



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 49

NEW YORK, N. Y., FRIDAY, MARCH 11, 1938

FIVE CENTS

General Mills on Mutual

Looking On AND LISTENING IN

AT RANDOM A lot of headline entertainers of the old school have been a flop on the radio because they went into it with the attitude that they knew all about pleasing the public and refused to conform to the special requirements of broadcasting.

One of the most aggravating things to a listener, when an orchestra has just started playing a very favorite tune, is to have the announcer break in and give the title of the number or make some unnecessary wisecrack about it.

Many of the variety shows, especially the Hollywood crop, are marred by a confusion of elements—too many persons trying to be comedians, an overflow of guest stars, dialogue sequences blurred by music or noise, and music spoiled by talk.

Using motion picture studio personnel to put on radio shows is like employing baseball players to play football.

Those radio "film previews," which come to a halt just when the listener is anxious to know the outcome, leave a flock of exasperated dialers in their wake.

For every punk program on the air there are two good scripts or ideas in the possession of writers, directors and others—but they can't get anybody to consider their material.

Some of the dramatic stuff on the air these days—even on important sponsored programs—has "hack writing" written all over it.

—D. C. G.

Leading With Chin

Tomorrow night's broadcast of "The Idea Exchange," which started last week over WHN as a Saturday night, 8:30-9 o'clock feature, will suggest a radio program designed to induce sleep, with announcers counting sheep and mothers crooning lullabies. Listeners are expected to respond with a flock of other suggestions—some already on the air.

BRITISH RADIO INDUSTRY GETS MORE GOV'T HELP

London—The British government has increased British Broadcasting Corp.'s 1938-39 allowance by \$1,800,000, making a total of \$16,150,000. Proceeds from the sale of receiving set licenses, which formerly have been split 25 per cent to the Treasury and 75 per cent to BBC, also will be apportioned differently. BBC has claimed that the 75 per cent from

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McNinch Won't Talk On A. T. & T. Report

Washington Bureau, *RADIO DAILY*
Washington—Frank R. McNinch, FCC chairman, after a conference with President Roosevelt yesterday, said that he had no comment to make regarding the report that the FCC-A. T. & T. report calls for the "decentralization" of the A. T. & T. McNinch declared the report, made by Paul A. Walker, is now before the

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Chicago AFRA Chapter Signs 97% of Talent

Chicago—The Chicago local of American Federation of Radio Artists now has 540 members, representing about 97 per cent of acting and singing talent in Chicago radio. Newly named constitutional committee includes Virginia Payne, Sam Thompson, Ken Griffin, Charles Calvert,

(Continued on Page 3)

19 Theaters in Denver Running KLZ Trailers

Denver—With completion of new tie-ups, KLZ now receives valuable exploitation through movie trailers exhibited in 19 Denver theaters, including the four largest downtown houses.

Already aligned with the Fox group, with trailers showing in the

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Will Quiz CBC Officials

Montreal—The select committee of the House of Commons appointed to investigate the activities of Canadian Broadcasting Corp. has elected Arthur L. Beaubien as chairman and decided to call the governors of CBC before it when they next meet in Ottawa.

Testing Over Small Network With "Get Thin to Music"—Will Expand Outlets if Successful

Biggest News

Hot Springs, Ark.—In keeping with the constant and keen interest in the weather, KTMS is airing weather reports 12 times daily.

GEN. MILLS AGAIN LEADS AS BASEBALL SPONSOR

With the official start of major and minor league baseball a little more than one month off, sponsors are rapidly readying play-by-play schedules for the coming season. As in past years, General Mills looms as the largest single sponsor, with both Kellogg and Atlantic Refining set to materially increase their schedule.

Announcement made late last year

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New Wrigley CBS Show Tagged "Sing and Swing"

New Wrigley Gum program which replaces "Poetic Melodies" on March 21 over CBS has been titled "Sing and Swing." Talent for the new series includes the Andrews Sisters, Jack Fulton and Carl Hohengarten's orchestra. Program is heard 7-7:15 p.m. over 26 stations, with a rebroadcast to the west at 11 p.m. over 20 stations.

AFM Executive Board Concludes Sessions

Executive Board of the AFM disbanded here yesterday and left for their respective home towns. All of the members attended with the exception of Jimmy Petrillo of Chicago

(Continued on Page 2)

Mooney Speech Barred

Sacramento—Without debate, the State Assembly yesterday refused by a vote of 38 to 29 to permit a broadcast of the address of Tom Mooney before the state legislature. A remote setup had been installed by KROY. Broadcast was to have been released over CBS.

Chicago—"Get Thin to Music," women's exercise program, which has been a heavy mail puller, has been signed by General Mills for Wheaties over a small Mutual network starting March 21, Monday through Saturday at 9:30 a.m. EST, with rebroadcast from WGN at 9:30 CST. If 13-week test proves effective, a larger network will be used.

Sustaining series on a group of Mutual stations will continue.

H. M. (Mix) Dancer handled the deal for Blackett-Sample-Hummert agency.

ONE ALBANY RADIO BILL GOES INTO SCRAP HEAP

Albany—Assemblyman Arthur Doran's bill, which would have placed New York radio corporations under Public Service Commission rules and subjected them to additional taxes, has been relegated to the scrap heap by the Assembly's public service committee

(Continued on Page 3)

Two-Day Parley to Discuss Entertainment Influences

Two-day conference starts today in which representatives of the world of music, radio, theater, advertising, education and other fields will gather in one of the first cooperative efforts to explore and analyze the factors and trends in American recreation and

(Continued on Page 3)

Quick Thinking

Santa Barbara—Quick thinking at KTMS during the flood last week enabled station to pick up some extra business. Realizing the increased listener-interest in the hourly flood bulletins, stations sold them to Ott Hardware Co., which took credit for bringing the news to dialers, thereby gaining much good will. Commercials were held to 10 words.



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MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, Mar. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	132 3/4	131 1/4	131 1/4	- 1 1/8
CBS A	17	16 7/8	16 7/8	- 3/8
CBS B	16 1/2	16 1/2	16 1/2	- 1/2
Crosley Radio	7 5/8	7 5/8	7 5/8	+ 1/8
Gen. Electric	39 1/8	38 3/8	38 3/8	- 1/4
RCA Common	6 1/2	6 1/4	6 1/4
RCA First Pfd.	49 1/2	49	49 1/2	+ 1/2
Stewart Warner	9	8 7/8	9
Westinghouse	93 3/4	91 1/8	91 1/8	- 1
Zenith Radio	15	15	15	+ 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5	6

Eastern League Ratifies Baseball Broadcast Deals

Albany—The Eastern League at its spring meeting in Hartford ratified Atlantic Refining's contracts with seven of the clubs. Each will receive \$4,000, with Wilkes-Barre scheduled for a generous bonus besides. Albany will be heard over WOKO and WABY through Wheaties for road games, while the deal with Atlantic Refining for home contests is scheduled to be straightened out before the end of the week. There probably will be different sportscasters for road and home games. Grenfell Rand or Sherb Herrick seem likely to land the Wheaties half, with Gene O'Haire almost certain to be Atlantic Refining's sportscaster.

