



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 107

NEW YORK, N. Y., WEDNESDAY, DECEMBER 1, 1937

FIVE CENTS

# FCC Rapped at Chi Parley

## FURTHER PROGRESS MADE AT HAVANA CONFERENCE

Havana—Acceptance by Brazil of the agreements of the rest of the Americas represented at the Pan American Radio conference here on disposition of the frequencies between 1600 and 4000 kilocycles, in which maximum use in conformity with common interests is allowed, has brought the nations of the western hemisphere into common accord on what they plan to present in these frequencies when they gather at Cairo in February, 1938, for the world conference.

Southern and central zones are in  
*(Continued on Page 8)*

## Feen-A-Mint Campaign Starting in Two Weeks

Feen-A-Mint will launch its spot advertising campaign within the next two weeks. Sponsor will use either one or five-minute announcements on a nationwide list of stations. William Esty & Co. has the account.

## Thomas Cook Returning Over 11 NBC Stations

Thomas Cook & Son on Dec. 12 will bring Malcolm La Prade back to the air with his travel talks over 11 NBC-Red stations, 2:15-2:30 p.m. Split network runs through the west as far as Chicago and down into the south. L. D. Wertheimer & Co. placed the account.

## WNBF Signs With Union

Binghamton, N. Y.—WNBF has completed negotiations with the musicians' local and contracts will be signed immediately.

## Fan Mail in Braille

Albany—Johnny Lee, announcer, who conducts WABY's "Down Memory Lane" music program in which listeners are tested on guessing titles of songs played, received a list the other day written in Braille. Neldon Vandenberg, blind baritone and violinist, translated the song titles—and the list was entirely correct.

## Little Mike

Chicago—Speaking at the National Conference on Educational Broadcasting, Prof. T. V. Smith of the University of Illinois apostrophized radio thus:

"Little mike, you are mankind's mightiest mentor. Relieving our hunger to be heard, you fulfill those who hunger to hear. You are the telling testament to the truth that in the beginning was the word, and in the middle and at the end. You enable us also to serve who only stand and talk. Little mike, we honor you, we love you and leave you to carry on your double mission of mercy and misery to mankind."

## CRA, ROCKWELL-O'KEEFE IN MERGER NEGOTIATIONS

Preliminary talks have been started between Charles E. Green, head of Consolidated Radio Artists Inc., and Tommy Rockwell, head of Rockwell-O'Keefe Inc., relative to the possibility of merging the two talent management and booking agencies.

Rockwell-O'Keefe is considered  
*(Continued on Page 3)*

## Sykes Assigned by FCC On Emergency Matters

Washington Bureau, *RADIO DAILY*  
Washington—Commissioner Eugene O. Sykes has been assigned by the FCC to handle all emergency radio broadcast services, such as those  
*(Continued on Page 3)*

## More Sponsors Going After Baseball for Next Season

## Haraden Pratt Elected Head of Radio Engineers

Institute of Radio Engineers has elected Haraden Pratt, vice-president and chief engineer of Mackay Radio & Telegraph Co., as president to succeed Harold H. Beverage. E. T. Fiske, Australia, was elected vice-president. F. W. Cunningham, O. B. Hanson and C. M. Janski were elected directors for 3-year period. All new officers assume duties Jan. 5, 1938.

## Freedom of Broadcasting from Political Interference Demanded at Educational Parley—Program Standards Urged

## EDDIE CANTOR PROGRAM HEADS EAST IN JANUARY

Eddie Cantor and the entire cast of the Texaco program will leave Hollywood following the broadcast of Dec. 29 and will spend approximately the next eight weeks in New York. No definite broadcast spots set as yet, but the Jan. 5 airing will definitely emanate from New York. Theater dates may be played by the troupe  
*(Continued on Page 2)*

## Protests on Kid Shows Being Heeded, Says Payne

Boston—Widespread protests against blood-and-thunder type of juvenile programs are having some effect, with the head of at least one big network already giving orders to abolish this kind of thriller in favor of intelligent and interesting stories, it was stated by Commissioner George Henry Payne of the FCC in a talk on  
*(Continued on Page 2)*

## Camel Dropping Oakie

The "Camel Caravan" CBS program will be reduced to a half-hour period, effective Jan. 4. Jack Oakie portion of the broadcast will be dropped. Benny Goodman and his swing band will continue on CBS, using the  
*(Continued on Page 2)*

Chicago—Continuing the inquiry into "What's Wrong With Radio," the National Conference of Educational Broadcasting yesterday heard Levering Tyson, president Muhlenberg College and former director of National Advisory Council on Radio in Education, demand that the broadcasting industry set up regulatory authority to establish minimum standards of program organization and performance. Unless industry does this, redress by further regulation is inevitable, he said.

Dr. Tyson further demanded that  
*(Continued on Page 3)*

## MCNINCH WILL ROTATE FCC COMMISSIONERS

Washington Bureau, *RADIO DAILY*  
Washington—Under his plan of reorganization for the FCC, Chairman Frank R. McNinch said at his press conference yesterday that a system of rotation for Commissioners would be put into effect today. Each member will be given an opportunity to handle for one month matters of  
*(Continued on Page 3)*

## 50-Cent Special Dividend Declared by CBS Board

CBS board of directors yesterday declared a special dividend of 50 cents a share on the present Class A and B stock of \$2.50 par value. Dividend is payable on Dec. 13 to stockholders of record at the close of business Dec. 6. CBS dividends to date total \$1.95 a share.

## Too Many Santas

St. Louis—Kids who listen to more than one radio station hereabouts are in a quandary about Santa Claus. Four stations are airing programs in which the mythical whiskered gent appears, and many youngsters are asking their parents if Santa is four different guys or an impersonator of different characters—or what?

*(Continued on Page 3)*



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FINANCIAL

(Tuesday, Nov. 30)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd, RCA \$5 Pfd, Stewart Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., OVER THE COUNTER, Bid, Asked, Net Chg.

FCC ACTIVITIES

EXAMINER'S RECOMMENDATIONS WROK, Rockford, Ill. Authority to transfer control of corp. from Lloyd C. Thomas to Rockford Consolidated Newspapers, Inc., be granted. 1410 kc., 500 watts, 1 KW. L.S., unlimited.

Camel Dropping Oakie

(Continued from Page 1) 9:30-10 p.m., Tuesday period. William Esty & Co. is the agency. Savington Crampton, head of the Esty office in Hollywood, is reported seeking time on NBC-Red for the Oakie half-hour.

John B. Kennedy Renewed

John B. Kennedy's NBC program, "New York on Parade," has been renewed for an additional 13 weeks by Consolidated Edison Co. Lord & Thomas is agency.

Quaker Oats Terminating

Quaker Oats is terminating the NBC-Red "Kaltenmeyer's Kindergarten" after a year's run on the network. Last program will be aired Dec. 25.

First in local accounts in Chicago

WGES

(In the heart of Chicago)

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Nov. 27, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular weekly feature in RADIO DAILY.

Table with columns: Selection, Publisher, Times Played. Includes songs like 'If It's The Last Thing I Do', 'Once In A While', 'Nice Work If You Can Get It', etc.

Radio Club Completes Plans for Annual Party

Miami—Jack Rice, president of the International Radio Club, announces plans have been completed for the eighth annual International Radio Party, starting here Dec. 4 and closing Dec. 12 in Havana. Bernarr Macfadden and this city will be host to the party, and later Havana officials will escort the group to Cuba. Various other dignitaries will accompany the party, including last year's Radio Queen from Nova Scotia and prospects for the new title of Queen. List of activities has been arranged for the entire eight-day meet, with stations WIOD, WQAM and WKAT broadcasting most of the proceedings. Other member stations throughout the country will offer salutes.

Seattle Taverns to Use Entertainment via Radio

Seattle—Following demands of the musicians' union for increased wages, some 55 taverns and similar establishments in King County have notified the union that starting Dec. 6 they will dispense with musicians and use radio entertainment instead.

Network Show for Heatter

Gabriel Heatter is about to obtain his first nationwide commercial program it was made known yesterday. Show will start on Mutual about Feb. 1 with recordings of the show to be placed on a number of other stations. Client is not Philco.

WOR Artists Bureau within the past few weeks picked up the option in Heatter's contract and he will remain under the bureau's management for at least another two years. Rogers-Peet, which holds an exclusive contract on Heatter, has granted him permission to take the coast to coast program.

WNEW Announcers Lose Payment for Commercials

WNEW has abolished all remuneration paid announcers for commercials, retaining only the basic minimum figure of \$40 a week. New ruling came as a complete surprise to the staff, who at present are engaged in negotiations with Milton Biow to recognize AGRAP. A meeting between a committee of seven from AGRAP and Biow was held last night in an attempt to gain recognition, but after hours of arguing, temporary status set was that the station agreed to negotiate with announcers not under contract to station's artists bureau. Committee has placed the matter before executive board of AGRAP, and will attempt to determine if the union contract should have priority over artists bureau contract. Every eligible announcer at WNEW is now a member of AGRAP.

WMCA, whose announcing staff is almost wholly in the AGRAP fold, is understood to be effecting a new basic salary rate plus semi-annual bonuses for commercials after Jan. 1. Announcers are now paid weekly for each commercial, plus basic weekly salary. AGRAP is expected to take a stand in the matter.

Pacific Coast Borax Renews

Pacific Coast Borax on Dec. 31 will renew "Death Valley Days" on 23 NBC-Blue network stations, Fridays, 8:30-9 p.m. McCann-Erickson Inc. has the account.

Advertisement for Presto Recording Corp. with text: NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY \$149.00. PRESTO RECORDING CORP. 135 W. 19th St. New York - N. Y.

COMING and GOING

JEAN SABLON leaves tomorrow for Montreal, where he'll spend the week-end.

MRS. CHARLES BUTTERWORTH arrives today aboard the Queen Mary from Europe.

JOHNNY ROVENTINI, "Johnny The Call Boy" on the Phillip Morris program, arrives in Boston today for the Food Show there and will stay until Friday. He will be accompanied by CHARLES O'CONNOR, NBC announcer.

MICKY ALPERT is expected back today from a holiday vacation with his family in Boston.

DR. LEONARD WALKER of Los Angeles sails today aboard the Manhattan to conduct a symphony orchestra in London and then go on to Egypt where he'll conduct an opera.

ESTELLE TAYLOR has returned from a holiday visit with her parents in Wilmington, Del.

E. S. ROGERS of CFRB, Toronto, is in New York.

GEORGE E. HALLEY, director of national program sales for KMBC, Kansas City, is back in Chicago after spending Thanksgiving in K.C.

FRED JAMES, Canadian Broadcasting Corp. commentator, is in Chicago to cover the International Livestock Expo for CBC.

FRANK MULLEN, RCA press chief, is in Chicago to make the 4-H Club awards in the contests sponsored by RCA in connection with Livestock show.

Protests on Kid Shows Being Heeded, Says Payne

(Continued from Page 1) "The Home vs. the Radio" at Sacred Heart Convent here. Payne pointed out, however, that another threat to the home has cropped up in the form of high pressure salesmanship of deleterious drugs and foods. He also warned against too much sophistication being permitted in programs.

Eddie Cantor Program Heads East in January

(Continued from Page 1) while east. Program returns to Hollywood around March 1. The Cantor show is one of several big programs returning east from Hollywood.

Advertisement for The Modern Boomerang with text: THE MODERN BOOMERANG. A BOOMERANG ALWAYS COMES BACK WITH A RETURN CALL. FOR YOUR SALES RETURNS USE THE MODERN BOOMERANG. WBNX NEW YORK 1000 WATS DAY AND NIGHT. The Station That Speaks Your Language.

## FCC RADIO REGULATION RAPPED AT CHI PARLEY

(Continued from Page 1)

broadcasting in all phases be freed now and irrevocably from political interference and control. Branding the old radio commission a dismal failure, he said conditions had become infinitely worse under the new Communications Commission. Except for certain technical aspects, record of federal radio control had been patently unsatisfactory, he said.

Lambdin Kay, director of WSB and WAGA, Atlanta, said while it's fashionable to attack, the record doesn't warrant it and that under as intricate and discretionary an assignment as any agency ever tackled it had made American broadcasting the best in the world.

John W. Studebaker, Commissioner, U. S. Office of Education, reported on government's record in broadcasting programs.

Frank E. Gill, author of "Listen and Learn," declared public regards educational broadcasts as dull because educators have failed to put any imagination in offerings and broadcasters have disclaimed responsibility for this type of programming.

Other speakers included Irving Reis of Columbia Workshop, George V. Denny of American Town Meeting of the Air; Robert Brown, WBBM program director; Raymond Gram Swing, Commentator; Allen Miller, Director University Broadcasting Council, and C. B. Hershey, Rocky Mountain Radio Council. Dr. Robert Maynard Hutchins, President University of Chicago, presided at general session.

Among speakers today will be Dr. James Rowland Angell, NBC educational counsellor, who will join in the discussion on "What Shall We Do With Radio?" Commissioner George Henry Payne of the FCC also will talk.

## McNinch Will Rotate FCC Commissioners

(Continued from Page 1)

broadcast applications, telegraph and telephone. The FCC formerly operated as three divisions.

Congressman W. D. McFarlane of Texas yesterday made public a letter sent to McNinch demanding replies to various questions, including disqualification of Commissioner George Henry Payne from sitting in the Segal-Smith case. McFarlane has been demanding an FCC probe for some time.

*Spend yours  
Where the Money is!*

**WABY**

COVERS THE  
CAPITAL DISTRICT  
ALBANY, N.Y.

## NEW PROGRAMS—IDEAS

### Airing from Store Window

Thrice-weekly quarter-hour talent show over KCKN, Kansas City, Kan., originates in store window of sponsoring Anderson Furniture Company. Garbed in smocks and berets, Ruth Royal and Joe Boen of station staff, contribute harmony with piano and guitar accompaniment, in background of complete room outfit, which is changed for each broadcast. Commercials, swung by store employees and station's Owen Balch, describe the window display. Receiver is in foyer of store so that passersby outside may hear, and back drop of window is removed so that persons inside the store may watch broadcast. Account was placed for one year by Carter-Owens Advertising Agency.

### "Best of the Week"

Appropriately logged as "Best of the Week," new twice-weekly starter for Globe Mills over KDYL, Salt Lake City, spots the best in movies, news, recipes, books, beauty-hints, etc., with a handwriting chart given free to listeners upon request.

### CRA, Rockwell-O'Keefe In Merger Negotiations

(Continued from Page 1)

among the first few large organizations of its kind and has a strong list of radio and other artists as well as a string of name bands. Holdings in the concern are believed to lie solely in the hands of Tommy Rockwell, with 40 per cent of the stock, and F. C. (Cork) O'Keefe and Mike Nidorf, 30 per cent each.

CRA has all of the managerial band contracts formerly held by NBC. When the AFM decided about two years ago that band buyers and bookers could not be combined in one person or one office, it automatically eliminated the networks from booking. The matter of remote lines being promised with hotel and cafe bookings was one of the major reasons. CBS made a deal with Music Corp. of America with the latter paying CBS \$50,000 annually through the medium of buying a certain number of hours of time to be used as sustaining outlets for the MCA bands. Somewhat similar deal was made with CRA, which Green organized for the purpose.

Understood that NBC Artist Service is in accord with Green making a deal with Rockwell-O'Keefe.

### CKX to Celebrate

Brandon, Ont.—First anniversary of the opening of its new transmitter and studios here will be celebrated by CKX tomorrow night. Manager Bill Sellar and his staff have lined up a special program.

### Lewin Supervising WNBH

New Bedford, Mass. — Charles J. Lewin, former managing editor of the Standard Times, has assumed supervision of WNBH, owned by the Standard Times and Mercury.

