropolitan Opera Auditions of the Air," finals, March 13 (NBC-Blue, 5 p.m.)

ALICE BRADY and CHARLES WINNINGER, in scenes from "Goodby Broadway" on "Hollywood Hotel", March 18 (CBS, 9 p.m.)

ROBERT BENCHLEY, on the Paul Whiteman program, March 18 (CBS, 8:30 p.m.)

EDDIE LEONARD and JOHN FEENEY, on "Schaefer Revue," March 17 (WEAF, 7:30 p.m.)

JANE FROMAN, on Al Pearce show, March 15 (CBS, 9 p.m.)

ALICE FAYE and TONY MARTIN, on George Fischer's "Hollywood Whispers," March 13 (Mutual, 9:45 p.m.)

UNCLE JIM HARKINS, on Alan Kent show, March 12 (WNEW, 12 noon)

GERTRUDE NIESEN, interviewed by Radie Harris, March 10 (Mutual, 6:45 p.m.)

JOHNNY MESSNER and JEAN D'ARCY, on Happy Lewis "Showcase Revue," tonight (WINS, 5:05 p.m.)

RED NORVO and ARTHUR CREMIN, on Citizens Forum, March 15 (WNEW, 9:30 p.m.)

DOROTHY DIX, on the Lux Theater, March 14 (CBS, 9 p.m.)

ROBERT BENCHLEY, return date on Kate Smith show, March 17 (CBS, 8 p.m.)

**WXYZ, Detroit**

Ramon Novarro, the movie star, will be interviewed by 110 of his fans in a special fifteen minute broadcast over WXYZ on Saturday. The fans were specially selected from those writing in to the "Film Facts" program, which features Dick Osgood as commentator on film topics, three times weekly over WXYZ and the Michigan Radio Network. Novarro is appearing at the Michigan Theater and the broadcast will be made from backstage.

John Hart, bass-baritone formerly with the Escorts Quartet featured for four years over WXYZ and the Michigan Radio Network, is now top-flight soloist over the same station and net with Benny Kyte's orchestra.

Benny Kyte, musical director of WXYZ, is campaigning for a place on the board of directors of the local Musicians Union. With the primary over, Benny is high up among those nominated for the run-off.

*Schmaltz*

is the word for it

... is the name of a new book from WKRC, the Columbia owned and operated station in Cincinnati. It tells how one grocery product manufacturer increased his sales from *cans* to *cases* with an unusual Cincinnati program. It's a story of WKRC showmanship. And WKRC salesmanship for sponsors. This is a book we think you should have — and will enjoy.

Local advertisers place more business—50% more—on WKRC than on all other Cincinnati stations combined. WKRC is Cincinnati's favorite local station. It is the *only* station broadcasting the complete schedule of *any* network, to the entire Cincinnati market. To 250,000 families, "This is the COLUMBIA BROADCASTING SYSTEM" means, "THIS IS WKRC." You can effectively reach the Cincinnati entire market with WKRC at a cost within keeping of the market. It's a rich market—that is buying *now!*



C I N C I N N A T I

"At the top of the Dial" 550 Kilocycles. 5000 Watts Day-time, 1000 Watts Evening. Owned and Operated by COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES: New York, Chicago, Detroit, Birmingham, Los Angeles, San Francisco

## ST. LOUIS

The Mumpers of St. Louis, under direction of Willard Holland, begin a radio series over WIL on March 12 at 8 p.m. First play is "Esther," by Joseph Kearns.

Charles E. Glaggett, radio director of Gardner Advertising Co., recently addressed the Women's Advertising Club on "Careers in Advertising."

## KFRO, Longview, Tex.

Advertising Associates, Grant Bldg., Atlanta, is now representing the station in Atlanta and the southeast, following resignation of John H. Reagin as rep in that territory.

Wally Ford, announcer-producer, is expected back on the job in a few days after being laid up more than two weeks by a twisted foot. He slipped on a wet porch.