Dell Sharbutt as Composer

New composition by Dell Sharbutt, announcer, will be heard tonight at 10 on the Coca-Cola "Song Shop" emceed by Frank Crumit over CBS.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

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

Gen. Mills Again Leads As Baseball Sponsor

(Continued from Page 1)

to the effect that General Mills would attempt to increase scope this year created a stir in the industry, but with the opening of the 1938 season General Mills has approximately the same amount of stations. With Wheaties as the plug, company will sponsor a few big league games, Southern League, International League, American Association and Western League games. Complete line-up of stations and announcers is expected to be made public following the General Mills Annual Announcers meeting which is scheduled for April 9-10 in Chicago.

Kellogg will broadcast games from Detroit, St. Louis, Boston and Chicago. It is also expected that they will split the sponsorship of some games with Atlantic Refining. Full schedule of Kellogg is to be announced within the next few weeks, while Atlantic Refining schedule is now being readied for release early next week. N. W. Ayer & Son is the agency.

Old Gold cigarets, through Lennen & Mitchell, is expected to retain its series of sport resumes on the eastern seaboard stations, but it is doubtful if additional outlets will be taken on.

TransAir to Represent West Coast ET Company

Chicago—TransAir Inc. has completed negotiations with Twentieth Century Radio Productions of Hollywood to act as exclusive midwestern representatives for firm's transcription service. Plans call for addition of four salesmen to TransAir staff under personal direction of Ray Launder, vice-president.

WMCA Now Sole Outlet For WLW Line in N. Y.

Last commercial program heard on the WHN hook-up with WLW will switch to WMCA effective March 14, it was learned yesterday, leaving WMCA as the sole New York outlet for the line. To date no programs have been scheduled for the exchange on WHN after that date, but station is available to sponsors for the wire.

WMEX Detective Series

Boston—Due to demands from listeners for the return of the "True Detective Mysteries" heard previously from New York over the Inter-City System, WMEX will begin the first episode in a weekly series of these detective dramas on Monday at 7:30-8 p.m.

Programs are produced and directed by John E. Reilly, program director of WMEX, and cast includes Charles Comerford, Winifred Wellington, John Robertson, Paul White, Samuel Alberts, John Hanse, Nancy O'Keefe and Al Harrington.

AFM Executive Board Concludes Sessions

(Continued from Page 1)

and C. L. Bagley of Los Angeles. Board is subject to the call of the Chair, but is not expected to convene in the near future, with the possible exception that the March 24 meeting with the transcription men may bring it about.

In the meantime, President Joseph N. Weber will appoint a sub-committee to aid him in any conferences or negotiations. Sub-committee will consist of two members of the board in addition to Weber, who will alternate in calling in nearby out of town members of the board.

KTHS Visits Ark. Towns Airing Merchants' Day

Hot Springs, Ark.—KTHS is moving into various Arkansas towns for combination all-day radio broadcast and merchants' trade day. First program was piped from Malvern, Ark., and included five hours of home town talent, selected and handled by KTHS producer Harry Jackson. Next show slated for Fordyce, Ark., 80 miles southeast of Hot Springs. Malvern broadcast aired first official announcement of entry of John McClellan, Arkansas representative, in hot senatorial race against Mrs. Hattie W. Caraway, when McClellan made brief talk outlining his plans.

George Engles Honored

George Engles, vice-president in charge of the NBC Artists Service, on Wednesday was presented with a silver plaque commemorating his ten years in radio.

Party was given at the home of Gladys Swarhout. More than 40 prominent artists were present.

Gumble to Manage Witmark

Mose Gumble, formerly a member of the music firm of Donaldson, Douglas & Gumble, who resigned to accept the post of president of the Professional Music Men's Association last year, will tender his resignation to that group at this evening's meeting, and on Monday becomes manager of Witmark Music, a Warner Bros. subsidiary.

Tonight's meeting also will include voting on Gumble's successor. At a secret meeting of the organization's board of governors this week, Joe "Banjo-Eyes" Santly was selected to be the second paid president of this group. Santly, who was part-owner in Donaldson, Douglas & Gumble, resigned from the firm to join Mills Music as professional manager. Last month he resigned from this firm also.

COMING and GOING

CHARLES E. GREEN, president of CRA, returned yesterday from a six-week trip to the Coast with a stop-off at Chicago en route.

VERNON H. PRIBBLE, manager of WTAM, and MRS. PRIBBLE are vacationing in St. Petersburg, Fla.

WALTER M. MURDOCH, member of the AFM Executive Board, returned to Toronto last night; other members of the board who left were A. C. HAYDEN, Washington; C. A. WEAVER, Des Moines, and H. E. BRENTON, Boston.

O. B. HANSON, chief engineer of NBC, returns from Philadelphia, where he inspected the new studios of KYW.

GERTRUDE NIESEN is booked to sail today on the Paris.

HARRY HERSHFELD, dramatic critic on WMCA, is in Hollywood for a short stay.

TRUMAN BRADLEY, announcer on the Ford Sunday Evening Hour, is expected in New York on Monday.

KEN W. CHURCH, commercial manager of KMOX, St. Louis, is in New York for a visit to CBS and Radio Sales.

KTHS Seeks Mutual Line

Hot Springs, Ark.—KTHS, headed by S. A. Kemp and managed by Steve Cisler, is dickering for full Mutual service to supplement its NBC sustainings and as additional source of commercial business. First Mutual network show now heard in Arkansas is "Lutheran Hour", originating in St. Louis, fed from Oklahoma network connection at KBIX, Muskogee.

Plans for full-time operation of KTHS have been completed by A. Earl Cullum Jr., Dallas, consulting engineer, and will soon be filed with FCC.

Don Gillette on Leave

Don Carle Gillette, editor of RADIO DAILY, leaves tomorrow on a three-month furlough to complete some special writing which he had to give up last year when he came in to edit the new radio publication. He returns in June. Meanwhile, Associate Editor M. H. Shapiro will handle the desk.

New NBC Serial

"Mother-in-Law", new dramatic serial by Elizabeth Todd, author of the recently concluded "Sue Blake" series, makes its debut Monday at 1:30-1:45 p.m. over NBC-Blue network. It will be heard five times weekly. Cast includes Florence Freeman, James Meighan, Helene Dumas, and others.

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

Spend yours Where the Money is!
WABY
COVERS THE CAPITAL DISTRICT
ALBANY, N.Y.

Two-Day Parley to Discuss Entertainment Influences

(Continued from Page 1)

entertainment "which influence and shape the cultural life of the nation." First general session will be held today at 2 p.m. in the Auditorium of the Lincoln School of Teachers College, Columbia University. Panel discussions on music and radio will comprise today's conference, while tomorrow's session will be devoted to other amusement fields such as the theater and motion pictures.