### Musical Horoscopes

KFI, Los Angeles, seems to have found that elusive "something different" in Robert Ziegler's "Musical Horoscopes," presented Mondays and Fridays at 3 p.m. Names are chosen to be "horoscoped," and from them letters having musical note-equivalent are arranged in order, providing motif of melodic "personality" description which Ziegler then develops. For example, the name Alice Faye gives, in order, the musical-note equivalent of A-C-E F-A-E, which is made basis of composition. Norman Paige shares honors with Ziegler in handling the broadcasts.

### "Speed Incorporated"

In cooperation with Oregon Secretary of State's office, KOIN, Portland, is presenting weekly fifteen-minute program in the interest of safer driving. Logged as "Speed Incorporated", show gives first ten minutes to dramatized reenactment of some fatal auto crash, prepared from official reports. Talk by traffic safety expert follows.

### New Orleans AFM Unit Rejects Stations' Plan

New Orleans—Musicians' local here yesterday reported as having rejected a compromise offer made by WWL, WSMB and WDSU acting together in effort to have an open shop prevail. Union officials stated that negotiations for new two-year contracts as provided by the IRNA Plan of Settlement would proceed only if stations accepted a closed shop unconditionally. Also intimated that an impasse was inevitable unless each station acted separately.

### Sykes Assigned by FCC On Emergency Matters

(Continued from Page 1)

involving temporary additional service, curtailment or cessation of service, safety of life or property.

Commissioner Brown has been assigned to handle emergency applications in wire and radio telephone and telegraph services, including authorizations to radio operators.

NORTHWEST'S LEADING RADIO STATION

OFFERS

**KSTP** LIFELIKE RECEPTION

25,000 WATTS

NEW TRANSMITTER

INCREASED COVERAGE

BASIC RED NETWORK

MINNEAPOLIS SAINT PAUL

## MORE SPONSORS AFTER BASEBALL NEXT SEASON

(Continued from Page 1)

the firm will attempt to move into New York if the major league clubs agree to allow broadcasting, which has been taboo to date.

Kellogg Co., which has gone in for football on a large scale during past few years, is also eyeing middle west clubs, and has placed a few feelers out in an attempt to fight its opposition, Wheaties, during summer months. Atlantic Refining, which has handled the major football sponsored broadcasts in the east, aims to follow along with Kellogg, and is also closely watching the major league situation in New York, pending any future action.

P. Lorrillard & Co. (Old Gold cigarets) is also keeping close tabs on baseball situation nationally. Company last attempted to move into Chicago with play-by-play description of National League games over WGN, but was out-bid by Walgreen.

Major and minor leagues are scheduled to hold their annual confabs early next month, and radio sponsorship is to be settled shortly after conclusion of the meetings.

STATION

NEW YORK

Serving New York and New Jersey

HOURS A DAY

**AGENCIES**

MRS. ELIZABETH SHAVER of Chicago has joined the copy staff of J. M. Mathes, New York.

ARTHUR CRAMER has left the Chicago office of BBD&O. He served in media department.

WOODMAN-STEWART agency of Chicago has changed its name to J. L. Stewart & Co. J. L. Stewart continues president.

N. W. AYER & SON, which will handle the Halo and Vel products for Colgate - Palmolive - Peet, advise that national advertising of these products is not planned for the near future.

CHELTENHAM ADVERTISING AGENCY yesterday added Baxter Pickering to its staff. He will act as consultant and radio director.

PAUL HENNING from KMBC, Kansas City, has joined Needham, Louis & Brorby, Chicago, as assistant to Don Quinn, who writes Fibber McGee show.

WALLACE MYER, v.p. of Reincke, Ellis, Younggreen & Finn agency, Chicago, spending some time on his Wisconsin farm.

WESSEL CO., Chicago, within the next two weeks will start a series of WBS recordings entitled "Boots and Saddles" to be used by local and regional sponsors. George W. Davis is the originator of the idea and it was sponsored on WGN for two years. Idea is a horse race sketch with cash awards of \$10,000, \$5,000 and \$2,000. Script for the quarter-hour disk is being written by Herb Futran.

**KOIL "Newspaper of Air" Celebrates Its 10th Year**

Portland, Ore.—KOIN's "Newspaper of the Air", conducted by Art Kirkham, daily except Sunday, this week celebrates its tenth year. It is one of the oldest news broadcasts now in existence and has put out more than 2,500 "editions" to date. Program was originally called "News Matinee", but has changed name and format considerably since Kirkham started it in 1928.

**Rogers-Pickford for Chi**

Chicago—Buddy Rogers with Mary Pickford open at the College Inn of the Hotel Sherman, Chicago, on Dec. 25. Rogers will have a CBS wire.

1	9	3	7
4	5		
11	12		
17	18	19	20
21	22	23	
25	26	27	28
29	30		

**Greetings from Radio Daily**

December 1st

Harry W. Conn      Patricia Ryan  
 Ted Hammerstein      Mary Martin  
 Johnnie Johnston      Ethel Shutta  
 Jean Paul King



**GUEST-ING**

MORTON BOWE, on "Metropolitan Auditions of the Air," Dec. 12 (NBC-Blue, 5 p.m.).

SALLY BLANE, with Tyrone Power in "Afternoon of a Faun," on "Hollywood Playhouse," Dec. 5 (NBC-Blue, 9 p.m.).

JOE E. BROWN, on "Hollywood Mardi Gras," Dec. 7 (NBC-Red and WHN, 9:30 p.m.).

GINA CIGNA, on "Magic Key of RCA," Dec. 5 (NBC-Blue, 2 p.m.).

TOM RICHLI and the SYMPHONETTES, on Buddy Clark program, Dec. 2 (CBS, 10 p.m.).

AL SHEAN, interviewed by Charlotte Buchwald on "Playgoer," Dec. 3 (WMCA, 1:15 p.m.).

NATALIE HALL, guest of Myra Kingsley, Dec. 2 (WOR-Mutual, 11:45 a.m.).

JON HALL, star of "Hurricane," interviewed by Radie Harris, today (WOR, 6:45 p.m.).

COUNTESS OLGA ALBANI, on Lucky Strike "Hit Parade," Jan. 8 (CBS, 10 p.m.). Booked by John Babb of NBC Artists Service.

EDWARD ARNOLD, BARBARA WEEKS, JOSEPH KNITZER, on "Kraft Music Hall," Dec. 2 (NBC-Red, 10 p.m.).

JOHN SEAGLE, baritone, and JEAN MacLACHLAN, contralto, on "Metropolitan Opera Auditions of the Air," Dec. 5 (NBC-Blue, 5 p.m.).

JIMMY SHIELDS, tenor, repeat on "Schaefer Revue," Dec. 2 (WEAF, 7:30 p.m.).

CLYDE EAGLETON, prof. of International law at N.Y.U., and JAMES S. CARSON, v.p., American & Foreign Power Co., on "World Peaceways Forum," Dec. 6 (WQXR, 9 p.m.).

MAXINE SULLIVAN, on "Swing Club," Dec. 11 (CBS, 7 p.m.).

ALEXANDER KIRKLAND, ABBY MITCHELL, JOSEPH MACAULAY and HELEN JANE BEHLKE, on "Hammerstein Music Hall," Dec. 10 (CBS, 8 p.m.).

BARBARA STANWYCK, ERROL FLYNN, MARY ASTOR, ALMA KRUGER, MARCIA MAY JONES and CONSTANCE COLLIER, in "These Three," on "Lux Radio Theater," Dec. 6 (CBS, 9 p.m.).

WALLACE BEERY, FREDDIE BARTHOLOMEW, MICKEY ROONEY, FANNIE BRICE, FRANK MORGAN and ALLEN JONES, on "Good News of 1938," Dec. 2 (NBC-Red, 9 p.m.).

LEE LORLORD and his South Sea Islanders, on "To the Ladies," Dec. 2 (WHN, 2:30 p.m.).

● ● ● Thinking Out Loud (and sometimes talking out of turn): A pre-dominating situation regarding remote band pick-ups has been a puzzler for some time. We mean the airings of bands like Ozzie Nelson, Benny Goodman, Tommy Dorsey, Joe Rines, Guy Lombardo, Wayne King, and others who have commercial sponsorship.... Besides their sponsored shows, it's customary to feature the bands a few times weekly in half-hour coast-to-coasters. Such practice definitely cheats their sponsors of exclusiveness—something they're paying pahenty for!... Use the remotes to build up newer band names or let's have some more of those Wednesday nite "Lights Out" thrillers on NBC-Red!... Mehrrens & Price of Los Angeles are sending around nice photostatic copies of a recent RADIO DAILY page containing a "Programs That Have Made History" writeup on M. & P.'s "Sunday Players," which has made history....

● ● ● Salt Lake City's KSL's far reaching signal served a novel purpose on the 50,000 watt broadcast the other Saturday when it saluted the R.M.S. Niagara en route to New Zealand. Show was produced by Ralph Hardy with Stan Reese handling the technical arrangements.... A new dance craze to succeed the "Big Apple" is around called the "Little Peach" which the Three Marshalls will introduce via a vaudeville tour.... Personally we don't care because we just learned the "Charleston," with "Black Bottom," "Truckin'," "Suzy-Q," "Shag" and "Big Apple" to follow in the years to come... May Singhi Breen possesses the Benjulele Banjo on which Alvin Keech taught the Duke of Windsor to strum a few hot licks!

● ● ● Monday nite we heard CBS present its romantic singer, Del Casino in 15 minutes of song. Aided by the theme song especially written for him by Sam Coslow, this boy delivered a show that must have made many fair young maidens swoon in ecstasy. He has everything that spells "Romance in Big Time"—yet isn't sponsored.... CBS has ordered its wire from the International Casino yanked pronto.... The network has also ruled that its announcers covering remotes must appear in dress clothes—besides refusing to accept food offered by the management. This came about when one announcer at a nite club had a party of six with him—ordered steaks for the mob—and then complained to the management they weren't GOOD and sent them back!... Incidentally, there are more guys reported in on the deal to run the French Casino—than there are people running the French Government....

● ● ● We witnessed the Walter Winchell airing the other Sabbath and saw the rapid-fire reporter go thru his routine with an ailing molar... Just an actor at heart: "The show must go on" ... Now that George W. Smith, managing director of WWVA, Wheeling, W. Va., has his new office, which is done in knotty pine, the boys there have dubbed the edifice "Cabin of Pine" with the route from the elevator to office, "The Trail of the Lonesome Pine".... Chesterfield has ruled that ALL their shows MUST come from New York and the Paul Whiteman shindig comes east after the fifth shot.... Rudy Vallee will also come back for a permanent stay after his flicker commitments.... Fred Allen likewise.... Another show will return here after Jan. 1.... Some one must have put up this notification: "Come Back—All Is Forgiven!"

**THE MAGIC KITCHEN OF THE AIR**  
 Monday thru Friday  
 Available for Food Accounts  
**WCOP BOSTON**

## ORCHESTRAS MUSIC

**K**VI, Seattle, has an unusual new musical feature now on the air. To the haunting strains of "Blue Prelude" the "Esquires—Four Men and Fifteen Instruments!" slide smoothly into a quarter hour period of popular music. Top-notchers, all four change from one instrument to another without losing a beat of the music! This effortless shifting—for instance, in "Caravan" one player moves from ocarina to violin to French horn to viola to bass fiddle—makes possible limitless unusual arrangements. The change in instrument is made so deftly that listeners cannot detect the moment of shift except for the different quality of the music. First put on as a sustaining, within a week they became so popular that they are now on a participating basis.

Eddie Fitzpatrick and his west coast ork have opened at the Saint Anthony Hotel, San Antonio, with a WOAI wire. They followed Jack Denny.

Bobby Breen waxed six numbers from his current Principal picture, "Hawaii Calls," for Victor.

Fletcher Henderson and his orchestra will make a first appearance in Los Angeles with an engagement at the downtown Vogue, opening Dec. 11.

Red Nichols is the first dance band spotted in the new Huntington Park (Los Angeles) nitery, Topsy's, opening New Year's Eve. Set by Music Corp. of America.

Tommy Tucker and his orchestra have recorded seven numbers for Brunswick.

Paul Tremaine and his ork from Lonely Acres play repeat dates through Pennsylvania and Ohio the first two weeks in December.

Ace Harris and the Sunset Royal Orchestra, who just finished a limited engagement at Harlem Uproar House, are playing their sixth date in a year at Howard Theater, Washington. Sam Stiefel office handles the band.

Morton Gould, conductor, composer and arranger, is the subject of a promotion piece put out by Mills Artists Inc.

Trianon ballroom, Chicago, celebrates fifteenth anniversary of opening next Friday with a special Mu-

### Arden Signs 10 Arrangers

Victor Arden has added ten arrangers to his staff to handle the music for his new Chevrolet "Musical Moments" series, which starts Dec. 5 and will be heard over stations from coast to coast, including WOR in New York. The arrangers are Phil Wall, Harry Barnhart, C. Van Cleve, George Leeman, Herb Quigley, Bill Challis, Jean Van Halberg, Claude Thornhill, Paul Sprostr and Ernie Watson.

### WSAR, Fall River

Various phases of current international problems are being discussed in the recently inaugurated "Radio Veritas Forums" under auspices of Fall River Alumni Club of Providence College.

Another series on "Highway Safety" has been started by Special Officer John W. Higginson of the Fall River Police Dept.

tual broadcast featuring Ted Weems. Place was opened by Paul Whiteman.

The B. Y. U. (College) All String Orchestra, one of the largest musical organizations of its kind, made its bow recently over KSL, Salt Lake City. Membership is all student, consisting of 50 violins, violas, cellos and bass viols. Program was produced by Richard Evans, KSL's CBS Tabernacle Choir announcer.

Douglas Craig and Ted Claire of the Escorts and Betty, NBC harmony unit, have written "I Betcha," new song inspired by Molly McGee's "Sis," the little I Betcha Girl on the Fibber McGee show.

The Concert String Trio is now being featured in the Jenö Bartal orchestra in the Georgian Room of the Hotel Piccadilly.

Jan Savitt and his Top Hatters will disk the Mask and Wig tunes for Victor.

Leo Zollo and crew from the "El Patio" of the Ben Franklin Hotel and Art Jasper and band are the latest additions to WIP's dance roster.

Jack DeMar and his band are now heard over KYW from the La Casa Ballroom.

Harold Stokes, WGN dance orchestra leader, has a farm down in Nokomis, Ill. But what has him all excited is that they are bringing in oil and gas wells.

**JOAN BROOKS**  
SINGS TONITE  
AND EVERY WEDNESDAY  
10:15 P.M. WJZ-NBC Blue  
Management  
CONSOLIDATED RADIO ARTISTS  
30 Rockefeller Plaza New York City

**UNIVERSAL PORTABLE  
RECORDING MACHINE**  
Records in either direction at 33 1/3 or 78 RPM. 90, 110 or 130 lines per inch. 110 v. AC. Leatherette carrying case.



Recording Division  
**UNIVERSAL MICROPHONE CO. LTD.**  
424 Warren Lane Inglewood, Cal., U. S. A.

# TOMORROW

## AMPA Takes the Air—By Storm!

It's

# C.B.S. DAY

at

# AMPA

Guests of Honor

**TED HUSING**  
Master of Ceremonies  
**MARK WARNOW**  
**KATE SMITH**  
**AL PEARCE and HIS GANG**  
**DEL CASINO**  
**KAY THOMPSON**  
**BUDDY CLARK**  
**ARLINE HARRIS**  
**THE SYMPHONETTES**  
and  
**THE EXECUTIVE STAFF**  
of the  
**COLUMBIA BROADCASTING SYSTEM**  
with  
**W. B. LEWIS**  
v. p. in charge of programs speaking on  
"Radio in Relation to Motion Pictures"

**DON'T MISS IT!** International Casino  
B'way at 45th Street

**EVERYBODY WELCOME!** 12:45 p.m.  
\$1.00 to members  
\$1.25 to non-members

# CBS DAY at A.M.P.A.



**HAL STYLES'** "Help Thy Neighbor" has had its option lifted by Iris Coffee for another 13-week period. During the initial 13 weeks for the sponsor the KHJ program has found more than 1,000 jobless people employment. Erwin - Wasey agency handles the account.