James R. Curtis, president, recently was admitted to practice before the Supreme Court in Washington. He also is licensed to practice before the FCC. Before becoming interested in KFRO, Curtis was in active law work.

## WDEL, Wilmington, Del.

WDEL is making plans for several remote pickups from the Rocks, new city park to be opened in June. Speakers will include President Roosevelt.

WDEL will move "Old Song Contest" and a band concert into the new auditorium recently completed on the first floor of the Odd Fellows Building. Room is specially constructed of acoustical material and will seat 300.

Larry Taylor, member of WOR singing corps and former Wilmingtonian was a WDEL visitor the other evening. Taylor was former announcer on staff of local station and was known as Larry Tatman.

## Hanssen in KFAB-KFOR Post

Lincoln, Neb.—Jack Hanssen, of late the special events man for KFAB-KFOR here, has been made program director of KFOR. He replaces John Shafer, who resigned to take over the sports and special event programming of WKY, Oklahoma City. Hanssen has been with KFAB-KFOR for about two years.

## Llewellyn Moss at WHN

Llewellyn Moss, coloratura singer, has joined the staff of WHN and will be heard regularly starting next week over the Ida Bailey Allen morning program and the Broadway Melody Hour. Miss Moss formerly was one of the singers with Andre Kostalanetz and was previously heard over WDAF and KMBC, Kansas City.

## ORCHESTRAS - MUSIC

By TED LLOYD

LAMAR SPRINGFIELD, youthful composer-conductor, will lead the Bamberger Symphony over WOR on March 11 and 18.

Guy Lombardo will have Lucille Bremer of the Radio City Rockettes as his guest on Sunday at 5:30 p.m. over CBS.

Oscar Bradley's return to New York from Hollywood has again been postponed to about April 1. His ork will be heard on the Phil Baker broadcasts over CBS for at least 13 more weeks.

Morton Gould will make close connections on March 21. Besides his regular "Music for Today" program on WOR-Mutual, 8 p.m., the maestro appears that evening with Mark Warnow's "New York on Parade" over NBC-Red at 7:30 p.m.

Andy Kirk's orchestra replaces Lou Armstrong on NBC from Grand Terrace, Chicago.

"Three Cheerful Skunks Are We," Ted Weems' sequel to "Martins and the Coys," will be presented for the

first time over WOR-Mutual on Sunday at 1:30 p.m.

Morton Gould's "Music For Today" programs, heard each Monday night at 8 over the WOR-Mutual network, are proving of assistance to students of music all over the country. Latest to utilize the Gould programs for study and comparison are the members of the Composing and Arranging in the Modern Idiom for Radio classes of the Chaffey Junior College, Ontario, Cal. Gould has forwarded copies of his arrangements and compositions to the college for first-hand study, together with other pertinent information requested.

Bunny Berigan opens at the Paradise Restaurant on March 24, launching a new "name band" swing policy at the night spot. He will retain his CBS wire.

Frank Traumbauer and his band follow Jimmy Grier into the Biltmore Bowl, beginning an indefinite engagement on March 17. Manny Klein, trumpeter, is a featured member of the organization, which has been recording for Don Allen of Standard Radio.

## MIAMI

L. B. Wilson, head of WCKY, Cincinnati, doesn't forget to work when he winters in Miami. He maintains an office here.

Sue Tohrner says she is finished producing New York radio shows and that her future work will consist of making Miami an outlet for national programs.

WQAM now brings Boake Carter to local listeners via CBS.

WJNO, West Palm Beach, also will get the Boake Carter show.

## KDYL, Salt Lake City

Don Parker, saxophonist in KDYL orchestra, and Owen Ford, technician, both became fathers in February.

Floyd Farr, chief announcer, has won his spurs as an aviator.

Myron Fox and Jack Gregson handling boxing and wrestling broadcasts Monday and Friday evenings.

Al Priddy spending his spare time designing new sound effects apparatus.

George Provol, salesman, appointed to radio committee of Junior Chamber of Commerce.

Listener response has resulted in "Announcers' Court" being expanded to a half hour. George Snell is judge, penalizing announcers who make slips.