Discussion leaders include: Dr. I. Keith Tyler, of Ohio State University, director of the General Education Board Research on Radio Programs; Mrs. Dorothy L. McFadden, founder-director of Junior Programs Inc.; Lee Pattison, a manager of the Metropolitan Opera and Dr. Frederick M. Thrasher, of the Metropolitan Motion Picture Council. Sitting on the panels will be representatives from various organizations such as parents and teachers groups, etc.

Three radio broadcasts were scheduled in connection with the discussions. A 15-minute program was heard yesterday on Mutual, while two other broadcasts will close the conference on Saturday, one being a half-hour discussion over WNYC at 4 p.m. entitled "Radio and the Audience of Tomorrow." At 5:30 p.m., WQXR will have a program under the auspices of Junior Programs Inc., sponsors of the two-day meet. Among those cooperating on the broadcast is the Radio Committee of the Child Study, Ass'n of America.

19 Theaters in Denver Running KLZ Trailers

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chain's 11 theaters, KLZ now plugs in the seven houses of the Civic Theater group, with a trailer bearing institutional copy running in the downtown Denham.

Theater officials estimate that, through these tie-ups, KLZ trailers are viewed by some 200,000 flicker patrons each week.

BIRTHDAYS						
SUN	MON	TUE	WED	THU	FRI	SAT
	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily

March 11

Ramona Andy Sanella
Harold "Cookie" Sincock

March 12

J. Charles Davis II Loretta Poynton

March 13

Frances Adair Aileen Clark
Hugh Cowham Will B. Johnstone
Helen King Jack Lait
David Mendoza Bernie Pollack
Nellie Revell Louis Roen
Alma M. Sanders Paul Stewart

NEW PROGRAMS—IDEAS

WCAU Education Forum

WCAU, Philadelphia, has developed new educational program in cooperation with the Oak Lane Country Day School of Temple University. Idea is built around student forum plan, with discussion led by instructor who has about him eight students. Forum group changes weekly to broaden student participation, with subject for each session announced week before broadcast. In order to provide spontaneity, students are not selected until day before program, however, and no rehearsals are held. Idea, tried out experimentally for several months, will be a regular weekly feature.

"Economy Kitchen"

New weekly program in scientific homemaking over WKRC, Cincinnati, presents daily menus, recipes, suggestions for food preparation, and budget short-cuts. Logged as "Economy Kitchen," it is directed by Virginia List, graduate dietician, who supervises demonstrations and conducts Domestic Arts Guild. Listeners will be asked to write in asking their special questions, and those not answered on the program will receive replies in special mail service. In addition, recipes, menu charts, and other material will be supplied to listeners free of charge.

McNinch Won't Talk On A. T. & T. Report

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Commission for study before it is presented to Congress. He likewise would not confirm the report that Western Electric was to be separated from its parent company.

McNinch said he talked with the President about the international broadcasting situation in Central America. The Commissioner is chairman of special committee which is studying the subject.

One Albany Radio Bill Goes Into Scrap Heap

(Continued from Page 1)

mittee. A similar measure by Senator McCall is pending in that body.

Assemblyman Phelps Phelps informed RADIO DAILY that he understood the judiciary committee had buried his measure to exempt stations from libel suits.

WCAP Lease in Dispute

Asbury Park, N. J.—Radio Industries Broadcasting Co., operator of WCAP, has been notified by the Beach Commission to show cause within 20 days why it should not be evicted for failing to obtain a new lease. The station has been doing business under a lease from the City Council, which has opposed operation of the Beach Commission.

Used Car Campaign Clicks

WNBX in Springfield, Vt., had the jump on used car advertising. Sold a half hour daily during month of February to used car dealers of Vermont and New Hampshire. Program resembled a remote broadcast from "Used Car Show" with music acts and all that goes with such affairs. Used cars described by Nick Carter regarding their rubber, mileage, former owner, etc. Campaign so successful that each participant contracted to repeat for month of March, tying in with National Used Car Campaign.

"Breakfast Table Sweepstakes"

WBAL, Baltimore, has added a new feature, "Breakfast Table Sweepstakes," to its weekday morning program, "Around the Breakfast Table." The sweepstakes will be heard three times on each program throughout the racing season. Six horses will be featured in each race and neither the announcer nor the operator will know which horse will win.

"Dan Cupid Interviews"

Newlyweds and engaged couples are subjects of interviews in new "Dan Cupid" commercial over WFBM, Indianapolis. Problems are aired and solutions left to listeners, with prizes offered. Furniture company sponsors.

British Radio Industry Gets More Gov't Help

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licenses is required for sound broadcasting alone. The corporation last year had heavy expenses for television as well as for radio programs, and its annual report included the ultimatum: "More money or poorer programs."

Chicago AFRA Chapter Signs 97% of Talent

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Major James Holmes and Tom Shirley. Michael Romano is legal adviser. Groups of members forming nucleus for locals are organizing AFRA in Milwaukee, Madison, Peoria and Des Moines.

P. & G. Expanding in Canada

Addition of Canadian outlets for its "Wifesaver" transcriptions, in behalf of Calay soap, is planned by Procter & Gamble following successful tests on CFRB, CJRC, CJOR and CFCN. Pedlar & Ryan is the agency.

Lehr Collaborates on Song

"Monkeys is the Cwaziest People!" theme comedy line used by Lew Lehr, newsreel and radio comic, on his Ben Bernie program, is the title of a new song written by Lehr in collaboration with Walter Bishop and Basil G. Adlam. Song is being published by Mills Music Inc.

There's Only One Radio Station
in Bay City-Flint-Lansing
-Jackson-Battle Creek-
Kalamazoo-Grand Rapids
.....These, plus
DETROIT
WXYZ (Key Station)
comprise the

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION



DETROIT
MICHIGAN

The Paul H. Raymer Co., Representative

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

April 8: Constitution Publishing Co., Atlanta. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Four Lakes Broadcasting Co., Madison, Wis. CP for new station. 830 kc., 100 watts, daytime.

Sellers, Inc., Dallas. Authority to make electrical transcriptions to be delivered to XELO, XEPN and ERA, and other broadcast stations in Mexico.

April 11: Anchorage Radio Club, Inc., Anchorage, Alaska. CP for high frequency station. 3492.5, 6425 kc., 175 watts.

April 12: George W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.

April 13: Garden Island Publ. Co., Ltd., Lihue, Hawaii. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

April 15: WCBA, Allentown, Pa. Mod. of license to increase power to 1 KW. 1440 kc., share time.

WSAN, Allentown, Pa. Mod. of license to increase power to 1 KW. 1440 kc., shares time.

CALL LETTERS ASSIGNED

Harwell B. Shepard, Denton, Tex. New broadcast station. KDNT.

Cache Valley Broadcasting Co., Logan, Utah. New broadcast station. KVNU.

EXAMINERS' RECOMMENDATIONS

Madison Broadcasting Co., Madison, Wis. CP for new station. 1450 kc., 250 watts, unlimited, be denied.