Rudolph Polk, personal manager for Jascha Heifetz for years, has been appointed assistant to Art Rush of Columbia Artists.

Roswell Rogers, CBS continuity writer, has been signed to do script work on Jack Haley's "Log Cabin" series.

Claude Sweeten's "Sweeten Music" hour on KEHE Monday nights has been temporarily discontinued due to crowded holiday schedules. Sweeten is musical director of the Hearst station and has too many musical chores at the moment to permit of devoting the necessary time to his own program. Will be resumed after the first of the year, the announcement states.

Eleanor Hansen, Warner player, has been signed for vocal spot with Ozzie Nelson at the Victor Hugo.

Bill Rubens, former radio editor of Orchestra World and more recently feature writer with Irving Hoffman and the Marion Baldwin agency, now is agency contact for Earle Ferris Radio Features. Rubens also contributes feature stories from time to time.

Edith Todesco, CBS program department, is taking a two-week respite and resting up for the long season ahead.

Ben Sweetland, KHJ's "Friendly Counsellor," has a new weekly program, Thursdays 7:30 to 8 p.m., over Don Lee-Mutual. Designed to aid and encourage budding inventors, it's logged as "What's New Under the Sun."

Bill Comegys, KFAC technical staff, was married recently to Mary Louise Stack.

Amy Alexander and Robert Joseph have joined the George D. Lottman publicity offices in Hollywood. Expanding business, according to Jerry Olenick and Murray Weintraub, who are in charge of the Lottman coast interests, necessitated the addition of the new members.

### WRC-WMAL, Washington

Gordon Strang of the NBC engineering staff left last week for Hollywood to help build the new coast studios.

Carleton Smith, Presidential announcer, left for Florida by motor on a belated vacation.

William Crago, who joined the announcing staff recently from Ohio, is nearly 6 feet 4 inches tall and handsome enough for television.

Bob Callahan, organist, is officiating at the console for a new six-weekly program sponsored by Lansburgh & Bros.

## ★ PROMOTION ★

### Football Contest Gets Results

Three sponsors joined over Salt Lake City's KSL in a resultful promotion in the form of football contest. Twelve game selections were offered weekly, with usual dopestor broadcasts. Weekly awards were given, and grand prize was two-way plane trip to Rose Bowl game, with tickets and movie presentation. More than 40,000 entries were received. Sponsors were Paramount Theater, Deseret News, and Morris Rosen Furbilt Clothes.

### Editor Airing Gets Publicity

New high in space-getting is the weekly "Editors' Roundtable" on KSTP, St. Paul and Minneapolis. Spot brings editors to the microphone, talking or blasting on favorite issues. One surprise outburst made 200 papers, but usual broadcast at least wins notice in paper of the

### ST. LOUIS

"Tiny" Renier, KMOX program director, is off to the southwest on a search for new hillbilly talent. He wants the real thing.

In an effort to establish microphone personalities, the WEW schedule has seen considerable shifting of staff members. Continuity and mike man Hugh Sanders has been made "Nite Watchman." Bill MacIntosh has been made exclusive newscaster and editor, with Bill Durbin, Ed Gunther, Arthur Jones and George Sutherland carrying the rest of the schedule. The special events staff is composed of WEW's woman's columnist, Clarke Harris, Alex Buchan and Arthur D. Jones.

### KSL, Salt Lake City

Parley Baer of the dramatic staff may leave soon to join the Al G. Barnes-Sells-Floto circus, doing publicity.

The KSL-ZCMI Food Forum broadcasts are resulting in new record food sales each week, according to sponsors. Clarissa Chapman, luncheon hostess of the program, entertains over 250 women each Wednesday. Show is produced by Lennox Murdoch with talent from KSL Artists Bureau.

American Fur Co., consistent user of KSL time, now has three weekly quarter hours and, since the KSL signal is a constant visitor in the frozen north, takes time on each program to contact the raw fur market. Byron Ray handles the production.

### WFBM, Indianapolis

Len Riley, sportscaster, headed list of speakers at Butler University's annual banquet for grid warriors.

A broadcast of Santa's arrival by plane was aired the other day under sponsorship of Block department store.

Pete French, who conducts "Block's Scholarship Hour", had out-of-town students exclusively on his program Saturday.

guesting editor. Val Bjornson, in charge of the program, contrives to bring in the studio editors of various political faiths.

### Advertising for Talent

New slant on interest build-up before start of dramatic series was spotted with unusually good results by Bliss Syrup Co., over KCKN, Kansas City. Spot announcements and newspaper classifieds were used to advertise for leading lady. Folks naturally got curious to learn final selection and how she would handle the dramatic fare.

### Coverage Map and Figures

An attractive two-color job, recently put out by KDAL, Duluth, Minn., is a folder with coverage map and statistics. Copy angles up-trend of business in the area, with accompanying station story.

### SEATTLE

Maurie Rider, KIRO studio supervisor, recently inspected facilities of KGW-KEX, Portland, while visiting there.

Ted Bell is handling a new lunch-hour "Man in the Street" over KRSC.

Norman Nesbitt, formerly director of continuity at KHQ, Spokane, has joined the writing staff of KHJ-Mutual, Los Angeles.

Harriet Malstrom, singer, is back from a trip to Alaska.

The Crockett family, favorites over KNX in Los Angeles for three years, are appearing in the floor show at The Ranch, local nitery.

Frank A. Dunnigan, radio engineer, is opening a radio school for men and women at Spokane Telegraph School, Spokane.

### KSTP, St. Paul

Guest-star policy has invaded even the "Household Forum" program. Saturday show has been expanded to half an hour to allow for appearance of prominent musicians, artists, writers of the Twin City area. Bee Baxter, conductor of the daily Forum on KSTP, emceed the show. Program includes interviews with local celebs, music by Leonard Leigh and the Knights of Note, and an interview with some prominent local businessman who has cooking as his hobby.

Quackdoodle, imaginary duck creation of station's Uncle Tom, used heretofore on children's programs, is now dishing out household hints on "Household Forum."

### WJSV, Washington

Hugh Conover, champ announcer, yesterday began a new program titled "Melody Man", featuring John Salb, pianist. Piano firm sponsors.

Art Godfrey also started his new program to WABC in New York yesterday, with Johnny Salb assisting.



Chicago Area Radio Club Council holding a special fall meeting next Wednesday at Board of Trade building with U. A. Sanabria, television pioneer, as chief speaker.

New theme song at Larry Wolters' household (radio editor of The Tribune) is Bess Flynn's "We Are Four." Second child born Saturday in St. Francis hospital, Evanston, was also a girl, who has been named Karen Leah Wolters.

WLS staff received a batch of (Big) Apples from an admirer in Washington, each one especially monogrammed for individual entertainers.

Don McNeill, NBC announcer, delivers the annual Father Copus lecture at his alma mater, Marquette University, Milwaukee, today.

Joe Dumond, Josh Higgins of Finchville, called back to Waterloo, Ia., Friday because of death of his father.

John Van Cronkhite, boss of Van Cronkhite Associates, has returned from a several thousand mile motor tour of the south and eastern seaboard during which he visited more than 60 stations, mostly clients.

Mae-Floyd Sinex, former actress and continuity writer at KRNT, and KSO, Des Moines, is free lancing in Chicago, appearing on the Chicago Motor club's dramas.

With Acme White Lead program on NBC-Blue cut to 15 minutes and Robert Trendler's orchestra and chorus dropped, Irma Glen is accompanying Ed McConnell at piano.

Varady of Vienna, off Mutual with its Ted Weems music, is due back in six weeks. Henry Busse's Mar-Oil show is off NBC for similar stretch.

### WGY, Schenectady

Jim Healey, news commentator, recently celebrated his fourth anniversary as the Sun Oil commentator.

Billy Harris, Rochester musician, joined the Selby and Sullivan vocal-musical act.

Bernard Cruger and Howard Wheeler, engineers, have won national laurels at their hobbies, model building and photography, respectively.

Work is being speeded on station's new studio building.

### WSOC, Charlotte

Station is among those recently receiving citations from U. S. Junior Chamber of Commerce and Charlotte Junior C. of C. in recognition of civic and social work.

Dewey Drum, the Castleberry Riddle Man, has started a daily series for Castleberry products.

The "Extra, Extra" series waxed in Hollywood has been added to the schedule, also Grace and Eddie Albert, NBC's Honeymooners, latter sponsored by Charlotte Laundry.

**PROGRAM REVIEWS**

**"HOMEMAKERS' EXCHANGE"**

with Eleanor Howe  
Ice and Ice Refrigerator Companies  
WEAF—NBC—Red Network,  
Tues. and Thurs., 11:30-11:45 a.m.

**ENTERTAININGLY CONDUCTED AND HELPFUL PROGRAM FOR THE HOUSEWIFE.**

Eleanor Howe, the home economics authority who conducts this program which made its debut out to the WEAF end of the NBC-Red network yesterday, sounds like a woman who not only knows her business thoroughly but has the knack of making it entertaining as well as instructive.

The Homemakers' Exchange is just what its title implies, a clearing house for recipes, kitchen ideas and other household hints, all originated by either Miss Howe or her listeners and tested in Miss Howe's experimental kitchen before being presented on the air.

A contest tie-up is part of the program.

**Beverly Brown as Santa**

Santa Claus took the air over WWL, New Orleans, and will be on it five days a week till Christmas as Beverly Brown enters the eighth consecutive year of his 15-minute broadcasts designed to interest children in the toys of a local department store.

Brown, who writes the continuity and plays Chris Kringle, opened with a rapid fire skit in which the booming voice of Santa comes on to be greeted by the children and a heckling stooge played by Henry Dupre. Helped by an assortment of kids, Brown went into a song, "Ain't We Got Fun," brought in a plug for the "Store with the Christmas Spirit," had the kids back to sing "When Santa Claus Comes to Town," told some stories, culminating with a recitation of "The Night Before Christmas," and faded off with all singing single "Jingle Bells." The commercials are adroitly worked into the action. Incidental music by Mrs. Paul Jacobs. Program, in disk form, will start over WSB, Atlanta, on Nov. 29.

**Colonel Jack Major**

More of a script idea is being employed by Colonel Jack Major in his Tuesday 3 p.m. variety show on CBS. Yesterday's broadcast was a "Little Red Schoolhouse" affair, with plenty of excellent comedy material, a touch of human interest, lively musical background directed by Freddie Rich, and entertaining antics by Jack Shannon, Nan Wynne, Buddy Sheppard, Joe Sodja, Jean Roy, the Dalton Boys and Announcer John Allen Wolf. In a night-time spot, a show of this type would attract a sizeable audience.

**Phil Cook**

Though it now goes on the air an hour earlier each morning, namely 7 a.m., which is an ungodly hour

**RADIO PERSONALITIES**

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

**WILLIAM N. ROBSON**

**W**ILLIAM N. ROBSON was born Oct. 8, 1906, near Pittsburgh. During High School days he worked in steel mill after school and during summers. One summer went to Europe as deck-walloper on U. S. Lines—attended university of Pittsburgh 2 years, during which he was full-time reporter on the Pittsburgh Gazette-Times.

At Yale, Bill Robson and his Yale Music, his own orchestra, held forth in 1926. Whole band went to Europe on the Ile de France's maiden voyage. Lanny Ross was a classmate of Robson. Also, Paul Starrett, who collaborates with Leith Stevens in writing the music for "Tish."

In 1927, during a three-week vacation, again Bill Robson and his Yale Music went to Europe. Robson was on the same bill with Freddie Rich with whom he now collaborates in CBS's production of "Broadway Matinee" for CBS and BBC.

Five of late G. P. Baker's 47 workshop pupils at Yale signed by Walter Wanger for Paramount included Robson. Was in Hollywood four years; assistant associate producer for Paramount for three years; at Universal as a writer; then into radio in 1932.

Brought east by William B. Lewis, vice-president of CBS, in charge of programs. Sent by Lewis to Chicago to handle the \$250,000 Sears, Roebuck Golden Jubilee Campaign program, "Sears, Then and Now" for Stack-Goble Agency.

During Irving Reis' absence in Europe last summer, Robson handled Columbia Workshop.

Right now he is doing the Federal Theater Radio Division's production of "Tish," "Broadway Matinee" over CBS-BBC and usually handles a few other programs a week for CBS since he is known as a trouble-shooter.

He is married, has a vast wandering mustache, and talk around Columbia indicates that he is slated to handle the "Columbia Workshop" when Reis goes to Hollywood.



Trouble-shooter for radio programs needing aid....

**Ernest Schilling Incapacitated**

Ernest Schilling because of an injury to an eye has been forced to cancel his scheduled appearances as conductor of the 15th Annual Season of the Young People's Concerts played by the Philharmonic Society orchestra. John Barbirolli will conduct the first children's performance, with Rudolph Ganz to take over the baton for the remaining concerts.

**Gruen Watch Signing Off**

"The Time of Your Life" sponsored by Gruen watch will sign off the air after Dec. 26. Program, heard on the NBC-Red, Sundays, 5:30-6 p.m., was designed to appeal to the Christmas trade.

**Fibber McGee Adds Stations**

Chicago—Five stations will be added to the NBC-Red group carrying Fibber McGee on Monday nights. One station is WBRC, Birmingham; others are in California: KFKB, Sacramento; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield.

**Sun Oil Hears "Nero Wolfe"**

Sun Oil Co. yesterday auditioned "Nero Wolfe" at CBS. Craig McDonnell, Wallace Ford and orchestra took part. Roche, Williams & Cunningham is the agency.

for a variety program, Phil Cook and his CBS "Morning Almanac" is as lively and entertaining as it was in its former 8-9 a.m. spot.

**Warners To Do Own Warning**

West Coast Bureau, RADIO DAILY  
Los Angeles—Recent warning to radio commentators issued by a film company executive was not made on behalf of the Motion Picture Producers Ass'n or Warner Bros., it was stated yesterday by H. M. Warner, president of Warner Bros. "If it ever becomes necessary for this company to issue any opinions, we will do so on our own behalf," said Warner.

In response to a question put by Regis Toomey, who appears in Warners' "Submarine D-1," Warren Stokes, air commentator on movie affairs, on Sunday night offered his broadcasting facilities to screen celebrities who feel they have been injured by gossip airings. Stokes said that any players so offended are welcome to appear on his program and defend themselves.

**Lou Little Concluding**

The Lou Little-American Chicle MBS program will be discontinued after Friday's broadcast. For his finale, Little will pick his All American team in conjunction with Pathe News.

**Eddie Dooley Winds Up**

Liggett & Myers Tobacco Co. will drop the Eddie Dooley football forecasts following the Dec. 11 airing. Program, heard weekly over 53 CBS stations at 6:30-6:45 p.m., will probably be resumed next fall.

**NEW PATENTS**

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,099,671—Antenna System. George B. Bailey, Wolf Point, Montana, assignor, by mesne assignments, to Collins Radio Co.

2,099,719—Preselective Tuning for Radio Reception and the Like. Thomas A. Banning, Jr., Evanston, Ill., assignor to RCA.

2,099,733—Tuning Apparatus for Radio Receivers. Harold D. Gregory, Haddon Heights, N. J., assignor to RCA.

2,099,749—Electron Tube. Richard T. Orth, Orange, N. J., assignor to RCA.

2,099,764—Method of and Means for Controlling Electric Apparatus. Enrique C. Touceda, Albany, N. Y.

2,099,787—Radio Broadcasting System. Joseph L. Wright, Forest Hills, N. Y.; Ellen H. C. Wright, executrix of said Joseph L. Wright, deceased, assignor, by mesne assignments to RCA.