Two new shows, "Ask Me Another" and "Inquiring Reporter," have been disked at agency request.

## NEW ORLEANS

Announcer Clark Alexander is a farmer again with the farm hour getting sponsored over WWL by Reuter Seeds.

Tony Almerico opens at the Club Plantation.

Harold Jordy, after months in the Fountain Room of The Roosevelt, will switch to the Hotel Heidelberg at Baton Rouge, La., and will probably substitute the WJBO wire there for those of WWL, WSMB and WDSU here.

Steve Loyacano and his orchestra opened at Chez Paree this week, taking the air over WDSU.

## Gift to Toscanini

Personnel of the NBC symphony orchestra presented Arturo Toscanini with a platinum watch chain, suitably inscribed, as he sailed for home yesterday on the Queen Mary. In addition to members of orchestra, Lenox R. Lohr, David Sarnoff and John Royal also saw the maestro off.

## Daughter for Seebach

Jules Seebach, WOR program director, is the father of a girl born yesterday.

## DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

Six Star Revue

Zeke Manners' Gang

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

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

and  
Hundreds of Others

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

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

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

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

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

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

Open 9.00 A. M. to 10.00 P. M. Daily  
Except Sundays. Close Saturdays  
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**Says Canadian Audiences Favor U. S. Radio Shows**

F. H. Elphicke, manager of CJCA, Edmonton, Alberta, who recently arrived in New York to contact agencies and observe local broadcasting methods, declared that Canadian audiences are attracted by American radio programs and American merchandise alike.

"Spot transcription shows as well as network offerings rang high in the preferences of listeners as revealed in questionnaires presented to Dominion audiences by Canadian stations," he stated at the New York offices of Weed & Co., his American representatives. "There is no public resentment against good American programs in any way. Rather, they are favored because American entertainment names are far more numerous than those offered within the Dominion."

**"Lucky" Unfortunates**

Missoula Mercantile Company is sponsoring this one over KGVO, Missoula, Montana. An inspirational novelty, it invites listeners to submit own stories of unfortunate incidents which turned out eventually to bring good luck. Winning story gets \$5 and incident is dramatized. Trick is aired in conjunction with the transcribed program, "Lucky Victims of Misfortune."

☆ **PROMOTION** ☆

**Under Mayor's Auspices**

The Mayor of Burlington, N. C., himself is promoting, and the city hall there provides the audition room in connection with "Burlington Junior Radio Club" sponsored by Berg's Bakery and Melville Dairy, aired over WBIG, Greensboro, N. C. The club meets every Saturday morning in the Alamance Hotel, Burlington, which incidentally is 26 miles from Greensboro. Program is further exploited by distribution of circulars with bread and milk sales.

Manly Holland is the WBIG representative in charge of the Burlington studio.

**NBC Brochure on Music**

National Broadcasting Company has brought out an illustrated brochure showing the quality and amount of music heard on the network since its inception. Noted conductors, soloists and symphony orchestras are listed as well as the Metropolitan Opera Company broadcasts. A list of "music firsts" broadcast over NBC webs is set down in chronological order. Illustrations are mostly photographs, intimate studies and closeups of famed artists. Cover of the booklet is a reproduction of

an old manuscript. Period covered is 11 years of NBC history.

According to Roy C. Witmer, vice-president in charge of sales, less than 30 per cent of NBC's radio day on each network is paid for by commercial sponsors, the remaining 70 per cent being taken up with programs presented by NBC to maintain a ready audience and responsive market. Broadly speaking, Witmer states that this 70 per cent is NBC's "editorial content."

**Scottie Pups Free**

Dog lovers get an opportunity to win pedigree Scottie dogs in a new contest aired in conjunction with Steve Severn's "Pet Club of the Air." Saturday afternoon feature sponsored over WOR by Doyle Packing Co. for a dog and cat food. Three pups will be awarded weekly, with contest details to be announced.