Floyd A. Parton, San Jose, Cal. CP for new station. 1170 kc., 250 watts, daytime, be granted.

WMFR, High Point, N. C. CP to change hours of operation to unlimited, be granted

Stimulate Home Building

Santa Barbara, Cal.—For one solid week at 9:15 p.m. KTMS will cooperate with the bankers, contractors and builders of Santa Barbara in putting on a series of programs designed to aid in creating interest in home building and owning. Bankers have agreed to urge the borrowing of money, contractors have lowered their prices on building materials, and builders have signified willingness to do the same.

D. C. Traffic Court Schedule

Washington Bureau, RADIO DAILY

Washington—Traffic Court radio broadcasts have advanced from the experimental stage to a regular schedule after a conference of judges, police officials and radio station representatives decided they were a success. WOL will carry the proceedings daily at 10:15-10:30 a.m.; WMAL, on Mondays and Thursdays, 10:45-11, and WJSV will deliver a weekly resume of interesting cases at 8:30-9 p.m. beginning March 20.

Movie Quiz on WNEW

David Lowe, WNEW movie commentator, has added a twice-a-week movie quiz to his schedule of programs. In addition to his regular movie gossip programs four nights a week, Lowe now presents a movie quiz on Tuesday and Thursday of each week. His daily broadcasts are heard at 7 p.m., Monday through Saturday.



● ● ● "Little Shots About Big Shots": This actually happened the other afternoon during the Lou Holtz-Ted Husing show rehearsal which had a few visiting newspapermen and people... Holtz spotted a chap in the audience and said, "Ladies and gentlemen, we are flattered today by the presence of one of the greatest radio columnists in the country—Alton Cook of the World-Telegram"... Cook got up and took a bow. Then Holtz was frantically informed of another radio scribe in the audience, so he went into a similar introduction, flavoring this one more than the other—and ended by saying "he is one of my best friends besides my favorite writer. I want you to meet Dinty MOORE of the Journal-American." He continued referring to the fellow as MOORE several times—until Husing tipped him off that the man's name was DOYLE... Lou then said that he had confused his Dintys.

● ● ● Years ago, a small, red-headed chap watched on the set of "Covered Wagon" and was so interested that the star, Lois Wilson, singled him out and asked his name. It was Ted Kimball, a grandson of Brigham Young. Miss Wilson laid a maternal hand upon his head and said: "If you really enjoy acting, work hard and someday you'll be a success"... Two weeks ago Monday, that same red-headed chap, grown up and now program director at KDYL, Salt Lake City, interviewed a young lady—who answered to the name of Lois Wilson.

● ● ● Going through the CBS artists bureau the other day we noticed lying around large promotion books on Andre Kostelanetz, Barry Wood, Howard Phillips, Mark Warnow, Gertrude Niesen, Leith Stevens and others—which are from the pen and brush of Gertrude Lanza, who is especially employed there, to make up these single books so that salesmen, at a flip of the page, show a prospective sponsor what the talent has done in the past, public and press reaction, etc... Some of her work is really amazing.

● ● ● In order to satisfy listeners' curiosity as to whether tobacco auctioneers really use the sing-song chant employed on Lucky Strike shows, WCKY, Cincinnati, last week interviewed Colonel R. G. Kinman, auctioneer of 20 years' experience... Elmer Baughman, staff announcer, got Kinman to tell the reason for the chant and what it means... Why, Elmer?

● ● ● At one of his famous rehearsal-sessions, Toscanini is supposed to have had a fit of temperament and decided to take it out on one of his fiddlers... Poor fiddler was fired. He placed his fiddle into the case, removed the strings on the bow, locked the case and walked to the studio exit. While this was going on, there was a stillness which was broken only by the discharged one's remark at the door. He said, "Nuis to you!"... The maestro turned around at this outburst and replied: "Don't bother apologizing! My mind's made up."

● ● ● Major Bowes purchased an estate at Rumson Bluffs, N. J., to replace the Westchester home which was destroyed by fire last November... A bow to Duncan Moore, interviewer on "The People's Business" via WJR, Detroit... A broken-legged kid, who never had a letter in his life, averages half a sack of mail per day—because Duncan made mention of the oversight when he aired one of his shows from the hospital. Even a famous cartoonist took Moore's suggestion—and mailed the kid three original sketches.

Malone Pinch Hits

Ted Malone of Mutual will bat for "Voice of Experience" (M. Sayle Taylor) for a short series of broadcasts on WMCA and WHN, due to the death of Taylor's father out of town.

Rose Marie Gets Spot

Rose Marie returns to NBC with two shots weekly starting Monday. She will be heard Mondays and Wednesdays at 7:30-7:45 p.m. over NBC-Blue.

GUEST-ING

IDA LUPINO, on Feg Murray-Ozzie Nelson program, March 20 (NBC-Blue, 7:30 p.m.). BORIS KARLOFF and BELA LUGOSI, same program, March 13.

JUDITH ALLEN, interviewed by David Lowe, March 12 (WNEW, 7 p.m.).

ROBERT GARLAND, interviewed by Vivian Shirley, March 16 (WNEW, 2:30 p.m.).

NORMAN CORWIN, poetry reader and commentator, on "Magic Key of RCA", March 13 (NBC-Blue, 2 p.m.).

BOSTON

For the first time in the history of WCOP, a full-hour show between the hours of seven to eight has been sold. Community Opticians, who sponsored the show on a test basis, took up the option after the first week and the program is set for a long run. Mail pull of more than 700 letters in the first week decided the issue.

Ed Herlihy, former WEEI announcer and now with NBC in New York, back in the hometown visiting for a few days and seeing the old gang at WEEI.

Two additional staff announcers added to WCOP recently in Russ Offhouse, formerly with WFEA in Manchester, N. H., and Art Hall, from WORC, Worcester.

Elizabeth Hart of the "Women of Tomorrow" program has been secured through the WORL Artists Bureau to conduct the I. J. Fox Fashion Show today over WBZ and WBZA.

The newly formed WCOP Artists Bureau is now functioning 100 per cent. Nona Kane, formerly connected with the Shubert Productions, heads the new department.

From boxing ring to bartender to radio star is the history of Joe Quinn, now appearing on WCOP. Quinn, formerly one of the best welterweights in the business, became a bartender after repeal. One of the station staff heard him sing while at work.

Carter Coal Renews on WJR

Detroit—Carter Coal Co. has renewed "Hermit's Cave" for an additional four weeks after a 26-week Winter run on WJR through Ralph H. Jones Agency. Show is a mystery thriller at 10:30 Sunday night. Scripts by Geraldine Elliott; produced by Charles Penman. Sponsor put on listener test by offering pictures of cast and received 36,490 requests on two announcements. Client has asked option on renewing show at beginning Fall fuel season.

"Lights Out" Rebroadcast

Chicago—"Lights Out," Arch Oboler's horror series, will be rebroadcast for coast listeners starting March 13 at 10:30 PST. Regular airing is at 12:30 a.m. Eastern time. Boris Karloff starts series of five guest shots at that time.

