



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 58

NEW YORK, N. Y., THURSDAY, MARCH 24, 1938

FIVE CENTS

## FCC May Probe in Fall

### GENE FURGASON & CO. GETS NORTHWEST GROUP

Gene Furgason & Co., have been appointed exclusive national representatives for the Pacific Northwest Coverage Group, which includes KGIR, Butte, Montana; KPFA, Helena; KXL, Portland, Ore.; KRSC, Seattle and KFPY, Spokane. Appointment takes effect immediately. Gene Furgason, head of the station rep. organization and Ed Craney closed the deal in Chicago, with Furgason leaving for Butte, preparatory to making a tour of the new stations in the fold. He will head for New York after leaving the Northwest territory.

### Sealtest Starts April 25; Souvaine Building Show

Sealtest Laboratories, division of National Dairy Products, starts its show on NBC Red network, April 25, 5:30-5:45 p.m. Show is being built by Henry Souvaine, Inc., with the title of "Your Family and Mine." Script is by Lillian Lauferty, creator of Big Sister. Deal for the program was closed by Earle Thomas of the Souvaine offices. McKee, Albright & Ivey is the agency handling the account.

### Renew "Esso Reporter"

Esso Marketers have announced advertising plans for the coming season and included is a renewal of the "Esso Reporter" which is now heard over 15 stations from North Carolina to New England. There is a possibility that coverage may be enlarged during summer months. Marschalk & Pratt handles radio account.

### Facsimile Casualty

Des Moines—Paul Loyet, WHO's technical director is looking for a new coat. Had a nice one 'till he watched Frank Pierce experiment with the facsimile equipment. Loyet removed his coat and placed it right on an electric soldering iron. It's the first local facsimile "accident".

### Red Menace

Chicago—Spencer Bentley, Bob of Betty and Bob, returning from a trip downstate, brought back this story of red activities. At Red Bud, Ill., he encountered a red-headed gas station attendant by the name of Red Bergdorf, who is a scout for Red Bird (Cardinals) baseball team and sells Red (Crown) gasoline.

### AFM DELAYS DISK TALK UNTIL INDIES CONVENE

Scheduled meeting of the AFM Executive Board was postponed yesterday to March 29, due to the illness of President Joseph N. Weber. Executive board will also meet the transcription people at that time, which is one day after the meeting of the independent and non-network stations at the Hotel New Yorker, New York.

### WBT Wants to Play Fair On "Air Mail" Contests

Bill Schudt, manager of WBT, yesterday officially announced that his station was withdrawing from competition for the McNinch award to be given in connection with National Air Mail Week. Schudt stated that WBT would not compete due to the connection of Charlie Crutchfield, program director, with the "week". Crutchfield is Radio Director.

Major Paul R. Younts, National  
(Continued on Page 2)

### Despite 'Quick Action' Hysteria 6 Months Or More Must Elapse for Preparation; AT & T Investigation Took Years

### NBC ADDS 3 STATIONS IN WESTERN TERRITORY

Furthering its network expansion plans, NBC has added three more stations to its list. KPFA has joined the north mountain group and KGKO, Fort Worth, and KTOK, Oklahoma City, will be added to the southwestern group about May 1.

KPFA is owned by the Peoples Forum of the Air of which Barclay Craighead is president and K. O.  
(Continued on Page 3)

### Increased Biz Reported By Atlass Chi. Stations

Chicago—The Ralph Atlass stations, WJJD and WIND are signing an unusual volume of business despite the reported recession in other fields.

Motor accounts include: WJJD, Ruby Chevrolet Co., 15 minute news  
(Continued on Page 2)

### Zenith Program Folding With Fete by McDonald

Chicago—Commander E. F. McDonald, president of Zenith Radio Corp., gave a party for the more than 40 members of the CBS Zenith Foundation (telepathy show) cast  
(Continued on Page 3)

Washington Bureau, RADIO DAILY  
Washington—It will be at least six months before the Federal Communications Commission starts its investigation of radio broadcasting chains, according to an authoritative source within the Commission who revealed that the investigation "could not possibly get under way before six months to a year."

This length of time will be required before the study gets under way, despite the recent order to undertake "immediately" the investigation. It was pointed out that the AT&T investigation took the Commission some two and a half years.  
(Continued on Page 3)

### EDUCATORS STILL SEEK MORE NETWORK PERIODS

The drive by educational broadcasters to force networks to give advantageous periods to educational and cultural programs which was started last summer by five leading groups in that field, will be continued with added strength due to recent demand for a radio probe by FCC Chairman McNinch, it was  
(Continued on Page 2)

### Standard Brands Renewal

Standard Brands, Inc., sponsors of the Baker's Broadcasts, heard Sundays, 7:30-8 p.m., over NBC-Blue network has been renewed for an additional 13 weeks effective April 3. Program features Feg Murray and Ozzie Nelson and orchestra. J. Walter Thompson has the account.

## BBC Prohibits Tele In Theaters; Latter May Project Own System

### 100-Watter Hires Band

Chicago—WHFC of Cicero, as result of James C. Petrillo's campaign to limit recorded music, is putting in an eight-piece orchestra under the direction of Dave Volkow, starting next Sunday. Station owned by R. W. Hoffman is said to be the only 100 watter in country to employ an orchestra of such proportions. Al Rubin handled negotiations for Chicago Federation of Musicians.

London—A rapid counter to the BBC's ban on the reproduction of the television programs in public has been devised by the chain of London cinemas likely to be affected most in its future plans. Before the televising of the Oxford v. Cambridge sports this week the BBC threw this notice on the screens of receivers: "The reproduction in any form of the outside broadcast which follows, including  
(Continued on Page 3)

### Playing Safe

Detroit—WJR's Duncan Moore will carry a life preserver when he broadcasts the third annual smelt run at Boyne City, Michigan. Pranksters "dunked Dunk" last year and he's taking no chances. He also remembers the raft that sank recently in the Susquehanna river.



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**DON CARLE GILLETTE** : : : Editor  
**MARVIN KIRSCH** : : : Business Manager

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**FINANCIAL**

(Wednesday, Mar. 23)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	125	123	124 1/4	- 1
CBS A	147 1/2	143 3/4	143 3/4	- 1/4
CBS B	14 1/2	14 1/2	14 1/2	- 1/4
Crosley Radio	7	7	7	...
Gen. Electric	34 3/4	33 1/4	34	- 1
RCA Common	5 3/4	5 1/2	5 5/8	...
RCA First Pfd	44 3/4	44 3/8	44 1/2	- 1/2
Stewart Warner	8	7 3/4	7 7/8	- 1/8
Westinghouse	79 1/4	76 1/4	78 1/8	- 3/8
Zenith Radio	12 1/2	12	12 1/4	- 1/2

**NEW YORK CURB EXCHANGE**

Majestic	13-16	5/8	5/8	- 1/4
Nat. Union Radio	8 1/4	8 1/4	8 1/4	- 1/8

**OVER THE COUNTER**

	Bid	Asked
Stromberg Carlson	4 5/8	5 1/2

**Set Tax Receipts Off**

Washington Bureau, **RADIO DAILY**

Washington—Tax receipts on radios and phonographs took a considerable drop from \$464,853.41 in February, 1937, to \$260,580.34 for the same month in 1938, it was revealed here today by the Treasury Department Bureau of Internal Revenue. The decrease represents a drop of \$204,273.07.