**For Serious Listeners**

In order to encourage systematic listening by schools, parent-teacher groups and similar organizations, KGVO, Missoula, Mont., has announced a bulletin, to be sent free upon request, listing educational and serious music broadcasts over the station.

**Public Domain Themes Grabbed by Publishers**

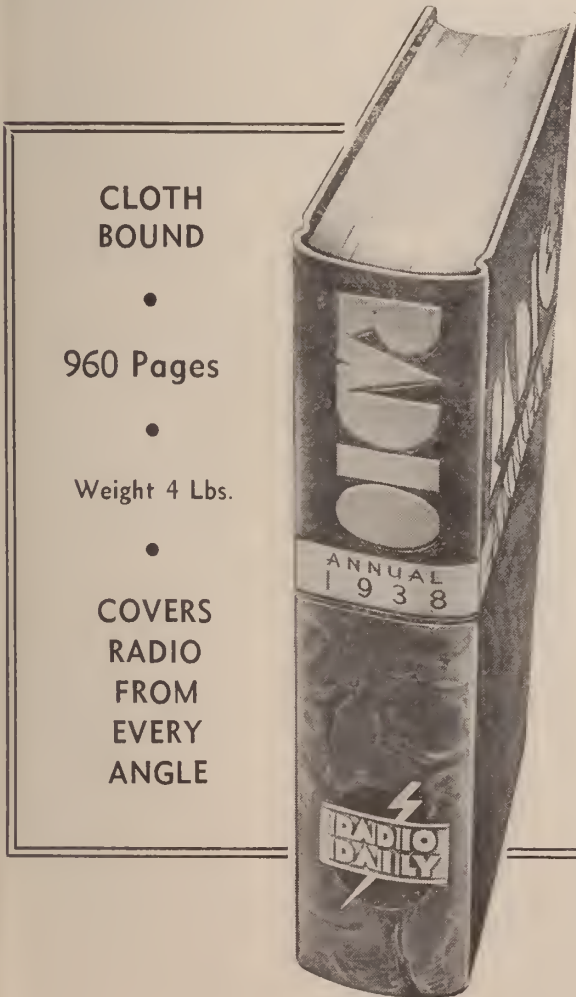
Ascap has under consideration several complaints from broadcasters and sponsors who point out that after an advertiser on the air selects a traditional tune as a theme song in order to avoid any copyright complications, music publishers immediately make a special arrangement of the song which they copyright and then induce the orchestra leader to use it. Direct result is that the publisher adds to his batting average in the Ascap score and the advertiser loses control of what he thought was public domain property.

Broadcasters originating the program in question or taking it from a network have a copyrighted piece of music instead of what they presume to be common property; other leaders or stations seeking to use the song are prevented unless given permission by the "copyright owners." Ascap official stated that they had the matter under advisement and didn't know at the present time just what action they could take.

**PHILADELPHIA**

James Tisdale, WIP engineer, vacationing in Florida until middle of April.

John Harrison, former WIP building superintendent, has joined the station's engineering staff.



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**Your Check for \$5.00 Covering a Year's Subscription to Radio Daily Will Bring You a Copy of Radio Annual By Return Mail**

SAN ANTONIO

Vivian Vorden's girl ork has returned from a tour and is airing over KONO.

Howard W. Davis, KMAC manager, is back from another eastern jaunt.

Frank Stewart, announcer at KMAC, plans a Calif. vacation this summer.

George Ing, chief engineer of KONO, is busy constructing the new 250-watt transmitter.

Charles Kama of Moana's Hawaiians is back on KONO. He recently opened a music store. Kama and Oland Smith also are doing an act on WOAI.

Guy Savage, KABC sportscaster, has resigned. Len Holland of the Evening News takes his place temporarily.

Jimmy Blankenship is director of Kings of Swings, new musical outfit on KABC.

Enrique Garcia Rhumba Kings, sponsored by Frito Potato Chips on WOAI, also has a Sunday hookup on Texas Quality network.

KSL, Salt Lake City

Special features department journeys to Logan to record ceremonies in Utah State Agricultural College's semi-centennial celebration.