2,099,818—Static Limiting Device. David G. McCaa, Lancaster, Pa., assignor to Alan N. Mann, as trustee.

2,099,846—Thermionic Oscillograph. Philo T. Farnsworth, San Francisco, Calif., assignor to Farnsworth Television Inc.

2,099,923—Method and Means for Measuring Dynamic Characteristics. Edward L. Bowles, Wellesley Farms, Mass.

2,099,971—Automatic Controller for a Radio Receiving Set. Jay F. Dailey, Hillside, N. J., assignor of one-fourth to Raymond Schroeder, Essex County, N. J., and one-half to Martin T. Fisher and Aksel M. Pedersen.

2,099,994—Electron Tube. James T. Wilson, Arlington, N. J., assignor to RCA.

2,100,042—Tube Holder. Frederick J. Travis, Chicago, Ill.

2,100,156—Phase Modulation. Werner Buschbeck, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,100,163—Magnatron Discharge Tube Apparatus. Karl Fritz, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,100,180—Electrical Communication Circuit. Stuart Ballantine, Mountain Lakes, N. J., assignor, by mesne assignments to RCA.

2,100,193—Linear Amplifier with Extra Wide Band Pass Characteristics. Nils E. Lindenblad, Port Jefferson, N. Y., assignor to RCA.

2,100,195—Electric Discharge Apparatus. Erwin F. Lowry, Forest Hills, Wilkingsburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,000,196—Electron Discharge Device. Erwin F. Lowry, Wilkingsburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,100,236—Intercarrier Noise Suppressor. Reynolds D. Brown, Jr., Philadelphia, Pa., assignor to Philadelphia Storage Battery Co.

2,100,306—Filament Support for Radio Tubes and the Like. Henry J. McCarthy, Danvers, Mass., assignor to Hygrade Sylvania Corp.

2,100,308—Electron Discharge Device. Carl F. Miller, Emporium, Pa., assignor to Hygrade Sylvania Corp.

**WFBR Crashes Sports Pages**

Baltimore—With newspaper opposition plenty tough in the monumental city, WFBR has been extremely fortunate in cracking the sport pages of the dailies. Station sponsors a crack bowling team that has been bringing plenty of mention and which last week soundly drubbed the major league leaders. The match—with WFBR plugging—drew the largest crowd ever to attend the Recreation Center, the world's largest bowling academy.

**Stars for NBC Opera**

Vina Bovy, Nino Martini and John Charles Thomas head the cast of "La Traviata", which NBC will broadcast in its entirety on Dec. 11 starting at 1:55 p.m. from the Metropolitan Opera House.

## SAN FRANCISCO

Sterling Young, Palace Hotel dance maestro, began a Sunday night coast-to-coast program through KSFO. This is the third series Young has played and supplements his record and transcription work. He leaves in February for Chicago and the east.

Don Thompson, NBC special events boss here is back from spending Turkey Day with his folks in Eugene, Ore.

Due to a cracked condenser tube, KSFO was off the air the other day for an hour and 15 minutes.

Ernie Underwood, chief engineer of KFRC-Don Lee, celebrating his tenth year with the web.

"Scotty and Sleepy" is the tab of a new hillbilly act at KGGC doing a 6-a-week stint at 7:30 p.m. Team formerly of KGB, San Diego, and KROY, Sacramento.

Mel Venter, KFRC announcer, making affiliations with a writer to obtain exclusive broadcast rights to Jack London stories never heard before on the air.

A group of more than a dozen television engineers under the leadership of Alfred W. Harris have formed American Television Engineers Association for the purpose of study and to eventually organize into a national group.

Sam Moore, genial gentleman of the Old South, presents his own 15-minute novelty music from here tomorrow in a new series over the NBC Red Pacific web.

### Boston Blue Law Fatality

Boston—First toll taken by the Boston blue law now being enforced occurred Sunday, when broadcast of the Pierian Sodality, Harvard's classical orchestra, which planned to give a concert in a local cafe, was cancelled.

### Transcription Firm Moves

National Transcription Features is now located at 2 East 45th St. The firm at present is recording several diversified series of short dramatic programs for the jewelry, clothing, loan, furniture, optical and bakery trades.

## ONE MINUTE INTERVIEW

### RALPH L. POWER

"Today's radio counsellor must be an oracle, for he must have at his finger tips the market price of time and talent, the value of transcriptions and station coverage, the duties of agencies and station representatives; as well as a thorough knowledge of the sponsor and his product, the changing trends of program format and audience reaction, and a keen grasp of budget limitations. No school or college can train for a counselling job. Only actual experience can provide the background. Only everlastingly keeping on the job can keep a counsellor abreast of the changing times in which we are living."

## ★ Coast-to-Coast ★

**WALTER CASSEL**, baritone, and The Norsemen Quartet are scheduled to make a series of recordings for Rexall United Drug Co. Cassel also is booked to appear at the Roxy Theater in New York for the week of Dec. 3.

*Patricia Ryan, NBC songstress, is scheduled to make three motion picture shorts for Warner Brothers. Franklyn Robertson made the deal for NBC Artists Service.*

Felix Knight, tenor, also has been sold to Warner Brothers by Franklyn Robertson of NBC Artists Service. He will appear in a motion picture short which is, as yet, untitled.

*Barry McKinley, baritone, is signed to make recordings for Alka-Seltzer.*

Bert Swor and Lou Lubin, the blackface comedians, have been resigned for an additional eight weeks of transcriptions by Alka-Seltzer.

*Milton Kaye of WHN's program department prepares the "Music to Read By" show. This is the station's new midnight feature of one hour of uninterrupted classical music.*

Lyn Murray is now directing the "Modern Male Chorus" heard on Sundays via CBS immediately following the Philharmonic concerts. Murray also directs an orchestra, two other choruses, and the "Four Clubmen" quartet.

### Further Progress Made At Havana Conference

(Continued from Page 1)

accord on the disposition of the frequencies from 550 to 1600 kilocycles in which north and south find little interference but additional work remains for sub-committees before the nations of the northern zone reach an agreement in these bands.

The technical committee now is tackling what apparently is presently an insoluble problem—the demands of various interests in the spectrum between 4000 and 25000 kilocycles.

Engineers are troubled over the expanding demands of broadcasting interests, the growing needs of aviation, and the present apparent impossibility to find further room for them to expand because of the necessities of shipping, point to point communications and the care of amateurs, of which there are 46,000 in the U. S. alone.

It has been pointed out that expansions in this portion of the spectrum by broadcasting and aviation can be done only at the expense of lanes devoted to shipping where different frequencies are needed for varying distances.

However, delegates to the conference are studying all angles of the problem, paying particular at-

*Falconer Furniture Co., Kansas City, Kan., which devotes over half of its advertising budget to use of time on KCKN, reports October sales were higher than any month in the 48-year history of the store. Falconer has used KCKN exclusively for radio for over five years.*

WIOD, Miami, put its mobile transmitter to work for a complete account of the arrival of President Roosevelt in that city on Monday.

*Pianists Al and Lee Reiser have been given another NBC spot and will not be heard regularly via that network on Tuesday nights.*

As a vote of thanks to the hundreds of disabled veterans being treated in the Army's Fitzsimmons General Hospital, KLZ in Denver recently provided a three-hour variety show and soldier amateur hour. After the KLZ artists and staff members had presented a 30-minute air show, the entertainment assumed highly informal proportions, with the climax reached when Howard R. Chamberlain, production manager, conducted an amateur contest among the assembled guests. Through foresight of T. A. McClelland, KLZ chief engineer, entire program was "piped" into the hospital's many wards. Show proved so successful that KLZ plans to install it as a regular once-a-month feature.

tention to experiments designed to determine if shipping actually is using all of the channels assigned to them. Delegates hope through intense study to formulate plans for beneficial changes to present in Cairo.

The obvious but presently impractical solution for crowded conditions between 4000 and 25000 kilocycles, experts at the conference agree, is refinements in radio engineering. They contend that the usefulness of this portion of the bands could be increased a hundredfold through the use of refined equipment now available.

The drawback lies in the fact that ships could not possibly be expected to change their present equipment for radio plants costing in the neighborhood of \$50,000 and experts here pessimistically regard it as a problem with which they must contend for at least another twenty years.

### Oxydol Disks Stay on WOR

Procter & Gamble (Oxydol) will leave the transcribed Goldberg series as is on WOR when the live show shifts from NBC to CBS beginning Jan. 3. WOR show is aired Monday through Friday, 9:30-9:45 a.m., while live show will be heard at 4:30-4:45 p.m. Series is one of the five Procter & Gamble shows switching to CBS Jan. 3.

## PHILADELPHIA

Gene Irwin, WCAU music arranger, will go to Chicago to do a similar chore for Jimmy Dorsey.

Samuel R. Rosenbaum, WFIL president, has been appointed chairman of the radio publicity committee for United Campaign charity drive.

Gilbert Condit, who airs "News and Views" over WDAS, will be off the air for some time because of illness.

Hugh Walton, WCAU announcer, starts a series of special broadcasts called "Behind the Scenes."

Robert Ellmore resumes his organ recitals on KYW.

WIP's Production Director Ed Wallis and wife celebrate their birthdays same day.

David Del Rossi, concert pianist, now has his own program over WDAS.

Joseph Fisher, baritone, who last year headed his own band, has been added to KYW's "Melody Arcade."

WFIL announcer Vernon Crawford, who speaks six languages, is called the walking dictionary by his co-workers.

Kay Allen, song stylist, heard last year over KYW, returns to the air, featured on KYW's "Command Performance."

John Hayes, former program manager of WIP and at present at WOR, had just had a book published by Lippincott.

Major Thomas Coulson, returns to the air over WCAU within the next few weeks with a new series of programs written by himself.

Rodger Williams, featured singer on KYW's "Melody Arcade," switches to "Tavern in the Town" as soloist.

Stuart Williams, commentator, is back on WFIL, after a three-month layoff.

Arthur Q. Bryan, former announcer and continuity writer at WIP, has left his director of continuity job at KHJ, Los Angeles, for free lance movie writing.

Lois Baer, violinist, and Jack Schwartz, cellist, now have their own 15 minute program over WDAS.

Bob Gill will continue to announce the Curtis Institute of Music program over WCAU though he was recently named asst. production manager.

Amelia Brooks is now conducting KYW's "Farm and Fireside."

Dave Tyson returns to WFIL after a two-year layoff in his characterization of "Daddy Dave."

**DO YOU KNOW**

Each electrical impulse registered on the microphone is magnified 100,000,000,000,000 times before it reaches the WABC antenna.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 108

NEW YORK, N. Y., THURSDAY, DECEMBER 2, 1937

FIVE CENTS

## Wrigley Adding Sunday Program

### Looking On ... AND LISTENING IN

**NEWS** Of all the many styles of handling news on the air, not one case within the recollection of these ears has succeeded in improving on the straight and simple statement of fact.

Outside of the handful of commentator personalities, such as H. V. Kaltenborn, Lowell Thomas, Edwin C. Hill, Gabriel Heatter and a very few others who have the background and keenness of mind to interpret and give human color to events, the majority of editorially-inclined newscasters only distort and confuse the issue when they try to give the "low-down" or "inside" of a big story or headline figure.

The situation is comparable to the case of music, where many a tune that is perfect and wholly enjoyable in its original form is turned into a blaring annoyance by over-arrangement, jazz, swing or other acts of mutilation.

For sheer interest, nothing beats the straight, unadulterated news.

**HEADLINES** Speaking of news, have you noticed the tendency of daily papers to curtail the use of flashy streamer headlines?

The radio is responsible. Some papers call the change "streamlining," but that's just a cover-up.

The fact is that, when a hot story breaks, the radio gives it to the people anywhere from an hour to half a day before the newspapers can do it.

So the papers no longer need scare-heads to advertise extras and boost sales.

The stimulation is provided free by the radio—which necessarily gives listeners only the brief essential facts, creating a desire to learn more by reading the papers — and the rise in circulation figures proves the point.

Which should make both publishers and broadcasters happy.

— D. C. G.

#### Song Signature

Listeners have poor memories. They can't remember a musical title if it's given before a song. So WHN, instead of giving titles of songs before playing, is reversing the usual practice on all sustaining programs and announcing the names of the numbers after they are played. Idea followed some research by the station's program department.

### FROZEN STICK MAPPING CAMPAIGN FOR NEXT YEAR

The Frozen Stick Confection Division of the Joe Lowe Corp. is making plans for the promotion of its products, Popsicle, Fudgicle and associated items during the coming year, with a nationwide radio program as principal medium. Final plans will be announced to some 1,500 licensees shortly after the first of the year. Blackett-Sample-Hummert Inc. has been retained as advertising agents.

### Four Promotions at WLW; Bob Dunville Joins Staff

Cincinnati—Four promotions were effected this week at WLW by James D. Shouse, vice-president of Crosley Radio Corp. and general manager of the station.

E. C. Krautters became assistant sales manager; Eldon A. Park, as-

(Continued on Page 2)

### NBC Moves to Expand Short Wave Division

Large-scale expansion of NBC's staff of foreign language radio specialists in new quarters at Radio City was announced by the network yesterday as the latest move to meet

(Continued on Page 3)

### Princess Pat Renewing

Princess Pat Ltd., through McJunkin Advertising Co., Chicago, on Dec. 19 will renew "A Tale of Today" for 52 weeks on eight NBC-Red stations (WEAF, WJAR, KYW, WRC, WGY, WTAM, WMAQ and WOW), Sundays, 6:30-7 p.m.

## Payne Blames Broadcasters For Muddled State of Radio

### Airing Football Games Hiked Attendance 25%

Lincoln—All opposition to airing of football games by the University of Nebraska athletic department seemed due to fade this year, what with the Husker team's income going slightly over \$252,000 for the season. That's \$50,000 higher than any year in history, and the broadcasts were 100 per cent.

### Half-Hour Show With Shaw and Lee as Headliners Starts Dec. 26 in CBS Spot Vacated by Chevrolet

### SECOND REGIONAL SHOW SET BY ROCKE ON MBS

New syndicated dramatized news show, already sold in several principal cities and offered to local sponsors as low as \$7.50 per program, starts Dec. 14 over Mutual. Originated and produced by Locke Productions, it will go on WOR for Lorrillard's Muriel cigars, through

(Continued on Page 3)

### "Aunt Jemima" Action Settled Out of Court

The General Foods-Tess Gardella (Aunt Jemima) suit which was scheduled to come up for retrial yesterday in the Brooklyn Federal Court has been settled out of court for an unannounced sum, it was revealed yesterday by Federal Judge Grover M. Moscovitz before whom the case was to be tried.

Litigation has been in the courts for the past two years. Miss Gar-

(Continued on Page 2)

### Willys ET Series

Walter Brooks, long associated with Eddie Dowling in radio, film and theater activity, is handling radio program preparation for Willys-Overland Motors Inc., through United States Advertising Corp., with the first of a new series of transcriptions to be waxed by NBC.

Chicago—William Wrigley Co. supplements its "Poetic Melodies" with a new half-hour Sunday evening show, "Double or Nothing", featuring Al Shaw and Stan Lee, starting Dec. 26 on CBS in the spot being vacated by Chevrolet. Show also will have Jack Brooks and Paul Small, singing duo; Betty and Jean, girl singers; Sutton and Bliss, pianist, and Carl Hohengarten's orchestra, plus double announcers. William Morris agency set deal.

### 146 STATION HRS. WEEKLY FOR P&G SETUP ON CBS

Procter & Gamble will use a total of 585 station quarter-hours weekly, totaling 146¼ hours of time, for the five programs which make their debut on CBS Jan. 3. All programs will be heard Mondays through Fridays.

"Kitty Keene" will take the air for Dreft over 17 western stations and "The Goldbergs" on 12 eastern stations, 4:30-4:45 p.m.