According to the Radio Manufacturers Association here, the decrease is 44 per cent under last year's figure.

**Another Dress Rehearsal**

The Mutual-Philip Morris show, "What's My Name," which starts on Friday, 8-8:30 p.m., will have a dress rehearsal at 4 p.m., before an audience. Program is being aired from the Mutual Playhouse. Erik Rolfe originally announced for the show is off. No replacement set yet. The Biow Co. is the agency.

**Educators Have Hopes Of Additional Web Time**

(Continued from Page 1)

learned yesterday. Group, through its leaders, may attempt to testify in effort to gain recognition.

Entire movement by the organizations was started in an attempt to force the three major networks to give more time for the presentation of unbiased and unsolicited programs of educational value to the average American radio listener. Proposed investigation by FCC jibes closely with announcements made last year to the effect that organizations involved in the fight for time would take their case to the FCC as soon as plans were completed, and complete accounting of membership in the drive could be determined.

Status of smaller outlets, either independent or with network affiliations has not been changed to date by the leaders of the educational movement. It is believed, however, that for the time being they are satisfied with time allotments as a whole, and will concentrate their fight on networks. Practically every major educational and cultural organization has given its sanction and promise of cooperation in the drive.

**"Morning Almanac" Offer Draws Big Mail Response**

One announcement concerning requests for tickets to the first Sunday broadcast of Phil Cook's "Morning Almanac" brought 654 responses before 2 p.m. of the same day. And within 24 hours, 5,181 requests had been delivered to CBS.

Station, not knowing the tremendous response the first announcement was to pull, made a second announcement on Friday morning. On Tuesday the total mail count was 8,645.

Program is heard, 7-7:55 a.m. on WABC, Mondays through Fridays, but it goes network on Sunday, 6:30-7 p.m. Program department wanted to know whether to use one of the radio theaters or stick to the studio. Result: program does go into a theater.

**Pitt. Newspaper Relations Strengthened via Program**

Pittsburgh—Relationships between KDKA and the Pittsburgh Press will be materially strengthened beginning March 26, when a model news room with direct lines to KDKA will be opened. New feature is designed as an added feature of the Press-KDKA news services. Initial airing from the new studio will take place at 8 p.m., with plans now calling for a number of special event and up-to-date news programs to emanate from the studio.

**BOSTON**

Lew Rogers is the new member of the WORL announcing staff. He entered the radio field at WPRO in Providence. He was there until he recently was transferred to WORL.

**Increased Biz Reported By Atlss Chi. Stations**

(Continued from Page 1)

period with Bob Labour, six days, through Auspitz and Lee; Michigan Avenue Chevrolet, 15 minute Sunday recordings through Schwimmer & Scott; WIND, Association of Gary Authorized Automobile Dealers, quarter hour program; Automobile Manufacturers Association, announcements plugging Packards through Young & Rubicam.

Other new business on WJJD: Knox Company for Cystex Tayton, Today's Heroine with Frances Martin presenting "Woman's Award of Merit," 3-a-week; also Police Headquarters' bulletins; Dude Martin's Rangers, musical transcriptions, and extra, extra, news, through Allen C. Smith agency.

Komiss Co., announcements, Julian Frank agency; Trems Tablets through Kelly and Stuhlman; International Trades Institution; A. Bishop & Co., half-hour musical transcriptions on Sundays; Gardner Nursery, 13 five-min. periods through Northwest Radio Advertising Co.; Builders Life Insurance Co., Sunday newscast, through Lyle T. Johnson Co.

WIND Accounts: Komiss Co., announcements; Henry C. Lytton's Hub, announcements; Northern Indiana Public Service Co., Indiana Basketball Tournament; Wham Sales Co., half-hour transcriptions seven nights a week for 26 weeks through Harold I. Collene agency; Trading Post with Betty Ann Brown as Hollywood Reporter through Burnet-Kuhn agency; South Chicago Furniture Co., 15 minutes Sundays for 13 weeks; Hub Furniture Co.; Albert Dickinson Co. through Commercial Advt. agency, spots; Evans Fur Co., "Me and the Boy Friend", interviews, 3 a week, through Auspitz and Lee; Hylte Laboratories following Safety Court through A. N. Baker agency; Madura's Danceland, half-hour four times weekly; Maurice L. Rothschild, spot announcements, through Dade Epstein agency; General Mills, Cubs and White Sox games, with Russ Hodges and Jimmy Dudley, through Knox Reeves Advt. agency; Midwest Daily Record, announcements; Liberal Credit Clothing Co., 15 minutes for 13 weeks; Evans Clothing Co., announcements for 13 weeks through Selviar System.

**Cincinnati's Clambake**

Cincinnati — Tyrone Power, film and radio headliner, and Virginia Payne of Chicago, who is Ma Perkins, are to be guests of honor at Cincinnati's civic reception to be given May 14 to commemorate founding of famed Schuster Martin School of Drama by the late Helen Schuster Martin. Power and Miss Payne are both grads of school.

**RECORDINGS**

Call **BRINCKERHOFF**

PLaza 3-3015

**COMING and GOING**

J. J. SIEGEL, business manager for Major Bowes, and MRS. SIEGEL leave today on the S.S. Lafayette for a West Indian cruise.

JOHN G. (Jap) GUDE, CBS manager of station relations, has returned from his western trek.

JACK BENNY, his writers, EDDIE BELOIN and BILL MORROW and HARRY BALDWIN, Benny's secretary, arrived in town this morning via the Twentieth Century.

IRNA PHILLIPS, script writer, will arrive in New York tomorrow from Chicago. She sails Saturday on the Carinthia for a six-day cruise to Nassau.

FRED WEBER returned from a business trip to Chicago yesterday.

DAVID ALBER back in New York after trip to Philadelphia.

WALTER DAMM of WTMJ, Milwaukee, arrived in New York yesterday.

OLIVER WAKEFIELD sails for England on April 3.

JOHN W. ALICOATE, publisher of RADIO DAILY, and THE FILM DAILY arrives today on the Georgic, from a West Indies cruise.

**WBT Wants to Play Fair On "Air Mail" Contests**

(Continued from Page 1)

Chairman, and Crutchfield, before leaving for Washington yesterday announced that disks are now ready and will be distributed to all 748 stations by March 31. Also set yesterday was a national hook-up on April 2 at 7:15-7:30 p.m. with Major Younts and Postmaster James J. Farley set to speak over CBS, NBC and Mutual.