Byron Ray, continuity editor, has completed new waltz tempo, "When Sunsets Adorn the West." Now working on arrangement for KSL Concert Orchestra.

Jerry Matson, Z.C.M.I. exec, announces that the pioneer merchandising institution will use additional 15 minutes weekly over station for appliance division.

Ralph Hardy on crutches during leg illness.

WSM, Nashville

Roy Acuff and his Crazy Tennesseans have joined "Grand Ole Opry."

They came from WNOX, Knoxville. Akron Lamp Co. has added three weekly 15-minute programs.

Talent by the Delmore Brothers.

WIP, Philadelphia

Benjamin Mass, the "Doctor Socrates" on the "Ad-Lib" series, is the father of twins.

Joe Jenkins, vocalist on the Friday "Mood Indigo" program, is a student at U. of Penna.

ONE MINUTE INTERVIEW

SAM SAX

"To support the claim of many that movie stars don't belong on radio, it is my opinion that radio stars DO belong in movies. As Vitaphone studio head I have made successful shorts with such radio names as Freddie Rich, Don Bestor, Russ Morgan, Horace Heidt, Frank Parker, Donald Novis, Bob Hope, Bob Burns and Charlie McCarthy. Movie shorts have boosted many air performers to greater success on the air."

★ Coast-to-Coast ★

SUPPORTING cast of the new serial, "Valiant Lady," starring Joan Blaine, includes Judith Lowry, Richard Gordon and Milton Herman. Show is sponsored by General Mills over CBS.

Uncle Jim's Radio Revue, one-hour Saturday program directed by James A. Nassau over WIBG, Glenside, Pa., is beginning its third year.

Mary Ann LeMay, WISN feminine commentator, will interview a member of the Women's Advertising Club of Milwaukee every other Friday beginning tomorrow during her 3:30 p.m. program.

Two-hour "Barn Dance" aired each Thursday by CFRN, Edmonton, Canada, has been lengthened another half hour to accommodate a fifth advertiser, Great West Distributors. Station's new March bookings also include Johnson's Wax, Quaker Flour, Listerine, Quaker Cereal and various local accounts.

The CBS program featuring Ray Block's orchestra and Nan Wynn, vocalist, heard up to now on Thursday evenings, has been changed and will be broadcast Thursday afternoons at 3:45.

"The My Error" quiz, conducted by Curtis Nicholson on WINS every Thursday at 7:15 p.m., starting tonight will be extended to three quarters of an hour.

WFBL, Syracuse, follows up scoop of last Sunday when Congressman Clarence Hancock discussed Ludlow Amendment by "remote control" from Washington on a special program by obtaining Representative Francis Culkin of Oswego, N. Y., to

speak in second program of series next Sunday afternoon. Specially cut transcription will be rushed to Syracuse, and Culkin's talk will reach central New York either 48 hours after Washington session. Complete latitude is afforded the speakers in this unusual WFBL service, the America's outstanding legislators are in the offing ready to speak to WFBL's central New York audience.

Elinor Sherry, tiny songstress, has been signed to a full year contract by the WOR Artists Bureau. Miss Sherry is heard thrice weekly over WOR-Mutual and currently is the featured vocalist with Leo Freudberg's and Ernie Fiorito's orchestras.

The Four Grand, WHN vocal quartet consisting of David Sorin, Jack Leslie, Joe Frederic and George Fulton, heard again in a new weekly series on Thursday night, begin an engagement at the Paradise Restaurant on March 16.

Ralph Powers, conducting the early morning program at WFBR, Baltimore, has devised one sure way of keeping constant listeners loyal. Through a year's correspondence, Powers has built an extensive and faithful following and through the mail has promised each fan a theater pass every time they catch him with a twisted tongue while reading commercial copy. Result: Very nervous Baltimore theater managers.