"The O'Neils" will be heard on

(Continued on Page 3)

### Finance Company Renews On 23 NBC-Blue Stations

Chicago—Household Finance's "It Can be Done" has been renewed effective Jan. 4 on 23 basic NBC-Blue stations. Edgar A. Guest, Frankie Masters' music and success story interviews are retained, but Doring Sisters, Wayne Van Dyne and Masters' voices will not be in new lineup.

### Man on Ice

Chicago—Latest man-on-street interview twist is WIND's new "Man on Ice," sponsored by Alfred Johnson Skate Co. through Baggageley, Horton & Hoyt agency. It features Buell Patterson interviewing skaters at Chicago Arena. Other WIND novelties include "Listen to Yourself," "Man at the Mill," "Tracing Post Floorwalker" and "Traffic Court."

"If the broadcaster has not met

(Continued on Page 3)



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Wednesday, Dec. 1)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	149	148 1/4	148 1/4	- 3/4
CBS A	20	19 3/4	19 3/4	- 1/8
CBS B	20	19 7/8	20	+ 1/8
Gen. Electric	42 1/2	41 1/2	42	- 1/4
RCA Common	7 3/8	7	7 1/8	- 1/8
RCA First Pfd.	52 3/8	51 1/2	51 1/2	- 3/4
RCA \$5 Pfd. B	98	98	98	—
Stewart Warner	10 1/8	10	10	- 1/8
Westinghouse	101	98 3/4	99 3/4	- 1 1/4
Zenith Radio	19 1/4	19	19	- 1/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	14 3/4	15	+ 1/4
Nat. Union Radio	1	1	1	—

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7 1/4	8 1/4

## "Treasure Hunt" Signed By American Tobacco Co.

American Tobacco Co. has signed on five stations for Hearst Radio's weekly "Treasure Hunt," originated at WBAL, Baltimore. Show, for Cremo cigars, will air on WCAE, Pittsburgh; KOMA, Oklahoma City; KEHE, Los Angeles; KYA, San Francisco, and WBAL—all Hearst stations. Lawrence Gumbinner is the agency.

## NEW BUSINESS

KDYL, Salt Lake City: W. T. Grant Co., kid talent programs.

KFVS, Cape Girardeau, Mo.: Chevrolet, "Musical Moments," renewal, through World Broadcasting; Smith Bros. Mfg. Co., news, through R. J. Potts & Co.

## D'ARTEGA

AND HIS

ORCHESTRA

Admiration Shampoo

Sunday 6:30-7 P.M.  
1441 B'way, New York

MBS—WOR  
CH 4-5155

## Leon Blum Now With Radio & Film Methods

Leon Blum, formerly general director of WBBM, the Chicago CBS outlet, and more recently radio consultant to advertising agencies, has been appointed director in charge of radio sales promotion and production for Radio & Film Methods Corp., New York, it is announced by Ralph Steinberg, president.

Blum has had considerable experience in the entertainment field, having been a director for Paramount, United Artists and Fox. At one time he was musical director of NBC in Chicago. He also authored ten books on the art and technique of broadcasting.

His duties at Radio & Film Methods will be to direct the presentations of radio shows both "live" and transcribed for advertising agencies. Several dramatic and musical productions are being prepared.

## "Aunt Jemima" Action Settled Out of Court

(Continued from Page 1)

della originally sued General Foods, Log Cabin Syrup, a GF subsidiary, and NBC for \$200,000 alleging that they used the name and character of "Aunt Jemima" on an NBC program without her permission. Miss Gardella was slated to get the assignment on the show as "Aunt Jemima" and do a routine similar to one she has done on the stage for years. Final result was that another actress was obtained to play the role.

In the first trial the jury awarded Miss Gardella \$115,000 damages, but this was reversed by the U. S. Circuit Court of Appeals and a new trial ordered. Samuel Weltz appeared for the plaintiff and Lester E. Waterbury for the defendants.

## WAAW Reported Sold

Omaha—Sale of WAAW to Central States Broadcasting Co. by Omaha Grain Exchange was reported here yesterday. Officials of both companies declined to comment, but announcement is expected today. Central States operates KOIL, KFOR and KFAB.

## WROK Agricultural Director

Rockford, Ill. — Appointment of Charles H. Keltner, county farm advisor here for Winnebago county for the past 17 years, as director of agricultural service for WROK, is announced by Lloyd C. Thomas, president of Rockford Broadcasters Inc.

Keltner, in his new post, will be in direct charge of all program and sales activities for the station as they relate to the rural audience.

WROK's primary area includes 14 counties of northern Illinois and southern Wisconsin, embracing a rural population of 275,471 persons. With Keltner on its staff, WROK plans a greatly enlarged service to this rural audience.

## Expect Facsimile Action After Havana Conference

Facsimile via wireless, now more or less a non-existent but proposed form of transmitting photos and reading matter through the ether, is expected to get a start in the way of actual experimental broadcasting when the FCC technical staff, now attending the Havana inter-American conference, returns to Washington. Understood that among the first duties to be taken up by the engineering staff upon its return to the Capital is the matter of issuing the experimental licenses to the 12 applicants which have applied to the FCC for such sanction. Currently facsimile transmission is confined to telephone and other wired service.

Several broadcasting stations throughout the country which have made application for experimental licenses have assigned their chief engineers to make a complete study of facsimile so that the station would be in a position to proceed upon being licensed by the FCC. J. R. Poppele, chief engineer of WOR, only station in New York which has a (wireless) facsimile application pending, is presently looking over the entire situation in Chicago and from there will visit other cities where such experimentation and actual transmission by wire is being operated.

## Four Promotions at WLW; Bob Dunville Joins Staff

(Continued from Page 1)

Assistant program manager; Lee House, from production to head of continuity, the post vacated by Krautters, and Bob Franken to handle traffic, previously Park's assignment.

Bob Dunville, assistant manager of KMOX, joined the staff of WLW in an executive capacity yesterday. For the past five years Dunville was on the executive staff of KMOX, which Shouse managed before joining the Crosley organization last month.

## Godfrey for Barbasol

Barbasol program, heard every Friday over a Mutual network of 38 stations at 8-8:15 p.m., will undergo a change of cast tomorrow when Arthur Godfrey and organist replace Mary Jane Walsh and Nat Brusiloff's orchestra. Godfrey will do a routine along the lines of the former Singing Sam show. Withdrawal of Miss Walsh is said to be due to the increased importance of her role in the Broadway musical hit, "I'd Rather Be Right," making it difficult for her to shuttle between theater and radio studio for the 8 p.m. airing and again for the 11:15 p.m. rebroadcast. Erwin, Wasey & Co. is the agency.

## LUCILLE & LANNY

LINWOOD GREY

"2 voices and a pianny"

6 times w'kly WJZ-NBC Blue 8:45 A.M. EST

Arrangements by Lanny Grey  
Management NBC Artists Service

## COMING and GOING

MRS. LOUIS PRIMA arrives in New York tomorrow from Hollywood.

ED LOWRY, according to present plans, comes east after the first of the year to air his program "Sing Time".

FORD BILLINGS, former head of Hearst Radio on the Coast, left Hollywood for New York on several radio deals he has in mind.

BUD GRAY, advance man for Major Bowes and former advertising manager for the Metropolitan Theater in Boston, is now there visiting friends and making arrangements for "Lowell Night" on the Bowes' hour.

MRS. JOHN BROWNLEE, wife of the baritone of the Metropolitan Opera, arrives today from Europe.

TITO SCHIPA, tenor, and his family arrive today from Europe.

CHARLES PENMAN, director of dramatic production at WJR, Detroit, is in New York for a week to study production methods in CBS and NBC studios. Penman and his wife, Donelda Currie, have been at WJR for eight years.

C. V. McLAUGHLIN, sales manager of WHK, returns to Cleveland today after a short business trip to New York.

J. W. PATE, manager of Hearst owned stations, WACO and KNOW, is in New York on business.

DAVE DAVIDSON, advertising manager of Atlas, returned to New York yesterday from Chicago.

H. ALLEN CAMPBELL, general manager of WXYZ, Detroit, is in New York.

MRS. VERNICE D. BOULIANNE, president and general manager of KVI, Tacoma, is in from the west.

## Proposed Licensing Bill Excludes Radio Stations

Washington Bureau, RADIO DAILY

Washington—Radio stations, newspapers, common carriers and publishers of magazines and books are not included in the bill introduced by Senators Borah and O'Mahoney seeking to regulate large corporations engaged in interstate commerce by requiring them to take out a federal license.

## Quaker Oats Launching Monday-Friday Serial

Chicago—Quaker Oats Co., which drops "Kaltenmeyer's Kindergarten" after Dec. 25, will replace it with a Monday-to-Friday 15-minute serial, "Margot of Castlewood," with Barbara Luddy, star of "First Nighter." "Aunt Jemima's Cabin at the Cross-Roads" will be continued. Lord & Thomas handles.

## TIME

Time is money . . .

When you know where to buy your time.

Pick a good regional network . . . Telephone:

THE MOHAWK VALLEY BROADCASTING SYSTEM

29 West 57th Street, New York  
Telephone: PLaza 5-3269

## 146 STATION HRS. WEEKLY FOR P&G SETUP ON CBS

(Continued from Page 1)

the largest network of all, 40 stations, 2:15-2:30 p.m., advertising Ivory products.

"The Road of Life" will have 19 stations, 9:30-9:45 a.m., and will promote Chipso.

"Ma Perkins" will plug Oxydol over 29 stations, 10:45-11 a.m.

Blackett - Sample - Hummert, Chicago, will handle the Dref and Oxydol shows; Compton Advertising the Ivory program, and Pedlar & Ryan will have the Chipso quarter-hour.

## Second Regional Show Set by Rocke on MBS

(Continued from Page 1)

Lennen & Mitchell, with possibility that sponsor will add other cities.

A live talent show, logged as "Headlines", it will feature U.P. news flashes, with short dramatizations following, written and produced by Ernest E. Chappell of the Rocke office. Show will air Tuesdays and Thursdays, 7:30-7:45 p.m., with repeat for midwest and coast at 10:30. Ben Rocke indicated yesterday that 30 local sponsors may be signed for the program within ten days. Cities already signed or optioned include Pittsburgh, Chicago, Buffalo, Baltimore and St. Louis, in addition to New York and the Don Lee stations on the coast.

Setup will be the same as in the syndicated George Jessel program, also originated by Rocke, with breaks for local commercials. Price per city is based on population and primary station coverage, and low cost is held to make the feature an important factor, not only for small local advertisers, but national sponsors as well, anxious to reach market of five or six cities. Plan ultimately is to develop program into Monday-through-Saturday strip, with half-hour weekly news review on Sunday. Show would thus be made available to more than one sponsor in each city. At present, local sponsors must sign for twice weekly under 13-week contract. Development of the syndicated shows is being worked out by Rocke in cooperation with Fred Weber, Mutual exec.

## Agree on Probe Delay

Washington Bureau, RADIO DAILY

Washington—Consideration of radio or similar measures now before the House Rules Committee will go over to the regular session, it was definitely stated yesterday by Chairman John J. O'Connor.

## Warnow Replaces Rolfe

Mark Warnow and his orchestra will replace B. A. Rolfe on CBS "Heinz Magazine of the Air" today. Maxon has the account.

## NEW PROGRAMS—IDEAS

### Radio Visits to Newspaper

As part of the "Cincinnati, Your City" series, WSAI is planning five broadcasts from the plant of the Cincinnati Times-Star, designed to acquaint listeners with the work involved in putting out a newspaper. Programs will originate from various floors of the newspaper building, and sound effects will be the actual sounds heard in the paper's editorial, composing, press and mailing rooms. Robert G. Jennings, station program manager, George Fries, general manager of the paper, and Lew Heck, editorial promotion manager, arranged shows.

### Southern Atmosphere

Emanating from the levee of the Mississippi River in New Orleans, new "Deep South" program over WWL, featuring Gibbs Spiritual Singers, offers something new in Southern atmosphere. Idea is that Negroes, after hard-day's work, congregate on the levee for singing, yarn-spinning, and general relaxation.

### NBC Moves to Expand Short Wave Division

(Continued from Page 1)

the increasing competition in the international short wave radio field.

NBC's growing activities in short wave broadcasts, which are aired in six languages via W3XAL, Bound Brook, N. J., are reflected in the total of 564 such programs broadcast in September compared with 403 in August and 173 in July. Chief emphasis has been on Latin-American programs, but French, German, Italian and British listeners also are being served.

### "Five Star Final" Sponsored

"Five Star Final" radio's veteran news dramatization which has been featured on WMCA and the Intercity System for many years, resumes broadcasting under a new sponsorship this Sunday with Community Opticians handling the series. Contract is for 13 weeks, placed by Commonwealth Advertising Agency in Boston. Program is heard Mondays through Fridays, 7:15-7:30 p.m., and Sundays from 9-9:30 p.m., under direction of Philip Barrison, with Nat Brusiloff's orchestra supplying musical background.

### Hillbilly Song "Contest"

Claiming a repertoire of some 5,000 cowboy and hillbilly tunes, 17-year-old Mary Louise Wesnitzer ("Susie") has won a regular 15-minute spot on WTMV, East St. Louis, in a turn with announcer Fred Moegle rigged up as a hillbilly "contest." Show is provocatively titled "Can You Stump Susie?" and idea is for listeners to try it by suggesting numbers the girl can't deliver. Her failure scores a point for the listeners, and vice versa, with all requests coming in by telephone while the program is in progress. Records show "Susie" will sing at least a few bars of about 30 different songs, falling down on an average of 9.

### Radio News Digest

Weekly digest of the news, written by Bill Phipps of station news staff, with Dick Keplinger as narrator and a cast of dramatic players, is new commercial over KJR, Seattle, sponsored by Bon Marche department store. Reports are departmentalized, with background and interpretation provided. Show is logged: "So Goes the World."

### Congress of Inventors Being Aired Over CBS

Everything from soluble bathing suits, expanding wedding rings, sponge-lined bathtubs and snore eliminators to such genuinely practical products as model airplanes and spun-glass dresses will be reviewed for the Columbia network in a special events broadcast from the Los Angeles Biltmore Hotel Ballroom, scene of the annual meeting and exhibit of the National Inventors Congress.

Scheduled for next Tuesday, 6:15-6:30 p.m. EST, the program will originate at KNX with Gary Breckner handling the "mike."

### MacMillan for Ford Hour

Sir Ernest MacMillan, director of the Toronto Symphony orchestra, has been signed by Ford to direct the Sunday Evening Hour broadcast from Feb. 27 to March 27. N. W. Ayer & Son has the account.

## BROADCASTERS BLAMED FOR MUDDLE IN RADIO

(Continued from Page 1)

the standards set, the frequency he enjoys should be thrown back into public domain and made available to those who can and will," said Payne. "Program standards must be raised even if further legislation is necessary to accomplish this. Leave this matter to broadcasters and you will have more and more entertainment of lower order that appeals to masses counted in millions; and you will have less and less entertainment that appeals to the intelligent, more and more of blare of advertising and no educational programs worth mentioning."

Dr. Clarence A. Dykstra, new president of Wisconsin University, argued for re-examination of the Communications Act and, pending that, calling attention of FCC to its duties. He urged united front on part of broadcasters, educators and public for improving radio programs and conserving resources.

"This generation faces an opportunity to conserve resources of air as preceding generations faced and largely lost opportunity to conserve timber and mineral resources," he declared. "Commercial objectives should not forever supersede those of education. They don't need to. There is air enough for everybody if properly used."

Dykstra demanded classification of all radio stations, and use of portion of broadcast spectrum for discussions of debatable questions and to provide unhampered facilities for experiment in public school and adult educational ventures.

Dr. James R. Angell of NBC indicated that use of television for instruction in schools is nearer than we think. He pointed out problems of networks airing programs at times suitable for various zones across nation, and suggested that local stations could best serve these day to day needs. He called on educators to encourage preparation of first-class transcriptions on many subjects for use in schools at times to suit them.