**KLZ**  
 is the favored guest in most of the homes of the Denver-Rocky Mountain Region

- Local merchants know... and that's why department, jewelry, furniture and men's and women's stores all spend more of their radio money with KLZ than with any other station.

CBS NETWORK 560 Kc.  
 Representative — The Katz Agency, Inc.

**Jules Hansberg**  
**INSURANCE**

Insurance Specialists in the Radio and Music Industries  
 JOHN 4-2800 BEekman 3-0375  
 80 JOHN ST., NEW YORK





**O**TTO KLEMPERER and the Los Angeles Philharmonic will do a special broadcast over KNX-CBS Pacific Coast tonight at 10-10:30, as the opening gun in the annual campaign for funds to support the organization.

Conrad Nagel will do a guest appearance on Union Oil's "Thrills" on Wednesday, March 30. Frederick Dahlquis president of American Radio Features, producers of the program, announces that the show will continue under the present set-up at least until April 27, contract renewal time.

Harry Witt, sales manager at KNX, became the father of a second son with the birth of an 8 pounds-2 ounces boy to Mrs. Witt at St. Vincent's Hospital Friday night, March 18.

The Automobile Club of Southern California duly labeled the northwest corner of Sunset and Gower with a "Columbia Square" marker last Friday. CBS starlets Mary Lou Cook, Gay Seabrook, Lurene Tuttle, Rosemary DeCamp and Mary Rosetti participated in the ceremonies. Old-timers in Hollywood will recall that the corner was the site of one of the earliest of the film studios, David Horsley's, and still later housed Christie comedies.

Sid Goodwin, NBC producer on the "Gilmore Circus" for Gilmore Oil on the Coast, as well as various sustainers for the net, has resigned to go into radio program production on his own.

Glan Heisch has been renewed as scripter on the Mickey Mouse show for Pepsodent. H. H. Swanson agency set the new deal.

Jack Dempsey, well known to old time vaudevillians in the heyday of Keith-Albee, has been appointed sales manager for the Otto K. Olesen recording studios. Dempsey left Metro-Goldwyn-Mayer, where he has been a talent scout under Billy Grady, another Keith veteran, to align himself with the Olesen organization.

Harrison Holliday, general manager of KFI-KECA, dug up a transcription of the first broadcast made by Amos and Andy under those monikers, following the switch from "Sam and Henry," and re-broadcast the 1928 program over KFI Monday night, with appropriate comment. Holliday released the original series through KFRC, San Francisco, while he was manager of that station.

LISTEN TONITE TO  
**DORIS RHODES**

6:45 P. M. WABC-CBS Network  
MANAGEMENT  
COLUMBIA ARTISTS, INC.



● ● ● **A Reporter With A Conscience!**... Jack Pearl, just returned from Hollywood with Wini—and learning how to shag at the Stork Club now, related this sidelight on the coast floods—which wasn't a thing to kid about... However, with truth reported to be stranger than fiction—it could also be just as humorous... Phil Baker had taken Jack and Wini to view his new home, just completed and to be occupied within a few days. Pearl envied his good fortune and beauty of the home. This inspired Baker to invite the Pearls to the official opening two days later... With arms filled with gifts the Pearls arrived at the Baker home—to find it washed away!... Last week we itemed here that Russ Morgan was sporting a "shiner" due to a misjudged handball... The other nite we stepped into Dave's Blue Room, where there's a photo of Morgan pasted against the wall... Around the eye we noticed—some wag had penciled a duplicate of Russ' "shiner"!... Eddie Cantor's new series for Camel's will sound odd sans the glibbing voice of Jimmy Wallington.

● ● ● **Committeemen of a certain organization made inquiry this week on the possibility of getting 15 minutes of air time on WOV-WBIL—so that one of their "distinguished members" might talk on "More Jobs by the Elimination of Women From Business" ... Everything, we understand, went along smoothly until the committee was introduced to the general manager of IBC, operators of these stations... The general manager happens to be Miss Hyla Kiczales—one of "those women in business"... At Phillip H. Lord's party for his press agent the other night, newspapermen had to pass through picket lines so as to partake in the drinks offered... The pickets were not boycotting Lord—but resented the fact that the club didn't employ entertainers—though they have two bands and a coupla very pretty singers!**

● ● ● **Baseball fans in and around NY will begin hearing baseball results shortly via WMCA sponsored by Straus Stores... Of course, this isn't anything to merit a stick of type here or elsewhere—but this does: ... Signed to wordsling for 15 minutes, 7 nites weekly on this sponsored series, is Bert Lee, who at one time, we stated, wasn't so good. Later we discovered that Bert Lee was the air-monicker for Bertram Lebhar, general manager for the station and Inter-City network. This still didn't alter our original criticism of his voice!... However, a number of sponsors, having been given the cream of the wordslingers for their shows by the station—discovered that Bert Lee was the best salesman around... Lebhar who doesn't want this work—would rather pay others to do it—must broadcast this series and others on threats of losing the clients... The home of Murray Rosenberg, radio editor of the Brooklyn Citizen was visited by a thief who tip-toed over to a cupboard where he found \$14 (in a newspaperman's home?)... Murray's 5-year-old boy, Richard Martin, was at play in the kitchen where the thief stopped just long enough to threaten the youngster to keep still. Mrs. Rosenberg was in another room while all this was taking place... Later, when cross-examined by a burly detective on what had happened the kid shook his head saying, "I don't know and I don't want to talk."**

● ● ● **This is rather interesting, we think... Caskie Norvell, Jr., newscaster on the WBIG, Greensboro, N. C., "Cavalcade of News," late evening news period, has been featuring the European war situation, with exclusive background information as well as flash news... And few are better equipped for this, as his mother was formerly Princess Nanon Petrovic, of the Jugoslavian royal family ... However, she is now a good Tar Heel, being Mrs. Caskie Norvell, Sr. When Norvell, a University of Virginia graduate, gets stuck on the pronunciation of names he has but to call his mother, the Princess, and get correct names and background!**



**G**EORGE A. BOLAS, formerly with Swift & Co., Defiance, Ohio, has been added to Chicago NBC Sales promotion staff.

Vic and Sade and Rush (Art Van Harvey, Bernardine Flynn and Billy Idelson) are making a theater tour through Indiana the next fortnight.

Barbara Luddy, dramatic headliner of Margot of Castlewood and First Nighter, has turned singer and is lifting her voice in song on the former show.

Doris Keane, manager of WHIP and WWAE, going to Indianapolis this week-end to handle special broadcast of State basketball finals.

Epes Sargent has taken up his new duties as assistant to Frank Rand, director of press relations for NBC.

NBC threw a party Monday afternoon for Boris Karloff, here to do a series for "Lights Out".