PROGRAM REVIEWS

**"CONTINENTAL
MELODIES"**

V. La Rosa & Sons (Macaroni)
WOR, Mondays, 8-8:30 p.m.
Commercial Radio Service

**VERY ENJOYABLE MUSICAL PROGRAM
WITH EXCELLENCE IN BOTH VOCAL
AND ORCHESTRAL ENDS.**

Featuring Carlo Morelli, leading baritone of the Metropolitan Opera Co., with orchestra and chorus under the baton of Alfredo Antonini, this new series made an excellent start Wednesday night. Featuring Italian airs, with the objective of reaching the Italian market, the initial program showed good selection as well as pleasing rendition.

Morelli, who has starred at La Scala in Milan with Toscanini and also appeared in other continental music centers, has a genuinely fine voice. He was not called upon to do too much on the opening show, possibly out of respect to his current Metropolitan commitments, but it's a safe bet that listeners would welcome a good deal more of his singing. His introductory number, Tirindelli's "O Primavera", and the Figaro song from the "Barber of Seville" were his highlight offerings, both scoring.

Antonini's handling of the orchestra, which numbers 16 pieces, and the mixed chorus of similar size was thoroughly effective. Tempo and volume held to an even, graceful pattern, which many listeners welcome as an aid to evening relaxation. The light and the more classic type of musical numbers were nicely mixed.

Monroe Chemical Series

Chicago—Monroe Chemical Co. launches new half hour dramatic series titled "Crossroads" in interest of Bath-O-Bloom on WMAQ from 2:30 to 3 next Sunday. Anne Seymour, star of "Mary Marlin," will be headliner, with support from Raymond Johnson, Isabelle Randolph, Phil Lord, Michael Romano and Frankie Pacelli. Phil Stewart is announcer. Stack-Goble has the account, with Radio Director Wyn Orr to handle it. Each broadcast will be a complete play picturing a woman "at the cross roads of destiny." Mildred Hark wrote the first play.

Bob Seal's First Year

Columbus—Bob Seal, WCOL program director and Inquiring Reporter, is celebrating his first year of daily noon broadcasts on the local main stem. His broadcast is one of the few that has received a commendation from the Board of Education. For the subject matter of his questions, Seal uses only clippings from local newspapers, and no gags or trick questions.

Modernizes KTHS Transmitter

Hot Springs, Ark.—J. C. Norman, KTHS chief engineer, has just completed new high power rectifier and complete modernization of station's 10,000-watt transmitter.

ORCHESTRAS - MUSIC

By TED LLOYD

VINCENT LOPEZ, now appearing with his "Suave Swing" orchestra at the Royal Palms Club in Miami, is shopping for a site in the Fifties on which to open a night club of his own. The club, called the Casa Lopez, will open next Fall. It will be decorated to suggest the World's Fair and will have special attractions for World's Fair visitors. Lopez' last night club ventures were the Woodmansten and Pelham Heath Inns, which he operated simultaneously. He sold them in the summer of 1930, hearkening to the pleas of the St. Regis Hotel management to sign for five years with that hotel.

Griff Williams has arrived in Chicago preparatory to opening at Edgewater Beach Hotel on March 19.

Maxine Gray of Hal Kemp's crew, laid up in Passavant Hospital in Chicago with fractured vertebra, result of train wreck recently, now has caught the measles. Bruce Milligan and Gene Walsh, who also were in hospital, now back at work. Kemp has just got extension at Drake Hotel to April 14.

Joe (Doc) Rudolph, musical director for Gene Dyer's stations WGES, WCBD and WSBS, is back on WCBD with his Pianologes after an absence of three months.

Marion Holmes, Art Kassel's new gal singer, is a protege of Ben Kanter, musical director of WJJD. She has been on station's staff.

Fritz Wolf, NBC violinist, has turned out a new tune he calls "Nan-cita" which he will introduce on the NBC "Night Club."

Van Epps, guitarist, has been added to Oscar Bradley's ork. Bradley

15-Min. Revue of New Shows

Syracuse—WFBL, with seven new live-talent shows taking to the airwaves within the past several weeks, will parade the programs in a special show Sunday evening at 8:30 o'clock. Themes, special features and mention of regular broadcasting schedule for the programs will make up the half-hour show.

The programs, all scheduled to be fixtures on the WFBL program sheet, are "This and That"; "Top of the Morning"; "Memory Lane," featuring Jack Curren; "Gypsiana"; "Jack Buckland's Serenade"; "Don Alonzo and his Gauchos" and the "Swing Matinee."

David Auditioning Show

Benjamin David of the Lou Irwin agency has arrived from the coast for the purpose of auditioning a recording of a half-hour program featuring John Boles, Ethel Merman, David Broekman's orchestra and three comedians—Eddie Conrad, Pat Flick and Lew Hearn.

also has taken on another arranger, Neil Alderman.

Ernie Holst's orchestra will have two NBC programs, two CBS broadcasts, and six spots each week via WLW-WMCA from the Netherland Plaza in Cincinnati. Holst begins his broadcasting schedule Saturday at 11:30 p.m., with a WEA-F-NBC broadcast.

Gene Krupa, who recently quit his drumming chores for Benny Goodman to head his own swing aggregation, has retained Arthur T. Michaud as his personal manager. Michaud is also personal manager for Tommy Dorsey and Bunny Berigan. The band is in the process of organization.

One of the younger radio bands celebrates its third anniversary on March 26. It's Zinn Arthur, who has been airing his Maraccas Swing Music over WHN-WLW and WNEW.

While Larry Clinton is playing a college dance, Fats Waller will substitute for him on the RCA-Victor show this Saturday over NBC-Blue network at 8. Clinton returns the following Saturday with his usual swing session plus guest stars.

Coming Events

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

Dental Ass'n on WICC

Bridgeport—A new series in the interests of the Connecticut Dental Ass'n, produced in the studios of WTIC, Hartford, will be heard over WICC on the second Saturday of each month, starting tomorrow. "College Life and Dental Interludes" will be the subject, with a prize contest on the question "What's to be gained by brushing the teeth?"

Signed for Serial

Los Angeles—The new dramatic serial for Pepsodent, "Career Woman", scheduled to bow over NBC Pacific Coast Red on March 21, will have Anne Stone and Wally Maher as the romantic leads, and Cliff Arquette for comedy relief. Author is Ted Sherdeman.

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Latest Technical Developments and Activities in Radio and Television

Most Modern U. S. Station Is Aim of CBS' New KNX

Los Angeles—KNX, Hollywood key station of the Columbia Network, on its completion will be the most modern radio station in the United States, according to Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations.

"Many stations have added new transmitters, or new equipment or new studios", says Thornburgh, "but KNX is the only high powered station in the country that is completely new from the tip of its 490-foot transmitter tower to the copper mat embedded beneath its new studio and office buildings."