Raymond Gram Swing pointed out perils of poisonous propaganda now deluging country and abroad.

### ATTENTION!

STATIONS — AGENCIES — SPONSORS

## GARNETT MARKS

Announcer and Popular Ace News and Sportscaster

Now Freelancing

Sponsored for Three Years on Two of New York's Leading Stations  
Write Box A-119, RADIO DAILY, 1501 Broadway, New York City

Call  
★  
**BRINCKERHOFF**  
for  
**RECORDINGS**  
29 W. 57th St. PL 3-3015

## AGENCIES

BASIL LOUGHRANE of Lord & Thomas, Chicago, spending most of his time listening to Walt Disney recordings sent him by Herb Butterfield, who is on coast lining up the Mickey Mouse-Pepsodent show.

WALTER SCHWIMMER, of Schwimmer & Scott agency, Chicago, planning an over Christmas trip to Cuba and Central America. He sails from New Orleans on Dec. 22.

RUTHRAUFF & RYAN, Chicago, has started several programs for Hyde Park Brewing on Missouri stations: "Half Hour Serenade" on KMOX; France Laux, news, on same station; George Jesse's Mutual show on KWK; Johnny O'Hara, sports, and Ray Schmidt, news, on same station; sports news on WIL and quarter hour news programs on KFRU.

ROBERT BROWN, executive of F. Wallis Armstrong agency, is in Los Angeles from Philadelphia to confer with Diana Bourbon, head of the coast office.

## One-Act Play Series

"Blood of the Martyrs," by Percival Wilde, based on a story by Stephen Vincent Benet, will be the premiere production by the WPA Federal Theater Radio Division in the "Contemporary Theater" series presented over WQXR, next Tuesday at 9:30-10 p.m. Works by Ernst Toller, Alfred Kreymborg, A. A. Milne, Albert Maltz, Philip Stevenson, Charles Vildrac, Langston Hughes and William Kozenko also are among the many one-act plays scheduled. Donald Macfarlane is adapting and directing the plays.

## "Plane" Programs Popular

St. Louis—The increasing popularity of WEW's "Airplane Flights" has necessitated the addition of several new "plane" programs. These novel broadcasts from Missouri and Illinois towns in WEW's coverage area now average two each day, each scheduled for 30 minutes. Pilot Arthur Jones and Co-Pilot Alex Buchanan handle control duty. Brothers H. J. and F. J. McCollister bring in the contracts. The McCollisters have copyrighted the feature.

## WBT, Charlotte

Charlotte Fire Dept. glee club, band and other musical units are in a newly started program in connection with collecting old toys for underprivileged kids.

Lee Kirby and Bill Bivens, announcers on the "Midnight Dancing Party," are unable to fill all the demands for photos of themselves.

HELENA BLUE'S  
NOVELTY STRINGS

9 Girls Playing Modern Music  
in a Modern Manner

MANAGEMENT  
ROCKWELL-O'KEEFE



• • • New Universal Pictures is reported awaiting the final results on the MGM-Maxwell and WB-Lucky shows before moving into the radio field with a show starring Deanna Durbin and other studio stars.... Gruen "Time of Your Life" starring Joe Rines and Sheila Barrett which fades Dec. 26 returns March 21 with the same setup.... Andre Baruch, the CBSlinger, is engaged to Beatrice Wain, the vocalist on the RCA-Victor show.... Tommy Rockwell plans dividing his time between Hollywood and New York—spending six months in each place.... Lynn Martin has been optioned by 20th Century-Fox and Bob Kerr was screen-tested the other day by Paramount.... The Alice Faye-Ken Murray flicker, "Young Man's Fancy," has been retitled to "You're A Sweetheart" because of the smasheroo song-hit.... Doris Rhodes and not Bernice Parks will be with Russ Morgan's band at the Paramount Dec. 15.... Raymond Paige will take his chorus to the Bing Crosby show for a guest shot.... Phil Kornheiser and Dave Kent are leaving Hollywood Songs.

• • • Frank Katzentine, former Mayor of Miami Beach and owner of the progressive and up-and-going WKAT, has what looks like a winner in an intimate musical group called "The Serenaders".... They're a cross between Bali, the South Seas and Hawaii and are on the way up.... Five minutes after bandits robbed the Citizens Bank, Springfield, Mo., of \$13,500, KWTO was on the air with a complete description of the two robbers, their car, license number and the direction in which they fled.... R. E. Barringer, program manager of KINY, Juneau, Alaska, is co-operating with the local Chamber of Commerce to give the businessmen there a Xmas program all their own in which to extend holiday greetings—feeling that mail might be delayed in the rush. W. L. Paul, assistant manager of Northwest Radio Advertising Co., is assisting on the show with the merchants.... Gene O'Haire, WGY sportscaster, finished the pigskin season with an average of .722, while Bob Newhall of WLW picked 165 winners against 41 losers.

• • • Monday night stanzas on the networks, particularly the 9-10 p.m. hour gives a listener much to worry about as to what program to stick to, especially on the last half-hour when the General Electric "Hour of Charm" eases in. Yet the entertainment is varied enough for all. CBS has the "Lux Theater"; NBC-Blue has the Philadelphia Orchestra, and the NBC-Red has Phil Spitalny's G. E. show. The G. E. all-femme choir doing "There's a Gold Mine in the Sky" and like arrangements last Monday night was choice stuff calculated to keep ears tuned to that station.... At the Bill Robinson opening the other yawning which had the usual Klieg lights, celebrities, etc., every one got up to do something including Helen Morgan, Jack La Rue, Tony Canzoneri, Mitzi Green, Louis Prima, Dan Healy, Stephin Fetchit, Eddie Garr, Billy Rose (without Eleanor Holm), Benny (Margie) Davis with J. Fred Coots—but it remained for Bill himself to tie up the proceedings with his talk, dancing—and singing with Cab Calloway. His "Bill Robinson Walk" will be the next dance sensation.

• • • Because of his click on the Fred Allen show last week, Ned Sparks is seriously being considered to become Charlie McCarthy's play-mate on the Chase & Sanborn Hour.... Ted Hammerstein has finally got a play for Broadway production called "Satan's in the Pantry," written by a 24-year-old Washington newspaperman.... Al Lewis and Hank Garson have been signed by CBS as writers and will do the James Melton-Oliver Wakefield show—if it's sold.... Leon & Eddie will fete Comic Eddie Garr this Sabbath with a radio party.

## GUEST-ING

SALLY EILERS, JOSEPH SCHILD-KRAUT, NEIL HAMILTON and MARCIA MAY JONES, in "The Lady Misbehaves," on "Hollywood Hotel," Dec. 10 (CBS, 9 p.m.).

EVERETT MARSHALL, with Harry Salter's orchestra on "Hit Parade," Dec. 11 (CBS, 10 p.m.).

GINGER ROGERS, on Chase & Sanborn Hour, Dec. 5 (NBC-Red, 8 p.m.)

STOOPNAGLE AND BUDD, on Al Jolson show, Dec. 7 (CBS, 8:30 p.m.)

GEORGE RAFT, on "30 Minutes In Hollywood," Dec. 5 (Mutual, 6 p.m.)

GALLIANO MASINI, tenor of La Scala, Milan, on Ford hour, Dec. 12 (CBS, 9 p.m.)

BENNY GOODMAN and FRANCES LANGFORD, on Martin Block's "Sunday Swing Concert", Dec. 5 (WNEW, 11 a.m.).

## Boost Charity Football

Taking a lead role in the promotion of a two-state charity football game for the benefit of Shriners' Hospital for Crippled Children, Greenville, S. C., WBT and WSOC, Charlotte, N. C., worked in close cooperation in a drive to sell tickets. WBT put on a special program, lasting an hour-and-a-half and presenting the station's most popular talent.

Grady Cole, philosopher-commentator, shared emcee duties with Mayor Ben E. Douglas, and it was announced that any person buying as many as ten tickets to the game might have them delivered free by Postal Telegraph. Gridiron contest, slated for Saturday, pits best high school players of two states against each other.

## Series About Station

Interviews with station staff members, news of programs, and technical broadcast information make up new program on KVSQ, Ardmore, Oklahoma, designed to inform listeners on station activities. Station manager James Griffith does the spicing, and program has been built into regular weekly feature, logged as "At 1210 Kilocycles", and airing in Monday morning spot. Typical program found mike in control room for interview with engineer Robert T. MacFarland.

Your financial progress, your family's safety, depend upon the planning you do now.

*Jules Hamburg*  
—INSURANCE—  
JOHN 4-2800 BEEKMAN 3-0375  
80 JOHN ST., NEW YORK



**B**ILL GOODWIN has succeeded Buddy Rogers as emcee of the Music Corp. of America-Mutual "Tune Twisters" show. Rogers goes into the College Inn, Chicago.

Building up live talent shows and adding staff musicians, Leo Tyson, KMPC general manager, announces a daily musical program at 2:30 p.m. utilizing Oliver Alberti, musical director, and Mona Content, staff pianist, to head an instrumental ensemble of frequently-varying instrumentation.

"Biggie" Levin, Chicago agent, is in town to scout talent for mid-western radio programs. Will head-quarter at the Walter Batchellor office for the next month or so, though not connected with that agency.

George Roberts, on the directorate of Associated Cinema Studios, planned in from San Francisco for a stay of ten days or so. Virginia Barber has been added to script and continuity department at Associated.

Earnshaw Radio Productions reports the sale of its "Radio Short Stories" to KOL, Spokane, and KHQ, Seattle, as well as 104 "Chandu" transcriptions to WMBS, Uniontown, Pa., and WTIC, Hartford, Conn.

Dr. Ralph L. Power, American representative of Broadcasting Service Association Ltd., Sydney, Australia, has taken 26 quarter hour disks of "Swamp Caesar," featuring negro spirituals, from Titan Radio Productions Inc., San Francisco, for his Australian client.

Mildred Marsh, internationally known concert pianist, now has a Tuesday evening program on KECA.

Robert Swan, KFAC's program director-writer-actor, is in such demand for speaking dates at various affairs that he is thinking seriously of setting up a personal booking office.

In future, "when you hear the knock on the door" during the Jack Benny program...you'll know that the persistent interrupter is no less a person than Harry Baldwin—Jack's secretary-assistant-righthand.

"Newstime" Sam Hayes concludes his Bank of America contract tomorrow, with CBS sales execs negotiating with several prospective sponsors for the rapid-fire commentator.

Jack Hasty, scripter of the "Dr. Christian" program and producer of "Time of Your Life", is dickering with a sponsor for a coast-to-coast release of the Eb and Zeb series to start Jan. 1.

Bob Wright and Chet Forrest are doing a swing parody on the sextet from "Lucia" which will be used on the MGM-Maxwell House show of Dec. 9. Judy Garland will be featured in the number. The same team, in collaboration with Eddie Ward, wrote the "Always and Always" theme for the show. Blythe Taylor Burns, vocalist, has

**'ORCHESTRAS - MUSIC**

**H**ORACE HEIDT and His Brigadiers broke all records the past holiday week-end at the Bowman Room of the Hotel Biltmore. Heidt has introduced a new idea in his CBS broadcasts on Monday nights at 8. All dance numbers are preceded by the sound of tapping feet dancing in time to the rhythm of the music. It's very effective.

In his "Rhyme Night" show over Mutual network on Tuesday night, Heidt's listeners included Walter Winchell, who heard the Brigadiers regale the airwaves with "Sweet Someone" from Winchell's new 20th Century-Fox movie.

Freddy Martin and his ork, currently at the Aragon ballroom in Chicago, start their stint at the Ritz-Carlton Hotel in New York on Dec. 7, with a WOR-Mutual wire.

Victor Arden snared Alice King for her first commercial appearance since she quit Horace Heidt's band to go out for herself. She is a guest star on Arden's new "Musical

been set for a series of 13 Sunday programs on KECA at 9:15 a.m., with Wesley Tourtellotte furnishing organ accompaniment.

The Richfield-Olsen and Johnson show is muted. Originally contracted for 26 weeks, the comics actually completed 27 broadcasts and staged their program in all the larger Coast cities. Understood that Richfield is retrenching in advertising expenditures, with billboards and other media suffering as well as radio. However, the "Richfield Reporter", commentary program with comparatively little nut involved, will continue. Comedians are reported considering two offers of coast-to-coasters.

NBC again has the exclusive on the Rose Bowl football classic New Year's Day. Ken Carpenter, Buddy Twiss and Joe Parker will handle the parade spectacle downtown as well as the gridiron struggle.

Ted Steele's "Swing Club" becomes a regular KMPC feature Friday nights from 11:30 to midnite.

**New Commentator on WFBR**  
Baltimore—Franklyn Roudybush, commentator on foreign affairs and editorial associate of World Digest, begins a series of 15-minute programs at 7:30 tonight for Remington-Rand and over WFBR. Roudybush has won national prominence as a lecturer, newspaper man and expert on foreign affairs. He speaks eight languages, including Japanese.

**MORE THAN 100 STATIONS**  
are using Karl Zomar's material for street quiz. 50 questions a week cost you \$1 a week! Send for details and samples.  
**KARL ZOMAR SCRIPT SERVICE**  
P. O. BOX 150  
SPRINGFIELD, MISSOURI

Moments" ET series which starts on WOR next Monday. Miss King used to sing solos and also with the four King Sisters, now reduced to three, featured with Heidt.

Tommy Dorsey and his gang will be guests of honor on the CBS "Swing Club" this Saturday night. Art Tatum, pianist, and Joe Sodja, snappy guitarist, also will be on hand. Leith Stevens leads the regular ork for the program.

Jimmy Walsh's Orchestra, heard over KIRO, Seattle, from the Trianon in that city, was given a CBS Pacific Coast network airing Monday night.

Bandsman Ernie Holst has signed a new vocalist, Norman Moon. Holst's orchestra will continue to be heard at El Morocco for the rest of the current season.

Joan Brooks, NBCanary, has written her first song, "Another Night, Another Dream." She wanted an original theme for her NBC broadcasts.

**Val Gielgud to Visit U.S.**  
London—Val Gielgud, BBC drama director and brother of John Gielgud, an actor, is visiting America, going by boat via Panama Canal to Hollywood and returning to New York by motor.



**B**ILL RAY, NBC press chief, went to Minneapolis and St. Paul to make a round of the radio editors and NBC folks there. Will also visit Al Williamson, his former chief, now engaged in newspaper work there.

Rosary college is sponsoring a new program on WJJD titled "College 1938." Maurice Lowell is handling production on the show.

Bret Morrison and Barbara Luddy, garbed as Romeo and Juliet, won the first prize for the best costumed couple at the Radio Ball.

Les Tremayne recovering from gunshot wounds in hand and now expected back on "First Nighter" show tomorrow night.

Ken Fry, special events director here for NBC, and crew of engineers to Milwaukee for special broadcast from bottom of Lake Michigan by Max Gene Nohl, young diving expert, on Wednesday.

**Al Mitchell Renewed**  
Provident Loan Society, through McCann-Erickson Inc., has renewed Al Mitchell, "The Answer Man" on WOR until Dec. 9, 1938. Program is heard three times weekly. 7:30-7:45 p.m.

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
- George Tappas
- 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 Fiv' 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.

**625 MADISON AVE., NEW YORK**

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

## KANSAS CITY

Walter Osborn has been added to the KCKN technical staff as control operator.

KCKN has inaugurated a Christmas feature called Letters to Santa Claus in which juvenile listeners are urged to make known their Christmas wants. Featuring Ralph Nelson and Gertrude Wilkerson in scripts by Alene Hoyt, the live talent show is written around ET's of the voice of Santa.

Margaret Heckle, featured on KMBC's "Across The Breakfast Table", is back from a visit to New York and Chicago.