Wrigley show featuring Andrews Sisters, Jack Fulton Jr. and Carl Hohengarten's music had its name changed once more before it got on the air Monday evening. Last shift was from "Sing and Swing" to "Just Entertainment". Neisser-Meyerhoff agency has the account. CBS threw a party for press Monday in connection with first show.

E. H. Scott, manufacturer of de luxe radios, described his new robot receiver in an interview over WGN by Martha Crane and Helen Joyce on Tuesday, March 22.

Cornelius Peeples, 18-year-old juvenile of Betty and Bob, is swanking around in a new car. He is a veteran of about 10 years' work on the air.

Bill Irvin (Don Foster) radio editor of the Daily Times had his office radio put out of commission other day when some of the news room boys plugged it into the wall direct instead of through converter. Photographer doused the flames that resulted with pail of water and now Irvin is listening at home pending repairs.

Yank Taylor, former radio editor of the Times, is back from two years of orange culture in Florida and has rejoined Times staff as night rewrite man.

Harry Richman will open at Chez Paree on April 1, with Lou Breese's orchestra providing the music. Jimmy Durante scheduled to follow a month later.

**Catch the ★ ★ ★  
ANDREWS SISTERS**  
on the Wrigley Program  
**"Bei" Gum**  
They're Terrific!  
Mon.-Fri., 7-7:15 p.m., EST., CBS

☆ F. C. C. ☆  
ACTIVITIES

**EXAMINERS' RECOMMENDATIONS**  
 Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.  
 WTIC, WIXEH, WIXLU, WIXO, WIXT, Hartford, Conn. Vol. assignment of licenses to the Travelers Broadcasting Co., be denied.  
 Sherman V. Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited, be granted.  
 WKAR, East Lansing, Mich. CP to increase power to 5 KW. be granted. 850 kc., daytime.  
 WDW, Tuscola, Ill. CP to increase power to 1 KW., be granted 1020 kc., daytime.  
**HEARINGS SCHEDULED**  
 Great Western Broadcasting Co., Omaha, Nebr. CP for new station. 1500 kc., 100 watts, unlimited.  
 March 24: Johnson City Broadcasting Co., Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.  
 March 25: P. W. Spencer, Rock Hill, S. C. CP for new station. 1500 kc., 100 watts, daytime.  
 March 30: Chester Howarth & Clarence Berger, Wallace, Idaho. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.  
 April 29: State Broadcasting Corp., Gretna, La. CP for new station. 1370 kc., 100 watts, 250 watts LS., specified.  
 May 9: Monocacy Broadcasting Co., Rockville, Md. CP for new station. 1140 kc., 250 watts, daytime.  
**APPLICATIONS RECEIVED**  
 W. B. Greenwald, Topeka, Kans. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.  
 Edward Breen & Allen R. Loomis, Fort Dodge, Ia. CP for new station. 1370 kc., 100 watts, 250 watts LS., specified.  
 WENX, New York, N. Y. CP to increase power to 1 KW., 5 KW. LS. 1350 kc., shares time.  
 WHBL, Sheboygan, Wisc. CP to increase power to 1 KW., 5 KW. LS. 1300 kc., unlimited.  
 WTAQ, Green Bay, Wisc. CP to increase power to 1 KW., 5 KW. LS. 1330 kc., unlimited.  
 WEMP, Milwaukee, Wisc. Mod. of license to increase hours of operation to unlimited. 1310 kc., 100 watts.  
 Knoxville Journal Broadcasting Co., Knoxville, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.  
 Richard M. Casto, Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.  
 Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.  
 Petersburg Newspaper Corp., Petersburg, Va. CP for new station. 1210 kc., 100 watts LS., specified.  
 John Stewart Bryan, Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.  
 WELI, New Haven, Conn. Mod. of license. 930 kc., 250 watts, 500 watts LS., unlimited.  
 Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime.  
 Tribune Co., Tampa, Fla. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.  
 Michael J. Mingo, Tacoma, Wash. CP for new station. 1400 kc., 250 watts, unlimited.  
**APPLICATIONS RETURNED**  
 Sumter Radio Broadcasting Co., Sumter, S. C. CP for new station. 1420 kc., 250 watts, daytime.  
 Timpanogos Broadcasting Co., Provo, Utah, CP for new station. 1210 kc., 100 watts, unlimited.  
 KIEM, Eureka, Calif. Authority to transfer control of corp. to William B. Smullin.

ORCHESTRAS - MUSIC

By TED LLOYD

**BEHIND CLOSED DOORS** the midnite oil burned yesterday as music executives representing flicker firms gathered in the offices of J. J. Robbins, looking after his M-G-M interests, to discuss a complete revampment of the "major plug system"... Lou Diamond, head of Paramount Pictures' music firms, Famous and Paramount Music—and Buddy Morris with his Man Friday, Rocco Vocco, representing Warner firms, Harms, Witmark and Remick, got together to discuss the possibility of immediately changing the present set-up, which is calculating performances of songs on WABC, WJZ and WEAF from 5 p.m. to 1 a.m. as "major plugs"... Revampment would alter this completely, it is understood... Adding WOR to the list of stations rated as "majors" would be just one of the contemplated changes!... Another, and this the most important alteration, would be to rate as "major plugs" performances on WOR, WABC, WEAF and WJZ from EIGHT A.M. till ONE A.M.!... Should this be agreed upon, it is understood that the new ruling will go into effect within the next few days... New setup, if put into effect, will create more employment for contact men and many of those discharged within the past week, would be brought back in line... Contacting of bands, artists and production men in charge of the programs not credited with the nine hours of airing now, will have to be reached for plugs... Many daytime artists have shown their grief to the stations because they weren't entertained by music men will now be catered to like the bigtime evening artists!... Though the meeting was held solely for this purpose, their decision won't be final. None of those present last nite would discuss their findings!

*Stan Shaw will be feted at Leon & Eddie's Sunday nite... Clark Dennis, NBChicago singer, has been approached to warble for the Chi Civic Opera Co... Jimmy Nooney succeeds Horace Henderson's crew at the Swing Lane in Chi... Don Huston, Henry Busse's vocalist, will leave the band, because he has a picture offer... Freddy Martin is recovered and in Chicago.*

Jerry Blaine leaves the Park Central next month... Howard Woods, his Celeste and band, featuring the voices of the maestro, Ralph Bennet and the Glee Club returned to Laurel in the Pines Hotel, Lakewood, N. J. Band is aired three times weekly via WOR-Mutual... Lawrence Welk and his orchestra, return to the air waves over WCAE when his outfit comes back to Pittsburgh March 28th. Lois Best, former WJAS vocalist, will be included in the Welk outfit when they return to the Hotel William Penn.

*Tommy Dorsey and his Amateur Swing Contests open at the Stanley theatre in Pittsburgh March 30. He*

Jamison Concert Debut

Anne Jamison, singer heard regularly on the Hollywood Hotel programs, will make her concert debut at Town Hall March 29. Singer will miss one program, and is scheduled to leave New York immediately following her appearance in New York for the coast to resume broadcasting.