The William Simpson Construction Co. was awarded the contract for erection of the new KNX transmitter building and work is under way. About one-sixth of the total cost of the completed transmitting plant (\$300,000) will be expended for the building.

The transmitter site consists of 37 acres at 190th Street and Hawthorne Boulevard in the El Nido section of Los Angeles, about three miles from Redondo Beach. On this tract will rise a 490-foot guyed-type vertical radiator as well as a modernistic building to house equipment of the latest design.

The Columbia Square studio structure on Sunset Boulevard between El Centro and Gower Streets, is built in sections, each complete building of reinforced concrete and steel being braced to withstand lateral shocks of greater intensity than any ever recorded.

"Work is proceeding on both structures with the utmost speed", Thornburgh stated, "and the transmitter will be completed as soon after the new studios as possible. As transmitter construction progresses we will award contracts for the remainder of the work."

"We hope to have Columbia Square studios in operation in April and the transmitter by autumn."

WOAI Signal Tests

San Antonio—An engineering field study to determine the increased signal of WOAI as a result of the station's new 425-foot vertical radiator has been completed.

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NEW PATENTS Radio and Television

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

2,110,159—Antenna System. Vernon D. Landon, Collingswood, N. J., and John D. Reid, Ardmore, Pa., assignors to RCA.

2,110,172—Method and Means for Reproducing Optical Images at a Distance. Edward D. Phinney, assignor to RCA.

2,110,179—Variable Condenser. Arthur Schmidt, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,110,245—Deflecting Circuit. Arthur C. Stocker, Haddon Heights, N. J., assignor to RCA.

2,110,448—Oscillator. Ernest G. Linder, Surf City, N. J., assignor to RCA.

2,110,449—Magnetron Modulator. Ernest G. Linder, Philadelphia, Pa., assignor to RCA.

2,110,553—Electron Tube. Max Knoll, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,110,564—Electron Discharge Device. Irving Wolff, Merchantsville, N. J., assignor to RCA.

2,110,584—Radio Receiving Apparatus. Leslie Ernest Thompson, London, England, assignor, by mesne assignments, to the Union Switch & Signal Co.

2,110,664—Modulation Circuit. Daniel E. Harnett, Tuckahoe, N. Y., assignor to Hazeltine Corp.

2,110,669—Electron Optical Device. Helmut Johannson, Berlin-Charlottenburg, Germany, assignor to General Electric Co.

2,110,715—Antenna System. John A. Pool, Merchantsville, N. J., assignor to RCA.

2,110,761—Automatic Volume Control for Radio Receiving Apparatus. Harry Diamond and Francis W. Dunmore, Washington, D. C., assignors to the Government of the United States, represented by the Secretary of Commerce.

WTAM Transmitter Gets Two New Improvements

Cleveland—Two of the most recent developments in radio transmission have been installed in WTAM's transmitter at Brecksville and have completely modernized the station's equipment according to S. E. Leonard, engineer-in-charge. Cost was approximately \$8,000.00.

Most important was the installation of a "reversed feedback" system which reduces possible distortion to a minimum and in some cases eliminates as much as 70 per cent of the audio-harmonic distortion heard over stations not equipped with the system, Mr. Leonard said. WTAM is the third NBC station to be so equipped, WEAF and WJZ being the only others. Lester Loony, NBC engineer in the audio facilities department, came here from New York to make the installation.

Second new improvement is the installation of a compressor modifier to improve program quality and keep constant levels of transmission.

WGN Short Wave Truck

Chicago—WGN is planning to build a mobile transmitter unit on truck for shortwave broadcasting. Carl Meyers, chief engineer, outlining specifications now.

Remodel Control Room

Rochester, N. Y.—Control room at WHAM has been enlarged in new improvements including installation of transcription tables and recording apparatus. Lighting facilities have been modernized.

Pianos, Screen Doors, Aid In Various Voice Effects

Pianos, cabinets, screen doors, filter mikes, echo chambers, loudspeakers and special microphone arrangements, are among the instruments used by CBS in producing unusual sound effects. Unique effect, suggesting untold distance in point of both time and space, is achieved by speaking directly into the strings and sounding board of a piano, the pedals depressed by a weight, and mike placed directly within the instrument. Echo chamber is used to suggest anything from a statesman addressing Congress to explorers hailing each other from different points in a great cavern. Latter effect may also be obtained by having actor's voice picked up by second mike as well as one through which he is working, the second device leading to loudspeaker in auxiliary studio where still a third microphone picks up loudspeaker sounds and feeds them back to the mixing panel in control room of main studio. Slight time lag from loudspeaker to mike provides echo quality. If sound-effects man walks past screen door, to which special mike is attached, accompanying footsteps for cavern voices are provided, the reverberation aided by screen which acts as diaphragm.

New Auto Aerial

Detroit—New auto aerial, which conceals itself when not in use below small button on cowl, has been announced by Pioneer Specialty Company. Job is known as the "Col-Mar Operative Aerial." Touch on the instrument panel button raises or lowers aerial, which may be stopped at any desired position.

KTMS Gives Aid to KFSD During California Flood

Santa Barbara—KTMS, Santa Barbara, Cal., intended primarily to give radio facilities to the tri-county area, extended its services to a wider range the other day in providing network programs for KFSD, San Diego. When flood conditions halted inflow of NBC-Blue network broadcasts to the southern station, KFSD requested permission to rebroadcast the programs emanating from KTMS. The arrangement was approved, and its successful operation gave a new illustration of the carrying power of the local station. Meanwhile KTMS carried on with its network programs through the resourcefulness of telephone and telegraph companies, adept in solving difficulties arising during the storm.

Normally, KTMS national programs travel over wire from all parts of the U. S. to Los Angeles, and from there by wire to KTMS in Santa Barbara. On the occasion in question, there was hooked up an emergency service from San Francisco to Ventura to Santa Barbara. The national programs came from the east through San Francisco instead of Los Angeles.

Writes for "Electronics"

Salt Lake City—February issue of "Electronics" contains an article by Willice E. Groves, KSL staff engineer, on "Protection of the High Voltage Plate Ammeter." Article explains how "overloads in broadcast transmitters may be by-passed around the plate meter by an ingenious fuse mechanism."

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RAY JONES, secretary of American Federation of Radio Artists, back from New York and went on to St. Louis on AFRA business.

Truman Bradley, Ford Sunday Evening announcer, goes to New York after his Detroit broadcast on business.

Janice Porter, who sings from Edgewater Beach Hotel on CBS, is home from her honeymoon with Homer Lange.

Dan Sutter, head man of Campbell Cereal "Jack Westway Under the Sea" series, operated on for appendicitis. It's a transcribed series and show has been waxed several weeks in advance.

Marge Kerr, formerly vice-president of Tom Fizdale Inc. here has resigned. Al Williamson supplanted her. Miss Kerr, who is wife of Phil Davis, WLW ork leader, is convalescing.