KCMO is using a pack transmitter in connection with Auto Show broadcasts, with Tom Kelly at the mike.

## KDYL, Salt Lake City

Frank Austin, sports commentator, back from Denver visit.

Charles Stockdale, technician, on brief trip to home town, Colorado Springs.

Elwynn Quinn, announcer, taking his first solo flight. Qualified in only three months of training.

Floyd Farr, announcer, taking up skiing with a vengeance. Spending week-ends at Brighton, one of Salt Lake's great ski resorts.

R. T. Harris, production director, acting as judge of "Announcer's Court," himself getting letters on "Boners" just as do the announcers he arraigns.

Barbara Perkins, the "Shophound", is speling for 12 different accounts on her Shophound Extraordinary show.

Opening at Salt Lake City's Christmas season last Friday was elaborately aired by KDYL. With cooperation of Junior Chamber of Commerce and ZCMI department store, the big parade, arrival of Santa Claus, etc., were aired.

Ted Kimball, KDYL announcer, received official thanks for his participation in the late Constitution Sesquicentennial broadcasts over NBC. Kimball, at the time special events man for NBC's Washington outlet, handled key programs for Sesquicentennial. Official thanks came in form of large engraved certificate, signed by President Roosevelt and host of dignitaries.

## Star Gazer on WNYC

George A. Ward, The Star Gazer, who has been doing a program of dramatic readings with musical background for many years on various stations, is now on WNYC at 8-8:30 a.m. Sundays. Program is known as "Star Dust".

1	9	3	7
4	5	7	10
17	18	19	20
21	22	23	
25	26	27	28
29	30		

Greetings from Radio Daily

December 2nd

Jesse Crawford Earl J. Glade  
Alfred Hall Bernice Judis  
Bill Perry

## F. C. C. ACTIVITIES

## HEARINGS SCHEDULED

Dec. 13: WJNC, West Palm Beach, Fla. CP to change frequency and increase power to 1330 kc., 1 KW., unlimited.

WMPB, Memphis, Tenn. Authority to transfer control of corp. to Memphis Press-Scimitar Co., 1430 kc., 500 watts, 1 KW. L.S., unlimited.

KRGV, Weslaco, Auth. to transfer control of corp. from M. S. Niles to O. L. Taylor, Gene Howe and T. E. Snowden. 1260 kc., 1 KW., unlimited.

Dec. 14: National Life and Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts L.S., unlimited.

WGES, Chicago. Auth. to transfer control of corp. from Oak Leaves Broadcasting

Station to WSBG, Inc. 1360 kc., 500 watts, share time.

Dec. 16: Press-Union Publishing Co., Atlantic City. CP for new station. 1200 kc., 100 watts, 250 watts L.S., unlimited.

Ann Arbor Broadcasting Co. Inc., Ann Arbor, Mich. CP for new station. 1550 kc., 1 KW., unlimited.

Summit Radio Corp., Akron. CP for new station. 1430 kc., 1 KW., unlimited.

Geo. W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.

Lake Region Broadcasting Co., Lakeland, Fla. CP for new station. 1310 kc., 100 watts, 250 watts L.S., unlimited.

Dec. 17: WLAC, Nashville. CP to increase power to 50 KW. 1470 kc., unlimited.

## NEW HAVEN

The WBRV studios, under Jack Henry, are now putting on the air 24½ hours weekly of local programs, exclusive of news releases.

Schools in 12 Connecticut cities already are listening in special assemblies to the WBRV daily Music Appreciation programs, 1:30-2 p.m., under the direction of Perry Lafferty, station music director.

WELI will feed to Intercity Network a weekly Wednesday 12:30 p.m. "Poetry and an Organ" program, featuring Don Raphael at the console organ and vocals by Vera Cruse and Kenny LaMont.

## WEW, St. Louis

Clarke Harris, talented and attractive femme commentator, is attracting the interest of several sponsors.

"Daybreak Sports Parade", aired by Sportscaster Alex Buchan at the early hour of 7:15 a.m. under sponsorship of Saf-T-Shav (Hamlin Co., Chicago), has gathered many women as well as men listeners.

In a tieup with Loew's State Theater, the "Loew's Movie News" is being aired weekdays.

Lorraine Loring, songstress, is being featured twice weekly with Ralph Stein at the piano.

Jack Norder, new comedian, takes the feature spot on the "Afternoon Varieties" at 2:30 daily. He does any dialects requested.

Larry Kent, emcee, and Ruth Raye, vocalist, are a two-some.

James Steverson had to miss a broadcast due to a tooth infection. Maureen Morgan, his soprano partner, appeared alone on "Our Song" last Sunday.

F. J. McCollister of the sales staff hails from Hollywood and has the tropical clothes habit.

The St. Louis Jesuit Scholastics will contribute largely to the Christmas music schedule.

## WTAR, Norfolk

Campbell Arnoux, g.m., and Ralph Hatcher, promotional director, will represent WTAR at the International Radio Club meeting in Florida.

Hutchinson Trio, five small negro girls with their own brand of singing, are the latest addition to sustaining schedule.

John New, sales manager, and Mrs. New and Randolph Anderson of Texas Co. went to Philly for the Army-Navy game.

## PITTSBURGH

Red Raven Corp., (Billy Baxter ginger ale), has contracted for a series of operas on WWSW. Transcriptions will be used with Program Manager Walter Sickles supplying any necessary narration.

Darrell Martin, radio editor of Pittsburgh Post Gazette, will speak to Grove City College students next Tuesday on "Commercial Radio—Its Phases and Opportunities."

Paul Land, who was instrumental in handling this country's first network broadcast (six stations for the A. & P. in 1926) may land the job of program manager at KQV when that station gets its increased power and unlimited time operation. Land was the first manager of WCAE.

## WELI, New Haven

Manager Jimmy Milne will sun himself in Havana while he acts as emcee at the crowning of the Radio Party queen.

Phil Buxbaum Jr., sportscaster, is completing plans for airing football games.

## WICC, Bridgeport

Fred L. Rowe, sales manager, is in the hospital for a minor operation.

Louis Weiss' Rose Room Ensemble shifts to a Thursday 6:45 p.m. spot.

Virginia Miller is getting a lot of "Shopping Parade" mail these days, all the way from Colonels' ladies to Judy O'Grady's.

## WXYZ, Detroit

Alvin Hamer on Sunday presents the 200th broadcast of his literary review program, "Books of Today and Yesterday," over this station and the Michigan Radio Network.

"The Junior Matinee", juvenile show on the Michigan network, moves to a Sunday 4:45 p.m. spot.

## WWL, New Orleans

Station scored two important feature broadcasts this week when it got nurse Yvonne Leroux, who was the first to take care of the Dionne Quintuplets, on the air for an interview and followed this up with two interviews of a Wild West survivor, Capt. Jack Lloyd, who claims he was adopted as a kid by Calamity Jane. Lloyd turned in two good interviews on how he saw "Wild Bill" Hicock killed and how he shot 68 men during his lifetime without stretching a length of lariat.

## OKLAHOMA

"Tune Tusslers," five-piece string band, has returned to KVSO, Ardmore. Formerly with station but more recently touring with show in Colorado, New Mexico and Arizona.

WKY's short-wave station, W5XAU, is carrying weekly meetings of Oklahoma City Radio Service Ass'n, which has 500 members scattered over the state. Members are building high-frequency equipment and installing on their local school sets which in addition to their own sets is building a big audience for WKY's short-wave experimental station.

Maomi Kumalae and Her Islanders in "Isle of Paradise" is KOMA's newest program.

"The Cooking Circus," for cooks under 12 years of age, put on by Christine Holland is new WNAD (Norman) feature.

Ben Bezoff, WKY announcer, studying at the Oklahoma City Law School to become a radio lawyer.

Invention Magazine in its December issue carries an article by Hal Scher of WKY's staff.

## Swope Sold CBS Stock

Washington Bureau, RADIO DAILY

Washington—Sale of 1,000 shares of CBS "A" stock by Herbert Bayard Swope, leaving him a month-end total of 10,000 shares, is shown in the Securities & Exchange Commission semi-monthly report. Isaac D. Levy gave away 310 shares of the "A" stock and Jacob Paley acquired 500 shares for a total of 25,458. Ralph F. Colin, who became a director, reported 1,044 shares of "A" as of Oct. 6.

## Breen With Cantor in East

Bobby Breen will rejoin Eddie Cantor's program during the New York visit of the comedian. Addition of Breen is for the eight-week eastern trip only. Deanna Durbin, regular member of the cast will miss at least two and possibly three of the New York broadcasts due to film commitments.

## New "6-Star Revue" Sponsor

Community Opticians has signed to sponsor one of the six half-hour periods on WMCA's daily "Six-Star Revue", originally underwritten by General Mills, which is permitting other firms to participate in sponsorship of the three-hour afternoon show.

## Bob Edge Wedding

Bob Edge, WOR sports commentator, will be married today to Lillian Larson. Edge, just back from hunting trip with Babe Ruth, will have the latter as guest of honor at the nuptials.

## DON KERR

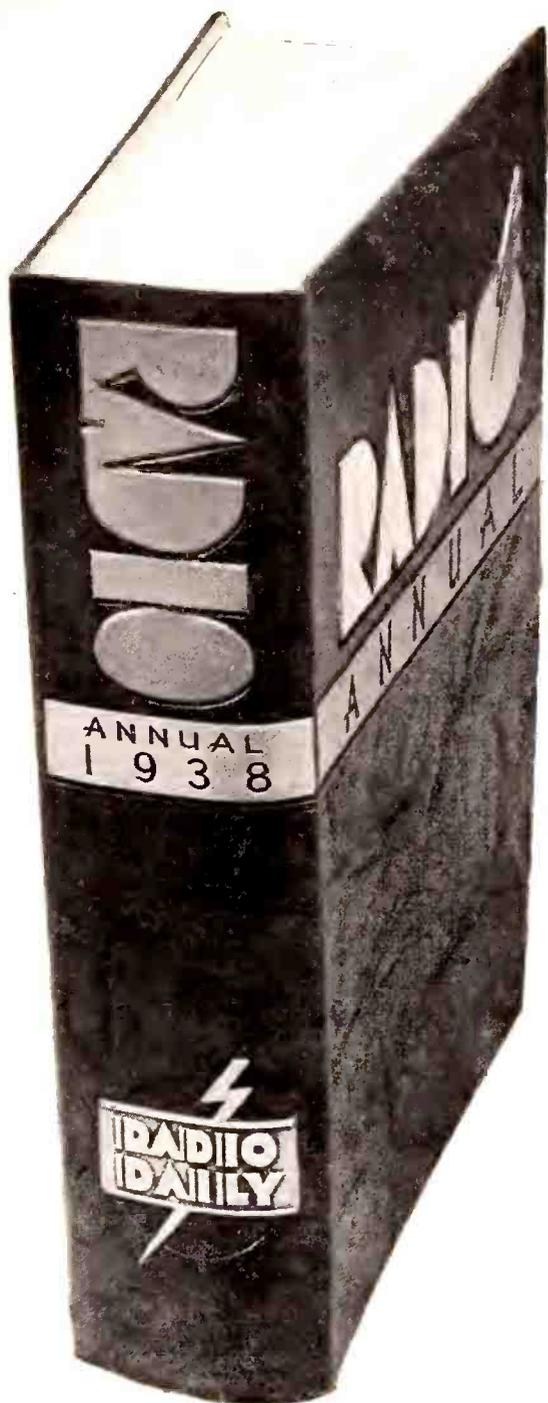
Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

Six Star Revue

Zeke Manners' Gang



The GOVERNMENT and EVERY branch of RADIO is enthusiastically COOPERATING with RADIO DAILY in the preparation of an UNUSUAL book of reference covering a GREAT industry.

# The 1938 RADIO ANNUAL



## **Covering Radio Completely**

*... 1,000 pages ... Cloth Bound for permanent reference ... Complimentary to Radio Daily subscribers ... Ready for distribution shortly after the first of the year ... An annual informative and statistical guide that no executive in radio can afford to be without. ...*

**Radio Daily Service as Usual**

## BOSTON

WCOP has started a morning series of programs known as "For Men Only," sponsored by Merrimac Mills, makers of men's suits. Show, emceed by Jim Donovan, is comprised of sporting news, morning's headlines, fashion notes for men, and other items in the news of interest to male listeners.

"The Cinnamon Bear", a new series of children's programs, is being sponsored over WAAB by Cushman Bakery.

Regan-Kipp, Boston jewelers, are sponsoring 15 minutes of Trans-Radio news every morning on WCOP.

Art King, WEEI announcer, operated on for appendicitis, is now resting comfortably in St. Elizabeth's Hospital.

Harry Ridgley, formerly of WEAN, Providence, is now in the production department of the Kasper-Gordon Studios. His first program assignment is the Jordan Marsh department store Christmas series on WAAB.

There will be a telegraphic play-by-play description of the Boston Bruins vs. Canadiens hockey game on WAAB tomorrow night with Frank Ryan at the mike.

Sybil Jane Morse and Carleton H. Dickerman were married last week. Sybil plays one of the two pianos on WEEI's "After Dinner Revue" and "Dick" is the "dean of announcers" at the same station.

WCOP has started a new shopping service, "Shopping With Jane Ford," daily at 1:45 p.m.

C. Herbert Masse, formerly with Yankee Network, is now affiliated with the NBC sales department here. He replaces Jameson S. Slocum, who resigned to take the New England representative's job for Photoplay Magazine.

Kasper-Gordon Studios has placed its ET series, "Life and Adventures of Santa Claus," on WCOP six days a week.

## ONE MINUTE INTERVIEW

## KEN SISSON

"It's a great pity the way the never-ceasing tension among nations holds up progress. Look at radio, for example. If nations weren't so suspicious and mistrusting of one another, broadcasting would probably be on a permanent world basis. I can think of nothing which would cement international good-fellowship as much as a common, world-wide, co-operative broadcasting system. But jealousies and lust for power stand in the way. All we can do is sigh and hope that things will be different after the next world war."

## ★ Coast-to-Coast ★

**E**RNST WOLFF, German baritone, who accompanies himself at the piano, will be presented over CBS at 10:45 p.m. on Dec. 7 in the first of three weekly recitals titled "A Little Night Music."

*Jim Uebelhart, announcer, has started a Sunday evening "Quiz Bee" over WSPD. Toledo, with cash prizes for contestants.*

"Trading Post of the Air," started Nov. 22 on KFEL, Denver. Announcer, with Fred Graham, as the trader, has caught on big. A jewelry firm sponsors it.

*Lou Wirebaugh of the variety team known as Hank and Lou is playing the role of Santa Claus in the third successive year of Yuletide sidewalk broadcasts over WJW, Akron, sponsored by the local Kresge stores.*

Arthur Boran, the CBS mimic and comedian, defends the "old" jokes. He contends that they are just as much entitled to repetition as the re-playing of songs, re-reading of books, seeing a movie several times or hanging paintings on walls so they can be viewed over and over.

"The Hermit's Cave," thriller written by Geraldine Elliott and produced by Charles Penman, has been renewed by Carter Coal Co. over WJR, Detroit, starting Dec. 12. The script show is backed by newspaper and street car ads and dealer window posters. Agency is Ralph H. Jones Co., Cincinnati.

"The Psychology of Telepathy" will be discussed over WNYC at 2:45 p.m. Sunday when Mrs. Frank I. Cobb will be interviewed in the dialogue program of the "Observer of Good Will."