*will do his commercial from there—and start the show playing "Comin' Thru The Rye"... Tommy started the whole fracas on swinging the classics... Lou Clancy and his Swing Unit are presented nightly over Station WATL, Atlanta, from the popular Spanish Room of the Henry Grady Hotel. Rose Christopher and Skeeter Morris are the vocal attractions.*

Duke Barron and his orchestra now broadcasting twice daily from the popular Parisienne Room of Hotel Bristol, Bristol, Virginia. Music is aired over Station WOPI... Shep Fields will interrupt his current theater tour to return with his orchestra to New York for a new series of Bluebird recordings... Reports from the Coast indicates that Ozzie Nelson's pioneering of "Joseph, Joseph," in addition to his Victor recording of the tune, has established the novelty selection as a logical follower to "Bei Mir Bist du Schoen" all along the Pacific Coast.

*Robert K. Christenberry has assumed full charge of the International Casino along with his other duties as vice-president and general manager of the Hotel Astor... Christenberry, it is reported, will make changes in policy at the Broadway night club.*

GUEST-ING

PERRY SHAND, song writer, on Lanny Grey's Rhythm School of the Air, March 26 (WNEW, 12:30 p.m.)  
 JEAN MUIR, interviewed by Radie Harris, today (MBS, 6:45 p.m.)  
 DR. FRANCIS CARR STIFLER on The Bible in Song and Story, March 27 (WNEW, 6:30 p.m.); DR. GEORGE W. WRIGHT, missionary, April 3.  
 CARL DAINES, on Celebrity Hour, March 26 (WNEW, 9:15 p.m.)  
 DOROTHY MACKAILL and MIRSCHA LEVITZKY, pianist, on Kraft Music Hall program, tonight (NBC-Red, 10:00 p.m.)  
 OLIVIA DE HAVILAND and DONALD DICKSON on Chase and Sanborn Hour, March 27 (NBC-Red 8:00 p.m.)  
 LEON RANE'S SING BAND and ALAN MOWBRAY, on Thirty Minutes in Hollywood program, March 27 (MBS, 6:00 p.m.)  
 RAY GROSS, author, on Benay Venuta's variety program, March 26 (MBS, 2:00 p.m.)  
 NELSON EDDY on the Ford Sunday Evening Hour April 3 (CBS, 9 p.m.)  
 CLYDE BARRIE soloist on the Heinz Magazine of the Air April 3 (CBS, 5 p.m.)  
 GLENN DARWIN will sing opposite Grace Moore on Chesterfield program March 30 (CBS, 9 p.m.)  
 MORTON BOWE and JANE FROMAN, on Al Pearce and his Gang program, March 29 and April 5 (CBS, 9:00 p.m.)  
 RED EVANS, JACK SHANNON, GENEVIEVE ROWE and the SYMPHONETTES, on Ray Block's Varieties, today (CBS, 3:00 p.m.)

HE'LL EXERCISE YOUR CASH REGISTER

Thousands listen to

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 Monday thru Friday at 8:45 A. M.

**WHN**  
 DIAL 1010

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Programs:  
 U. S. RUBBER CO. LUCKY STRIKE SOCONY-VACUUM  
 ALEMITE PROGRAM FORD MOTOR CO. CHESTERFIELD

Management COLUMBIA ARTISTS, Incorporated

## AGENCIES

E. ROSS GAMBLE, space buyer for Leo Burnett agency, has been elected treasurer of the Audit Bureau of Circulation.

Pepsodent Co., Chicago, has been admitted to membership in Association of National Advertisers.

PHELPS-ENGEL-PHELPS agency, Chicago, has been named counsel for Hollywood Diet Corp., Chicago, and Joseph Lemke, Melrose Park, Ill.

ART TATHAM, advertising manager of Bauer & Black, and head man of the Chicago Federated Advertising Club, is working on a survey to show how much advertising money from the Chicago area is placed elsewhere.

CHICAGO FEDERATED ADVERTISING CLUB has added A. M. Crossley, president of Crossley, Inc., as speaker for its radio series. His date is April 14.

## LOUISVILLE

Jack Peyser, who has been freelancing in Chicago, and was for a time with WLW, is new announcer on WHAS. He will handle the Oertel Show, aired from the Drury Lane Theater on Monday nights.

Harry Diekman, ex-WAVE musical director, heading for his home in Detroit. Expects to place his band at a Michigan resort for the summer.

Bill Sherman, WGRC chief announcer, will have a leading role in play to be presented by Little Theater, under the direction of Boyd Martin, "Courier-Journal" film critic.

Skeets Morris, who was injured in an automobile accident, while returning from an engagement in Hodgenville, Kentucky, has recovered, and is again airing with his hillbilly gang on WHAS.

Mildred Lee, who conducted the air gossip column "Under Ether" in the "Courier-Journal," has left WHAS, and is out of radio for the present.

Serg. Nyrum Young of the Louisville Police Department and Jack Starks, WAVE technician, are attracting attention with their "Cruising in Traffic," broadcasting from the new mobile unit.

WGRC has a new troupe of hillbillies on the station, the "Oklahoma Outlaws."

## Cain Gets St. Louis Call

Chicago—Noble Cain, conductor of the Chicago A Capella choir heard over NBC, and director of the Cabin at the Crossroads chorus, has been named conductor of the 2,000 voiced National High School chorus to perform in St. Louis on April 1.

## DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

Six Star Revue

Zeke Manners' Gang

## ☆ Programs That Have Made History ☆

### (NBC's National Farm and Home Hour)

**D**URING the last decade the National Broadcasting Company, the United States Department of Agriculture and national farm organizations have joined forces to bring farmers throughout the land the most outstanding agricultural program on the air. On October 2, 1928, the National Farm and Home Hour made its debut under the direction of Frank E. Mullen, pioneer in farm broadcasting.

Format of the program remains substantially the same as when first conceived. The Farm and Home Hour, often called "The Nation's Bulletin Board of Agriculture," offers a wide variety of features. Among these are timely and authoritative information from the Federal Department of Agriculture; music by Walter Blaufuss and the Homesteaders orchestra; Washington news comment by H. R. Baukhage, veteran correspondent in the national capitol; weather and crop reports; comedy in the form of the "Farm and Home Bugle," with Johnny Wolf and Thor Erickson; a dramatic sketch of life in the national forests starring Harvey Hays, Judith Lowry, Lucille Husting and Raymond Johnson; special broadcasts direct from the scenes

of important farm events; and many other features of wide national interest.

The Farm and Home Hour interests urban as well as rural listeners. The program has become a noon hour tuning habit in thousands of homes from New York to San Francisco each week day at 12:30 p.m. EST. Ninety-three NBC-Blue network stations carry the program.

A gay spirit of informality prevails. Everett Mitchell's cheery "Lots of Good Luck, Everybody," and "It's a Beautiful Day in Chicago," have become catch phrases known to millions of listeners.