Nelson Brothers Warehouses which already has shows on seven stations, is adding Jack Kelly's orchestra and Oldtime Minstrels at 5:45 daily on WCFL. Account also switching from Selviar agency to George H. Hartman's, where Tom Kivlan is handling the account.

WOKO-WABY, Albany

Billy Rose, WOKO announcer, composed a new tune, "Blue Rain", which the studio orchestra used early this week, with Rose vocalizing.

Franciscan Friars, heard over CBS on the "Chorus Quest", evoked so many mail and phone plaudits that WOKO is trying to line them up for repeat performances during Lent.

Socony-Vacuum program will feature sports on its Friday and Saturday etherizing in the future. Wilbur Morrison, regular daily announcer, will use Grenfell Rand for five minute reviews on the week-end programs.

KDKA, Pittsburgh

"Silhouettes of the West" is the title of a new series starting Sunday at 6:15 p.m. It will also be heard Wednesdays at 8:45. Doyle White of Arkansas and Roy Starkey of Texas will tell true facts of the plains.

Dot and Pat, song and patter team, will have a new spot on NBC-Blue network at 3:15 p.m. Saturdays starting March 26. They also are heard at 2:30 p.m. Thursdays.

Slavonic Tamburitza Orchestra, consisting of 14 Duquesne University boys, will be heard coast-to-coast over NBC-Blue on March 26 at 3 p.m.

Brinckerhoff Acquires Rights

E. V. Brinckerhoff announces that his company has acquired all radio rights to one of the season's best selling biographies—"Andrew Jackson, the Border Captain, and Andrew Jackson, Portrait of a President," by Marquis James.

RADIO PERSONALITIES

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

K. K. HACKATHORN

K. K. HACKATHORN recently assumed duties as sales manager of the United Broadcasting Company's Cleveland stations, WHK and WCLE. During the past 12 years, Hackathorn has been affiliated with the classified advertising department of the Cleveland Plain Dealer, and



Well known in Cleveland ad circles.

has managed that branch of the paper since 1934. Through this newspaper work he is well known to Clevelanders.

Hackathorn was graduated from Cornell University with a B. A. degree. Before he joined the staff of the Plain Dealer he operated an electrical store in Lakewood, Ohio, where he has lived for the past 29 years.

The new official of the WHK-WCLE staff is a member of the Cleveland Athletic Club, Cornell Club and Sigma Pi Fraternity. He is 37 years of age.

Value of Cultural Broadcasts Discounted by Alistair Cooke

Popular education by radio has not been advanced one iota by an increase in the number of so-called cultural broadcasts, "for these are as much social souvenirs as cultural events," declares Alistair Cooke, NBC "Critic On Broadway," who is heard Saturdays at 7:30 p.m. over NBC-Red Network.

"Although individuals may prize them for themselves, for the music, the poetry—the most of any audience is enjoying a social experience, perhaps, and also a socialite experience. This does no harm, so long as we do not mix the event and its reception. I think it was Fritz Kreisler who said: 'For every person who comes to my concerts to listen to the music, a hundred come to rest, to feel at ease with their equals, to day-dream pleasantly with my music for stimulant. They come for all sorts of personal reasons of emotion and psychology which are irrelevant to the music-maker and the music.'

"This is the first preconception. It is one which we have all made, which educational broadcasting the world over has congratulated itself on making.

"The next is equally universal. It's an error of logic which consists in saying right away: 'Professional educators plus a microphone equals educational radio.' But the first thing for anybody using radio is to know the great medium of radio—the medium which shocks silence into meaning and makes your mind work through signals from the ears.

"If I were forming a station panel to work out a schedule and a program for educational radio, I would begin with a man who knew the technical side of sound recording; then add a director of radio plays;

add one psychologist who has special knowledge about the effect on the memory and the imagination of hearing defects. Then call in your educator to supply the raw material. Out of that collection you might develop a style of program—several styles of program which could authentically be called educational radio. But we shall not have started to think about educational radio until we have considered a way of making the history, the geography, the social life, the songs of this country come alive over the radio first as aural sensations.

"Once we have some notion of how education can best be broadcast, as distinct from being expounded in a classroom, we can go on to choose our material.

"Educational radio in this country can already go under its own steam. It can take its cue from Jerry Belcher and the Town Meeting of the Air and be first and best about America. It can in one generation, if it wants, destroy the lingering provincialism that culture comes from Europe.

"The best work now being done in American writing and painting and theater and movies is being done by men who have no cultural axe to grind—by men who are scrutinizing the American landscape and listening to American sounds, and recording the rhythm of American voices. In its rough, bubbling, babbling way the radio is doing the same thing. It got off to a fresh start. It got off to an American start, unhampered by polite traditions. A lot of it may be crass and dull, but that should not deter the educators. The day Americans stop experimenting, there will be no meaning or life any more in American civilization."



If you are in Radio and do not have a copy of Radio Annual you are holding out on yourself.



OMAHA

Howard Peterson, sales promotion manager at WOW, has been named instructor in broadcasting course at Omaha University. It's an evening job.

Billy Meyers is the new emcee on the Metz Hour over WAAW. 10-piece union orchestra replaced a non-union group on the show.

Lyle DeMoss has assumed duties as member of WOW's local production staff. He was formerly program director for KFAB, Lincoln, for 10 years.

WSPD, Toledo

Locally-produced dramatic series, "The Great Masters Come to Life", will be heard each Thursday evening at 10. Scripts by Arthur Lithgow, dramatize incidents in the lives of artists whose paintings are hung in the Toledo Museum of Art. Jules Blair will direct the series.

Elaine Wolfe, who has the "Women in the News" broadcast, has laryngitis, and Judy Tom is filling in for her.

E. Y. Flanagan, commercial manager, is suffering from a throat ailment at his home.

Mr. and Mrs. Harold Ryan (he's a WSPD executive) have left for Florida, where Mr. and Mrs. Merrill Pheatt are also sojourning.

KTHS, Hot Springs, Ark.

Station has opened business offices in Little Rock under J. P. Smith, manager. Now looking for local studio space to pipe Little Rock programs into Hot Springs transmitter, largest in Ark. Studio opening planned for April.

KTHS and KCMC, Texarkana, arranging "wireless" combination for rebroadcast of 10,000-watt Hot Springs station in Texarkana area on sustaining and selected commercial shows.

Portable transcription recording outfit is working overtime catching prominent Hot Springs visitors during height of season.

Governor Bailey of Ark., opening special legislative session, took full hour on KTHS yesterday, broadcasting direct from state capitol in Little Rock.

KTHS is set to originate part of coast-to-coast NBC broadcast on Easter Sunday, in the feature scheduled by National Parks Service.

ONE MINUTE INTERVIEW

MORTON DOWNEY

"New songs of fine calibre are continually being turned out by Tin Pan Alley, but it seems to me a radio program of popular songs is not complete without the inclusion of a tune of old vintage. Songs of yesteryear arouse a nostalgic feeling in listeners which can't be duplicated by new songs, that is, until they become old. Former hits often are associated in the minds of listeners with fond memories and bring a definite emotional reaction."