Helen Gleason, NBC and Metropolitan Opera singer, has accepted the invitation of Louis S. Marchiony and will represent Radio Row as a judge at the first ice-cream modelling contest to be staged in the U. S., in the Oxford Room of the Hotel Piccadilly on March 13 at 3 p.m.

CINCINNATI

Ann Hunter, formerly at WLS, Chicago, has taken over WCKY's "Household Hour", succeeding Mary Jane Dunphy, who left for other work.

Thomas A. Edison's first talking machine will be operated April 18 during a special WLW broadcast arranged by Joseph Ries, educational director of WLW-WSAI, and James W. Beckman, public relations director for Crosley.

KWK, St. Louis

Terry Brooks, swing singer on Al Sarli's "Jam Session," building quite a following.

Meredith Mason, woman commentator, in hospital two weeks with pneumonia, is reported on road to recovery and will soon be back on the job.

Don Cosby, 11-year-old son of g.m. Clarence Cosby, completely recovered from measles.

INDIANAPOLIS

Special classes in radio will be established as regular instruction at Indiana University in connection with the new WIRE radio series.

Jim Matheny, WFBM director of publicity, has recovered from a severe cold.

Gene Barth, WFBM salesman, laid up at home by grippe.

"Musical Post Office" is a new WIRE sponsored show, twice weekly.

WHO, Des Moines

Glen Parker has joined the announcing staff, replacing Harold Grams, who went to KSD, St. Louis. Parker was formerly at KFJB, WIBO, WLW and with CBS eastern stations.

Bill Davis of the studio engineering staff has traded positions with Don Anderson, transmitter engineer.

Frank Pierce, engineer, is devoting his entire time to facsimile news broadcasting. Adelbert B. Burdick has joined the staff to replace Pierce at the controls.

SAN FRANCISCO

Bert Van Cleve, formerly WOW, has taken over production of KYA's Sunday "House of Vision." Les Allen, announcer gets a singing spot.

A 6-pound girl is enlivening the Mark (NBC Engineer) Dunnigan family.

Bennie Walker amateur hour passed its first year mark. Show has been renewed for 52 weeks on KGO by Homestead Bakeries through Leon Livingstone agency.

KSFO's oldest sponsor, B. Simon Hardware Co. of Oakland, has renewed for another year. Program is "Fishin' Fool," featuring Ralph Stevens.

Larry Keating's "Prof. Puzzlewit" renewed on NBC Coast Red, 52 weeks.

Back on regular NBC announcing staff after year's absence is Cliff Engle who handled Owl Drug's "Treasure Islands" shows.

First stop in personal appearance tour of Johnny O'Brien's "Harmonica High Hats" is Persian Room of Hotel St. Francis, where they'll broadcast thrice-weekly via NBC.

Fred Macpherson, press chief at KRE, Berkeley, recently upped to sales manager. Announcing additions are James Keene and James Moore, U. C. students.

NBC Announcer Archie Presby has invented an automatic burglar alarm.

Charles Green, president of CRA, a visitor for confab with Larry Allen, local booking mgr.

Proctor A. Sugg, NBC engineer, is engaged to Mrs. Betty Ross Taylor, San Mateo.

Lee Mikesell and Brant Bornhard replace Ben Sanders and Ed Barker on KQW (San Jose) sales staff. Barker to NBC.

KJBS's new salesman is Jack Curran, formerly Goodrich Rubber Co.

Clyde Coombs, ex-NBC salesman, has joined KSFO instead of going with Hollywood's Young & Rubicam agency.

Approved budget for 1939 exposition includes \$400,000 for radio studios on "Treasure Island," fair site.

Oklahoma Network

American Legion Birthday celebration in Oklahoma set with a half-hour show March 15 over full Oklahoma Network and KTUL, Tulsa.

Fat Stock Show Rodeo in Oklahoma City sponsoring full network airing of show March 21 through March 26 for half hour with KTOK originating.

BIRTHDAYS calendar grid showing dates from 4 to 30.

Greetings from Radio Daily

March 10

- Carol Dels
Peter de Rose
Laddie Seaman
Robert Taplinger
Beatrice Berke