Leaders in all fields of agriculture are heard regularly on the program with up-to-date news and information on developments affecting farming and homemaking. The Farm and Home Hour has really made radio history. It has brought the country to the city and the city to the country. One of the outstanding contributions of radio to mankind has been its service to the farmer. On this score, the Farm and Home Hour has established a unique record of service in radio history.

William E. Drips, NBC's director of agriculture, supervises the program.

### WQAM's "Shadows and Sunbeams"

**C**LOSE to \$100,000 in cash has been raised for needy persons during the past eight years directly through WQAM's program, "Shadows and Sunbeams."

Conceived by Fred W. Borton, president of the Miami Broadcasting Company, early in 1930, the one-hour charity program has been on the air consistently ever since.

Dr. Everett S. Smith, pastor of the First Christian Church, and well known on the air, conducts the program. He describes each "Shadow," tells what is needed in food or money or necessities, and appeals to the radio audience for direct contributions. Phone calls donating aid are acknowledged on the air, and a collector picks up donations next day.

The Civitan Club of Miami has the

charity as their main project. They provide all the administrative expense and the city of Miami provides office and storage space. Every penny donated in response to the radio appeal goes directly to the "Shadow" for which it is designated.

Station WQAM provides the time on the air and the musical entertainment for the program and assists in preparing the copy for broadcast. "Shadows and Sunbeams" is the one 100 per cent charity in the community.

Statement of receipts and disbursements for the year ending December 31, 1937, showed contributions received to be \$8,996.06, total cash disbursements \$8,187.44 and total disbursements other than cash came to 20,688 items.

### WOAI Big News Contract

San Antonio—Effective April 25, WOAI has consummated the largest single contract of time for any single product in the history of the station. The S. A. Brewing Association, makers of Pearl Beer, will sponsor fifteen minutes of news six days a week at 10:15 p.m. with commentator Ken McClure at the mike. The advertising was placed by Pitluk Advertising Agency of this city.

### Frazee Taking Leap

Harry Frazee, production man on "Gang Busters" program, will be married today to Dorothy Sherwood, non-professional. Frazee took over Phil Lord's duties on the series in January.

### WOL Renews Transradio

Washington Bureau, RADIO DAILY

Wash., D. C.—A new contract covering a period of three years was negotiated today between Transradio Press Service and Radio Station WOL, Mutual outlet here. Transradio news has been broadcast on WOL for the past three years and was one of the first stations in the country to subscribe to Transradio.

## CARL BIXBY

Creator, writer, director or producer of successful network radio programs.

P. O. Box 84, Manhasset, L. I., N. Y.

## NEW BUSINESS

Signed by Stations

WMAQ, Chicago: North Western Railroad Co., Suburban Hour program renewal.

WWSW, Pittsburgh: Republic Oil Co., 15-minute program.

WSM, Nashville: Bull Durham Smoking Tobacco Co., ETs, through Lord & Thomas.

WSIX, Nashville: Loew's Theater (Nashville), Name the Band program ETs.

KWK, St. Louis: Gruen Watch Co., ETs; Dr. School's Comfort Shops. ETs.

KTHS, Hot Springs: Chevrolet Motor Co., ETs, through Campbell-Ewald; Magnolia Oil Co., announcements, through Bruck-Sacks Co.; Stag Beer, news program, through J. Walter Thompson Co.; Sterling Beer, racing results; Schlitz Beer, announcements; Roi Tan Cigars, announcements, through Laurence Gumbinner Co.; Willhite Melon Farms, announcements; Thompson Hatchery, 15-minute programs; Waller Bros. Nursery, 15-minute programs; Carter Chickens, announcements, through Shaffer-Brennen; Lutheran Church, Lutheran Hour, through Kelly, Stuhlmann, & Zahrdt.

WNBX, Springfield, Vt.: Genest Baking Co., news program; Wellwood Furniture Co., news program; Krueger Brewing Co., news program, through Young & Rubicam; American Tobacco Co., ET announcements, through Lord & Thomas; Clover Farm Stores, announcements, through Harry M. Frost; Chamber of Commerce, news program; Liggett & Myers Tobacco Co. 30-minute program, through Newell-Emmett; Goodyear Tire Co., The Shadow.

### WSPR, Springfield

Allen W. Mills, former commercial representative has joined the public relations department of Western Massachusetts Theaters, Inc.

Wayne Henry Latham, program director, has started a new series of lectures as instructor of public speaking, University Extension, Department of Education of Massachusetts.

Quincy A. Brackett, president, has been in New York on a business trip.

Lloyd and Alta, hillbilly performers, have returned to the station after a long lay off.

Henry A. Felix, former announcer for WSPR, WMAS and WMEX has joined the WHDH staff in Boston.

Clara Zamachay, first prize winner on the Rivest Children's Hour won a trip to New York and an opportunity to b.c. on Mutual net program "Microphone of the Sky."

Chief Engineer Hillis Holt is rebuilding the turntables.

## GEORGE GRIFFIN

Lyric Baritone

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



## MAGIC MELODIES

Tuesday 7:45 P.M., EST. WJZ-NBC Blue

Management NBC Artists Service

**OKLAHOMA**

Miss Loree Greenwood, former secretary at KOMA (Oklahoma City) has been named office manager of new downtown ticket office of American Airlines in Skirvin Hotel.

Ramon Martin, KVSO (Ardmore) newscaster delivered a program last week from a smoke filled studio on the second floor of the Daily Ardmoreite building. A raging fire in a garage adjoining was described by Martin and James Griffith, taking turns at the mike.

KVOO (Tulsa) now broadcasting Chamber of Commerce Open Forum lectures every Friday afternoon.

In city election KVOO (Tulsa) held half-hour broadcast with three-minute time-limit on each speaker.

Series of half-hour weekly programs on KVOO (Tulsa) is telling about International Petroleum Exposition to be held this summer in Tulsa.

Hughie Price (WKY discovery) being featured on Hales-Mullaly two-per-week show on KOMA (Oklahoma City Rival). Nonsense and Notes show folds after two weeks. KTUL (Tulsa) also on program.

KOMA has applied for an increase in power from 5 to 50 kilowatts and for permission to install a new transmitter and a directional antenna for night use. A previous request had asked permission to increase power from 50 to 10 kilowatts.

Dott Malone new songstress in 15 minute weekly morning spot on KTOK for Good-Nite cream.

KTOK promised Oklahoma City baseball fans a crack announcer for Texas League ball games so secured Ted Andrews, from KWKH where he previously handled sports, baseball broadcasts and special events. Andrews is set to report for duty April 1st but is at present with the club in training quarters and exhibition games.

With something to crow about KTOK, Oklahoma City, is set to go to town having contracted for 11 billboards in the city and screen advertising in all Standard Theaters neighborhood houses telling of its five-point coverage including NBC-Blue (May 1st), Mutual, UP news, Baseball Broadcasts and Key station for Oklahoma Network. Have also contracted for centerfield billboard at baseball park as part of campaign.