Coast-to-Coast



BEVERLY REID, Boston ballad singer, has been added to the cast of Alan Kent's noonday show on WNEW. Miss Reid was at WLW for a while last season.

Alice Cornett, "Little Miss Swing," who is featured in the Coca Cola program, heard on Fridays over CBS, will be the guest of honor this Sunday evening at a Gala Radio Party which Leon and Eddie will tender to her at their popular rendezvous.

Dedicated to the great American institution—The Income Tax—WIP of Philadelphia will shoot through the air-lanes its own "Income Tax Revue," starring Clarence Fuhrman and his Income Tax Orchestra. The theme for the occasion will be "Plenty of Money and You," and the hour will highlight such monetarily-titled ditties as "Brother, Can You Spare a Dime," "Pennies from Heaven," "A Million Dollar Baby" and "I Can't Give You Anything But Love." The day is next Tuesday, the time 12 noon.

A radio adaptation of Pearl S. Buck's most recent novel, "This Proud Heart," will be broadcast at 3:30-9 p.m. tomorrow, over the NBC-Blue network. The dramatization will be the work of Welbourn Kelley, member of the NBC Script Division who also prepared last week's broadcast of Hervey Allen's latest adventure novel, "Action at Aquila."

The contribution of radio and the motion pictures to the cultural life of American children will be discussed over WQXR by Mrs. Dorothy L. McFadden, founder and director of Junior Programs, Inc., a non-commercial organization devoted to fostering better entertainment for children, tomorrow at 5:30-5:45 p.m. Mrs. McFadden will discuss "Audiences of Tomorrow," summarizing the findings of a two day panel discussion on that subject at Columbia University in cooperation with the Parents' League, Child Study Association of America, National Recreation Association and Association for Arts in Childhood.

Lawson Zerbe, the youthful radio actor featured in "David Harum," "Dick Tracy" and other air shows, also is portraying leading roles in "The Idea Exchange," a new program heard on Saturday at 8:30 p.m. over WHN. This air feature is written and produced by Howard Merrill and Arthur Daly.

Lyn Murray will soon begin to present weekly guest stars on his Sunday night CBS "Musical Gazette" programs. These guest stars will not be radio performers, but local newspapermen and women.

John Jaeger, "The Travel Man," is being heard at a new time, 3:35 p.m., over WNEW, Tuesday through Friday.

EVEN though the stunt was executed at precious cost to harassed engineers, the palm for one of the season's choicest "gags" goes to Matt McEniry, ace announcer at KLZ. Midway through an ad-lib remote show from a downtown Denver theater, Les Waterman, control room operator, was startled to hear two voices speaking in duplicate. In a flash, Maurie Thelen, the remote engineer, was on the line, with Waterman shrieking: "Hey! What's the reason for that awful feedback?" In something of a dither himself, Thelen explained that all loud speakers were cut, hence no reason for trouble. Just as the baffled engineers were verging on complete nervous collapse, McEniry solved the problem by introducing the "feedback" to the audience. As a guest—and unknown to anyone—the show was featuring Ed Albany, Colorado's contribution to the realm of "double talk."

The Bigelow Twins, long on the sustainer list at WELI, New Haven, now have a daily commercial for A. M. Heberger Inc., real estate firm.

Graham McNamee celebrates 15 years of broadcasting when Nehi's "Royal Crown Revue" opens tonight at 9 over NBC-Blue network.

Joey Nash is now being heard twice weekly on the Allen Prescott "Wife-saver" series over WOR. John Leal, Harry Silvern, and "Michel" are the guests currently heard on the three other weekly transcriptions.

Funny aftermath of edict by WJR's Leo Fitzpatrick against swinging the old heart songs and pulling the plug on Tommy Dorsey's network show early Wednesday morning. Fitz attended Rotary at noon, enduring jibes from fellow members who had read the Detroit News front-page story on Dorsey incident. Mixed chorus came out to entertain. What did they swing? You guessed it—"Loch Lomond."

The Dixie Darlings who appear in "Evening Harmonies" over WBIG, Greensboro, N. C., are a quintet including Margaret Banks, director-piano; Dot Livengood, violin; Maureen Moore, cello, and Gwendolyn Farrell and Peggy Gordon, vocalists.

WTOL, Toledo

Karl Kessler, announcer and publicity manager, has resigned.

Mildred Gerbie has been named traffic manager, assuming some of the duties previously handled by Sue Blanchard of program department.

Mack and Dean Bentley, at one time of KDKA, have been added to the staff. They are known as the "Harmony Boys".

PHILADELPHIA

Bill Dyer and Taylor Grant, together with Bob Elmer as spotter, will broadcast the play by play description of the Phillies ball game, over WCAU.

Stoney McLinn, director of WIP sport broadcasts, will lead his "Hot Stove League" discussions from Penn Athletic Club.

Bill Lang returns to KYW with his newscast on a weekly spot.

Tom Livezey now heads WPEN "Night Club of the Air," with Joe Dillon switching to "Breakfast Express."

The "Band Wagon" program over WIP is now featuring the songs of Joan Arlen and Pat Purcell.

Barbara Thorne returns to WCAU shortly after a successful appearance with the Portland Symphony Orchestra.

George Sutherland is the newest addition to the WIP announcing staff.

Dr. Leon Levy, president of WCAU and a member of the Cabinet of the United Campaign, has been placed in charge of the campaign activities of all radio stations and motion picture theaters.

Kaye Allen and Peggy Fox are now being heard in "Melody in Rhythm" over KYW.

Jean Shaw takes over the 11 o'clock spots on WCAU vacated by Whispering Jack Smith.

Walton Newton, newest WIP announcer, just revealed his marriage last week to Ramona Mitchell of Texas.

James Allan, WIP program director, celebrates a birthday Tuesday, and Tony DeSimone of Clarence Furman's band will be a year older March 19.

"Music for Moderns" returns to NBC-Red network via KYW, featuring the songs of Carlotta Dale, Bon-Bon and comments by Gulliver.

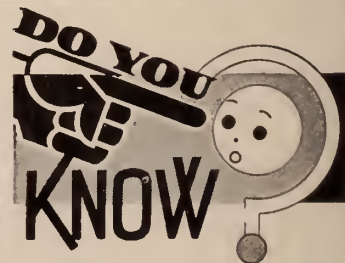
Don Bovay, WCAU singer, leaves town for a two-week vacation.

George Hogan's boner of the week was his announcement of the tune "One Big Union for Two" as "One Big Onion for Two," over WCAU.

Mills Spooner and Charley Sansome have teamed up for a new show over WFIL called "Console and Keyboard."

Horace Feyhl, production chief at WCAU, was cited for his rescue efforts when he assisted in saving two men when their car plunged into the river.

Mackay Swan, WFIL's singing sensation, will shortly be heard over the station in a program of his own.



Tax on radio sets in Russia is unofficially reported as ranging from \$2.50 to \$15.14 annually.