Sponsor with four-week old program on KVSO for kids offered bottle of milk chocolate a day for week to first six persons calling after announcement. Telephone exchange was swamped with thousands of busy signals; officials protested. The sponsor, very happy, sent the 12 operators on duty free bottles of his product. KVSO wrote a public apology letter to telephone switchboard operators in promotion ad in newspapers on the following Sunday.

**NEW PROGRAMS—IDEAS**

**"Gadget" Co-op. Show**

Several New England radio stations will air a new participating transcribed series to be known as "Gadgets." Show will be a breezy commentary on small household utensils which minimize and lighten the drudgery of housework. Anecdotes and humor, in network style, will split up copy matter on each gadget included in the program, which will be emceed by a commentator, known as "The Gadget Man". Bertha Bannan is the producer.

**Woodpecker Stogie**

"Clarkwatchers", is the title of a new daily series sponsored by Clarke's Clothiers on KTUL, Tulsa. An early morning show, 7:00 to 7:45, it features Waldo, a dummy woodpecker, and Eddie, a comic entertainer. Bulk of program is written around Waldo who pecks out correct time and prompts Eddie with weather forecast and transcribed music. Commercials are mostly humorous and trick sound effects are employed.

**News Room Stuff**

"News Room Oddities," a new Sunday afternoon show on WAAF, Chicago, is based on all unique and unusual stories that come over the United Press wires during the week. Program is produced and announced by Jack Odell.

**Easing 'em Out**

WVL, New Orleans, is readying a one-hour and forty-five minute program, entitled the "Burial of Dinah". A one-time shot, it is a burlesque leading up to the idea of dropping the much overworked "Dinah" as a studio song number. Skit was the result of a vote in which listeners picked "The Ghost of Dinah" as successor to the much used ditty, which will be musically murdered and buried during the program.

**Phone Call Offer**

Because of wide-spread popularity of John Kiley, WMEX staff organist, and Jay McMasters, WMEX announcer they are being sponsored four times weekly in a program known as the Lustre Boys' Matinée. Show's direct appeal is in the announcing of the name of any listener calling or writing in for a request. Sponsor, Lustre Wax, gives those making request a can of their product.

**Kiddie Talent Quest**

A Children's Talent Quest, is being conducted by Uncle Don, who is now in his eleventh year over WOR. Contestants are from the Metropolitan (New York) area and, after several eliminations, two winners will be flown to Hollywood where they will be guests of Paramount Pictures.

Winners of the contest which will run until the second week of May, will also receive bronze tablets with their names inscribed.

**WHAM Educationals**

WHAM, Rochester, recently presented the initial broadcast of the Translake Study Group. This weekly series of international educational programs is aired by the students of Rochester's John Marshall High School and Toronto's Northern Vocational High School with WHAM and CBL, Toronto, alternating broadcasts. Show is in form of round-table discussions on current topics mutually decided upon and consisting of problems facing citizens of both countries.

**Cooking Quiz**

"How Would You Do It" is the title and opening question on this new program conducted by Evelyn Volk, culinary expert, over KTUL, Tulsa. Show, which is held before a studio audience (who get a chance to sample the excellent dishes) differs from the usual run of home economics programs in that listeners are invited to send in their reasons and answers to the question. If the recipe is okay it is used on the air. Sponsor is Denton Co., Chamber Range dealers.

**WEST COAST**

Bert Butterworth's Saturday news commentary on KFI has been renewed by his sponsor, Mandarin Foods, for another eight weeks from March 26.

A. I. Bezzerides, author of a new novel due out next month, "Long Haul," was a guest on KMPC's "Meet the Author" Wednesday at 3:45, with the interviewing being done by Miss Margaret Wilson at the Beverly Hills Public Library.

Six young artists, survivors of recent CBS auditions conducted by William Moore following Charles Vanda's new "open door" invitation to new talent, will be given a chance to sell their wares to western listeners today, over KNX and CBS Pacific Coast net at 10:15-10:45 p.m., when Wilbur Hatch conducts "Audition," and Don Forbes doing the microphone build-up for the tyros.

**PHILADELPHIA**

Major Thomas Coulson returns to the air again with his "Scientific Wonders" broadcast over WCAU.

After an absence of three months the "Meistersinger" returns to the air waves over KYW.

Maxine Baseur and Joe Jenkins make their bow over WIP in a weekly airing of their "Mood Indigo" revue.

Ann Davis and Will Duffield will appear in "The House Around the Corner", presented by WFIL's Little Theater Group.

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 Tapps
- 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

**NED WAYBURN'S  
DANCING, SINGING  
and  
DRAMATIC SCHOOL**  
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  
at 6.00 O'clock. Visitors welcome.

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Between 58th and 59th Sts.  
Phone Wickersham 2-4300

**Dippy Riddles & Dippy Duds!**

New hilarious material to pep up your  
MAN ON THE STREET PROGRAM  
Write us for information

**RADIAD SERVICE**

612 N. Michigan Ave. Chicago, Ill.

**SAN FRANCISCO**

New Musical Director Walter Kelsey, NBC, started new Sat. night series called "Design for Music" on Red net using Betty Kelley, soprano, and "Four Pages," male quartet.

Aired via NBC, Sid Hoff has replaced Everett Hoagland at El Patio ballroom, booked by CRA.

Ernie Gill's t. c. "California Concert" Sunday on KGO-Blue featured works of staff organist Charles Runyan.

Dude Martin holding yodeling try-outs at KSFO with more than 150 "callers" applying, from Oregon to Fresno.

"Housewarming," emceed by Sam Moore and sponsored by Spreckels-Russell Dairy Co., through Lyon Advertising Agency renewed for another 13 weeks on KFRC.

NBC actors Eileen Piggott, Ted Maxwell, Montgomery Mohn and Eddie Firestone, Jr. revived "Memory Lane," one-time fave serial here, for night with Oakland Masons.

Agatha Turley, former KYA featured soprano, seriously ill at French Hospital, as aftermath of nervous breakdown she suffered in Hollywood last fall after singing in several pix.

KLS, Oakland, has Zanol Products Co. "Poet and Palates" thrice-weekly which invites amateur Shelleys to submit verse. Announcer Niles Kinney is voice.

With Gyula Ormany, "Good Morning Tonight" maestro, as piano accompanist, Myrtle Claire Donnelly, NBC soprano on that show, did concert at Notre Dame College at Belmont.

"Red" Nichols band was first to play a one-nighter at El Patio ballroom here for newly-formed "Esquire Club" of swing fans who plan to bring Benny Goodman, Tommy Dorsey, Jimmie Grier and Glen Gray. Sweet's ballroom, Oakland, has been only one-night sanctum for years.

KSFO airs the Mills College Glee Club of 40 voices on at t. c. Sat., March 26, in Columbia's "Choral Quest."

Dean Maddox, "Sidewalk Reporter" thrice-weekly on KSFO for Holsum Division (Bread) of Langendorf Bakeries, places mike in front of store featuring bread and talks under large polka dotted umbrella patterned after the bread wrapper.

"Musical Moments" ET's for Chevrolet renewed by Campbell-Ewald for once-a-week instead of twice as formerly.

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	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	31				

**BIRTHDAYS**

Greetings from Radio Daily

March 24th

Arthur Boran

Maurice Coleman

Ted Webbe

★ *Coast-to-Coast* ★

**S**TAFF changes and new assignments at WHBF, Rock Island: Walter Chambers resigned manager-ship of Rock Island Brewing Company to join local sales staff of station. Marvin Rosene, formerly on sports desks of Davenport newspaper and recently head continuity man at WHBF, has moved to local sales staff. Francis Kennedy, who has been producing special shows for station, becomes continuity chief with Ted Randall, former announcer, as assistant. Martin Bouhan of Galesburg, Illinois joins announcing staff.

Frank Silva, WHAM sportscaster, was recently appointed by Grover Whalen to the National Advisory Committee on Radio for the World's Fair. In addition to his radio activities Silva is a commissioner of semi-pro baseball for New England and the Mid-Atlantic states.

*Airing from the Deseret Gymnasium in Salt Lake City, KSL sports department had a busy remote control week. Tom Axelson and Glenn Shaw handled play by play descriptions as well as player interviews of the Utah State Basketball Tourney under the sponsorship of the Boyle Furniture Co.*

Tommy Dorsey, spearhead of the swing controversy now being waged on all fronts, and vocalist Edith Wright dropped in to wish Charles Daly of WJSV well on his initial broadcast of the Saturday Night Swing Party, and found themselves guest artists on the program. Dorsey and troupe were appearing at the Earle Theater in Washington.

Hazel Scott, swing vocalist-pianist, heard daily on Alan Kent's WNEW noonday show, is now making a guest appearance at the Famous Door.

*Radio Editor Si Steinhauser of the Pittsburgh Press takes the air via KDKA tomorrow at 4:30 p.m., at which time he will present his theory on exactly how to put on a radio program and what to put on it.*

Members of the dramatic staff of KSL, Salt Lake City, journeyed to Ogden, Utah in a Salute to Rotary.

**M-G-M Maxwell Program Shortwaved to London**

"Good News of 1938," the Maxwell House M-G-M radio show, will be re-broadcast to England next Thursday night as a salute to the opening of "A Yank at Oxford," in London. Several members of the cast will be introduced by Louis B. Mayer from Hollywood over the transatlantic hook-up, with the program going directly into the theater at the conclusion of the picture. Louis K. Sidney arranged the broadcast.

Lynn McKinlay, a recent addition to the announcing staff, narrated as the Voice of Rotary.

*Jack Draughon, owner of WSIX, Nashville, has been confined to his home for the past week on account of illness.*

*Action of Phil Hoffman of WNBX, Springfield, Vt. in taking out UP ticker as an economy move spurred station salesmen to more and better news sales. Result: UP machine is now back in operation with nine of station's eleven news periods sold. . . . WNBX has been added to Chesterfield station list. Programs are being plugged in a screen tie-up in a dozen New Hampshire and Vermont theaters.*

The jointly sponsored "Your Amusement Hour", which folds on WLAC, Nashville, this week will be replaced by "Paramount on the Air", a half-hour Sunday afternoon program featuring staff artists and Mary Elizabeth Hicks at the console of the Paramount Theater organ.

Clemantine Allen, Birmingham playground supervisor, who received a Kate Smith "Command Appearance" for holding a mad dog until her pupils could reach the school building safely, made her actual radio debut on WAPI, Birmingham. Sportscaster Hal Johnson interviewed her as well as the man who later was nominated for the Kate Smith airing.

*WKY, Oklahoma City will air a weekly program for the local Better Business Bureau which is designed to aid the public in ferreting out rackets before any money is spent. Programs are dramatized skits prepared by NBC for re-broadcast throughout the country.*

Aladdin's Kitchen, daily program heard over WJSV, Washington will have Eileen Scott Williams as a regular Friday feature, it was announced by Larry Elliott, producer and emcee of the show. Miss Williams is well known to Washington women as an expert on beauty culture and kindred subjects.

**Chesterfield Sports Set on Split Webs Apr. 18**

The Chesterfield sports program on the split NBC-Red and Blue networks get under way Apr. 18. Paul Douglas, (CBS) announcer, will be the spieler, Mon. through Sat., 6:30-6:45 p.m.

Blue stations, which are a part of network, include WBZ-WBZA, KDKA, WXYZ and WENR-WLS. KGKO, Fort Worth, and KTOK, Oklahoma City, new NBC affiliates, will start to take series on May 2. Contract is signed for 24 weeks through Newell-Emmett, Inc.

**SAN ANTONIO**

A new air show along the musical lanes at KABC is titled "Swing-Copation."

Tommy Hudson, formerly on the KTSA spiling staff, has returned to Houston, the old home town.

Godfrey ("Fritz") Kuler, has left KTSA as announcer to work for KTAT, Fort Worth, Tex.

Starke Bros. music store is sponsoring the "Heidelberg Grenadiers" thrice weekly over KMAC as a studio program.

Boots and His Buddies, colored recording artists, have returned to KONO for a series of studio broadcasts.

"Get Acquainted With The Browns" is the name of Sports-commentator Tee Casper's Sports Parade series now running on KMAC.

Frank Stewart, KMAC spieler, is slated to handle the Negro amateur show to be held soon in the Colored Auditorium.

WOAItems: Miss Alma Chambers, expert culinary artist was interviewed by Woman's News Editor Leona Bender on her "Women's Page of the Air" recently. Miss Chambers has traveled extensively and cooked in many lands, really gave the listeners many interesting and helpful hints . . . President Hugh A. L. Half and General Manager Beeman Fisher are back after attending a Texas Quality Network confab in Fort Worth . . . Publicity Department has gotten out a one-page dodger plugging Lew Valentine's "Dial A Smile," a daily except Sunday morning studio program.

**LINCOLN**

Jack Hanssen has spotted Fletcher Henderson on KFOR for a talkfest, no music, when the colored swinger plays his scheduled ballroom date here.

Bill Miller has a new program on KFAB called "Chapel Musings." Consists of hymns and philosophical chatter.

Hilton Hodges, WIBW, Topeka, Kan., aired all the Kansas high school tournament (basketball) last week. Incidentally, WIBW's Kansas roundup broadcast is now handled from the stage of the Fox Theater in Topeka.

**DO YOU KNOW**

Because of the difference between the speeds of radio and sound waves, a broadcast listener in California or a short-wave listener on the opposite side of the world, can hear a program broadcast from a N. Y. stage of a large studio before a spectator seated in the last rows hears it.