*Frances Langford, still singing at the Paramount Theater, will not join "Hollywood Hotel" again this Friday night. Last week she was piped in from one of the Columbia playhouses. She will probably rejoin the program again next week in Hollywood. Loretta Lee will again sing in her stead on this week's broadcast.*

"Club Matinee" NBC daily variety show from Chicago, will celebrate its 200th consecutive broadcast Saturday at 1:30-1:55 p.m. over NBC-Blue Network. Program possesses a number of attractions such as Charles Lyon, announcer, who wanders afield into the realms of science; Harry Kogen and his orchestra, with Harry acting as foil for many quips; Jack Baker, tenor; Johnny Johnston, baritone; the Escorts and Betty; the Cadets, Bennett and Wolverson, The Vagabonds, the Hollywood High Hatters, Annette King, Fran Allison,

and Ransom Sherman, author and emcee, who doubles as "Spike Mc-Bullet."

*Hollace Shaw will appear at Radio City Music Hall the week of Dec. 9.*

Six of the world famous Rockettes of the Radio City Music Hall, together with their captain, Emelia Sherman, will appear as guest stars on the Kate Smith Broadcast over CBS tonight at 8.

*Mack Williams, 18-year-old journalist, who was formerly "mayor" of the Boys' Brotherhood Republic, a boys' citizenship organization on New York's lower east side, will speak over WQXR today at 6:30 p.m. as the guest of Robert Emmet MacAlarney. WQXR's news commentator.*

Jeanette MacDonald, though still busy with film-making and not scheduled to return to the "Vick's Open House" program on CBS until Jan. 2, will make a yuletide appearance on the program Dec. 19 on permission of M-G-M. John Charles Thomas will be on next Sunday's show with Nadine Conner.

*John Herrick and Barry McKinley, baritones, and Morton Bowe and Felix Knight, tenors, are making recordings this week for Chevrolet, under deals made by Ethel Gilbert of NBC Artists Service. Knight and Lyle Van, announcer, also signed for the Elizabeth Arden program with Eddie Duchin and his ork, through Bob Smith of NBC Artists Service.*

Sam Hammer's "Your Invention" program, heard Sundays at 1:30 p.m. on WMCA, has resulted in the marketing of several inventions. Ideas presented on the program must first be patented.

A score of prominent Boston and New England business men, nationally known in the grocery field, took part in the inaugural program of the new series of "New England Grocery Commentator" broadcasts over WTAG, Worcester. Harold F. Woodward, editor of the New England Grocery and Market Magazine, official organ of the New England Independent Grocers Association, was emcee.

Martin Starr, the demon WMCA "Gangplank" interviewer, talked Broadway producer Guthrie McClintic into talking into the mike yesterday—and got McClintic to talk about his wife, Katharine Cornell, who was standing right beside him but who has consistently refused to give radio a nod.

Colonel Jack Major, the CBS variety entertainer, has recently been

## ALBANY

Standard Furniture Co. starting next Sunday will be local sponsor for the George Jessel-Mutual program, "30 Minutes in Hollywood," with WABY as local outlet.

Marion Frank Leslie, heard on WOKO for Devoe paints, will appear as narrator and commentator with Percy Grainger, pianist, in a recital in Detroit Art Institute today.

Billy Rose, WOKO announcer, is being sponsored in a Hollywood gossip program.

Harry Hults, WOKO engineer, is on a new schedule, handling 7 a.m. Musical Clock.

John Lloyd, native of Troy, has been signed for a weekly musical recital from WABY's Troy studios.

Walter Hampden, noted stage star, did a guest shot on Socony-Vacuum show over WOKO while here last week.

Sherb Herrick, announcer, escaped with minor bruises in a motor crash that demolished his car.

Billy Rose and Johnny Lee have been signed for a 15-minute song program for Righter Coal Co. over WOKO, Sunday mornings.

## Full-Hour Symphony

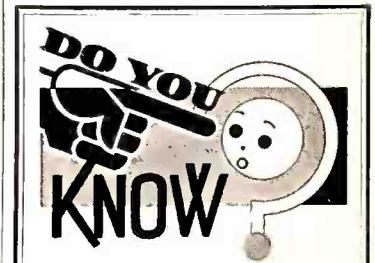
Entire hour of the American banks program on the NBC-Blue next Monday, 9-10 p.m. will be devoted to one symphonic number. Leopold Stokowski will conduct the orchestra through Tschaiakowsky's Fifth Symphony in E Minor, Opus 64.

*seen on many trips to Union City, N. J., but he refuses to divulge the attraction.*

Sunday night's dinner-dance and entertainment at the Waldorf-Astoria, launching a drive by the McCosker-Hershfield Cardiac Foundation to establish a home and provide care for cardiac sufferers, will be aired over WOR at 10:30-11 p.m.

*New subscribers to the NBC Thesaurus are WHBL and YV5RS. Renewals have been received from 10 stations—KOBH, WRAK, WAPL, WTJS, CRCT, CKOV, CFCF, WKOK, KFRV and KFEQ.*

Peggy Morris, secretary to J. R. Poppele, WOR, is recovering from an appendectomy performed earlier this week in the Long Island Hospital.



Louise Massey and her Westerners used to sing Eastern songs to the delight of Western audiences before reversing the procedure.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 109

NEW YORK, N. Y., FRIDAY, DECEMBER 3, 1937

FIVE CENTS

## CBS Nov. Billings Up 9.2%

### LABOR GROUPS UNDECIDED ON BROADCASTING PLANS

Labor organizations are still up in the air as far as broadcasting plans are concerned, it was learned yesterday. Despite the ardent need for broadcasting time by at least one of the two parties, it is expected that radio will not be used until after the first of the year, with a possibility of a concentrated drive via broadcasting getting under way at that time now very likely.

Despite previous predictions of an  
*(Continued on Page 2)*

### WTMJ Series on Rackets Part of National Drive

Milwaukee — As the second in WTMJ's promised campaign of semi-cruciating efforts, station is co-operating with the Better Business Bureau in a "War on Rackets", exposing schemes to defraud the public. Dramas are being prepared  
*(Continued on Page 2)*

### 170 Stations Using Zeke Manners Disks

The thrice-weekly transcribed series featuring Zeke Manners and his Gang is now sponsored locally over 170 stations, it was stated yesterday by E. L. Bresson of Sound Reproductions Corp. Series has been set on all 170 stations on a 52-week basis with options every 13 weeks. Klingler Advertising Corp. handles the series nationally. Recording is handled exclusively by Sound Reproductions.

### 94 for U. S. Rubber

United States Rubber will use 94 stations for its CBS show which begins Jan. 12, 9:30-10 p.m.

### Classic Draw

Chicago—WAAF's best goodwill builder is "The Symphonic Hour," full hour of classical music presented at noon for the past six years. All efforts to cut its length or take it off have been opposed by listeners. In a recent one-time giveaway offer (program is sponsored on Sunday), 900 letters were received.

### Supplement Opera

NBC broadcasts of the Metropolitan opera, under the sponsorship of RCA for the second year beginning tomorrow, will be supplemented by a series entitled "Operalogues" to be presented Wednesdays, 3:45-4 p.m., over the same NBC-Red network. New airing will discuss opera to be heard following Saturdays.

### PILLSBURY IS REPLACING NBC "TODAY'S CHILDREN"

Chicago—Though it enjoys top rating, "Today's Children" is being shelved by Pillsbury on Dec. 15 in favor of another Irna Phillips script titled "Women in White," which will use the same NBC-Red network at 10:45 a.m. EST.

"Today's Children" has led the day—  
*(Continued on Page 2)*

### Coast Television Service Promised for Next Year

West Coast Bureau, RADIO DAILY Los Angeles—Lewis Allen Weiss, Don Lee web's general manager, promises a series of regular television broadcasts from the network's  
*(Continued on Page 3)*

### Repeat for Penner

After Jan. 2 the Joe Penner show on CBS will have a repeat show for listeners in Denver, Salt Lake City and the Pacific coast, 11-11:30 p.m.

Heretofore program has been heard across the country at 6-6:30 p.m. Ruthrauff & Ryan Inc. has the account.

## A. L. Alexander Back on Air Heading "True Story Court"

### Television Sent 400 Miles By Land Line in England

London — Germany's 300-mile distance record for transmitting television by land line has been broken in recent British experiments which showed that pictures of superior quality to the German results can be sent and received over 400 miles of wire.

## Gross for Last Month Was \$2,654,473, Second Highest Monthly Figure in Network's History

### MINNESOTA INDUSTRIES JOIN IN STATE PROGRAM

Minneapolis—Minnesota businesses and industries are cooperating in presenting the story of the state to its citizens in a new series of weekly radio broadcasts known as "The March of Minnesota" which is being inaugurated Sunday at 6:30 p.m. over WCCO and fed to a state-wide hook-up of stations including KDAL,  
*(Continued on Page 5)*

### Radio-Film Cooperation Is Urged by W. B. Lewis

Film companies need not fear the inroads of either radio or television on theater attendance, W. B. Lewis of CBS said yesterday at the weekly luncheon meeting of the Associated Motion Picture Advertisers. Just as actual broadcasts of tennis and football matches produced record attendance at the games this year, radio entertainment has accelerated movie-going, he said, creating new stars,  
*(Continued on Page 4)*

### Shoe Firm Testing

Chicago—Burton-Keith Agency has spotted five-minute programs daily for Shoe Customizer Co. (Heal-locks) of Danville, Ill., on WDZ, Tuscola, Ill. If test is satisfactory, other stations in Illinois and Indiana will be used.

CBS November billings totaled \$2,654,473, an increase of 9.2 per cent over the corresponding month last year. This is the second highest monthly receipt figure since the organization of the network.

Cumulative receipts for the first 11 months are \$25,935,500, up 25.1 per cent over the same 1936 period. Network will close the year with billings totaling around \$28,500,000, as pre-  
*(Continued on Page 3)*

## KEY STATION CONTRACTS ARE SIGNED BY WEBER

Key station contracts with the AFM, to run for two years, were signed yesterday by Jos. N. Weber, president of the AFM, and forwarded to the respective web officials. Allocations for musician expenditures as per contract terms will total \$513,000 annually among the key outlets. Stations so designated are: WFAF, WJZ, WABC and WOR in New York; WMAQ, WENR, WBBM and WGN, in Chicago; KNX, KHJ and what-  
*(Continued on Page 3)*

## License Being Demanded For Playing of Records

Philadelphia—National Association of Performing Artists, through general counsel Maurice Speiser, has officially notified all stations that licenses will be required before any records can be played of members of  
*(Continued on Page 3)*

### Reaching Out

Milwaukee—The Gamble Stores, Wisconsin chain, though it has no outlets in Milwaukee, took a heavy schedule of announcements over WTMJ here, through BBD&O. Result: quota of anti-freeze solution sales, set at 200,000 gallons, was topped by 50 per cent. So William F. Dittman, WTMJ sales manager, has a new talking point.

*(Continued on Page 2)*



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

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FINANCIAL (Thursday, Dec. 2)

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

Expo Not Buying Time Washington Bureau, RADIO DAILY Washington—Golden Gate Exposition getting set in San Francisco is not buying any radio time, according to information given out by the NAB here. NAB advises that a communication from Arthur Linkletter of the Exposition, says that so far all time used has been granted gratis and the exposition officials cannot see their way clear to spend any money for radio programs.

Releases Canadian Show Universal Radio Programs Inc. has released "Canadian Cavalcade," a series of 52 one-man scripts that tell the story of Canada from its beginnings to the present day. This is the first time an American script syndicate has attempted to build a show exclusively for Canadian stations and agencies, according to L. N. Marks, Universal vice-president.

MARTIN BLOCK'S "Make-Believe Ballroom" A WNEW FEATURE 1250 Kc. 10 TO 11 A. M. 6 TO 7:30 P. M.

Programs That Have Made History Anice Ives "Everywoman's Hour"

WHILE pinch-hitting, seven years ago, for a well-known home economist, Anice Ives, well-known radio personality, beloved by thousands for her simple but solid philosophies, her friendliness and her worthwhile advice, as well as unusual manner in putting over commercials, conceived the idea that what her audience needed, with their instructions as to how to better conditions in their home along the cookery line as well as interior decorating, was a bit of fun. So she organized, with the initial membership of about 135 women, the first social club of the air; a club that at the close of the 1936 season numbered over 27,000 members. Miss Ives' visible audiences alone at monthly get-togethers numbered upward of 3,500 women and she set a precedent never yet broken of having taken the largest flotilla of busses filled with women on a picnic excursion

out of Philadelphia at the culmination of one of her six successful seasons. Miss Ives established and has maintained a confidence with her public which has enabled her to hold her listeners year after year and interest them in her many sponsors and their products which have included everything from coal to candy, from real estate to paints. Miss Ives is the possessor of a voice considered one of the finest on the air and she is listed with the agencies as "There's nothing she can't sell." Miss Ives is now in her seventh successful year on the air and although many radio social clubs have since been organized, Anice Ives has the distinction of having really originated and successfully established the first social club of the air. Miss Ives is heard daily except Saturday and Sunday, over WMCA at 11:15-11:45 a.m.

WTMJ Series on Rackets Part of National Drive

(Continued from Page 1) under supervision of the National Better Business Bureau and are being transcribed by NBC. Special announcements will localize the stories, and WTMJ plans to further supplement the ETs with specially prepared local dramas of spectacular fraud cases in Milwaukee. The series is being merchandised with Milwaukee business houses by means of letters enlisting their cooperation, cards in store windows and special announcements by WTMJ advertisers.

A. L. Alexander Heads "Goodwill Court" on NBC

(Continued from Page 1) Alexander in which subject of story will be on hand to defend story against sociologists who will be in studio. Station setup and time remain as is under new setup.

Pillsbury Is Replacing NBC "Today's Children"

(Continued from Page 1) time parade of script shows for years, but Miss Phillips is said to feel that, despite its rating, program has been squeezed pretty dry. New show is a tale of nurses, being produced by Carl Wester & Co. here. Hutchinson Advertising Co., Minneapolis, handles Pillsbury.

Block at Savoy Ballroom Martin Block, creator of WNEW's "Make Believe Ballroom", will conduct a Sunday afternoon series of "Swing Sessions" at the Savoy Ballroom. Stars of radio, stage and screen will appear.

Labor Groups Undecided On Broadcasting Plans

(Continued from Page 1) early entrance into the broadcasting field by the CIO, that body now finds itself in an unending web of inter-labor battles, with the AFL still attempting to produce some type of affiliation. Should present difficulties be ironed out before end of the year, now very unlikely, CIO radio campaign will be started, with plans, as yet in the elementary stages, calling for a drive via spot broadcasts on local stations throughout the country.

Included among radio plans for the future by both the CIO and AFL are definite campaigns during local elections in key cities throughout the country. First serious attempt of this nature took place during recent elections in Detroit and New York. It is known that the parties are now deeply interested in both local and national politics, and will use radio to aid their respective candidates. Set-back suffered by CIO in Detroit elections will in no way interfere with future plans, it was learned.

WHN Problem Program

A new "problem" program with audience participation will make its bow over WHN on Monday night at 8:30-9. Titled "It Is The Law," it is based on authentic civil cases involving domestic and similar difficulties.

WAKO Under One Tent POWER MARKET POPULARITY ALBANY, N.Y. Newly Equipped for Super Power

COMING and GOING

JANE PICKENS leaves for Reading, Pa., tomorrow to fulfill a theater engagement. A. E. NELSON, manager of KDKA, Pittsburgh, was in and out of town yesterday. WILF. CARTER (Montana Slim) is on a visit to Canada, where he plans to buy a cattle ranch. JIMMY MILNE, president of WELI, New Haven, and MRS. MILNE have left for the Radio Club party in Florida and Havana, with Vera Cruse and Mildred Rosenbaum as the WELI talent-beauty hunt winners who will compete in the contest for queen. GUS G. EDWARDS is in New York from Chicago. FRED WARING has left for a two-week vacation in Florida. RAY KEATING and his band leave for the Coast in January. BILL CARTLAND, sales manager for Star Radio, has just returned from a business trip through the New England states. GRACE MOORE arrived in New York yesterday from a concert tour through the mid-west. ROY CAMPBELL AMBASSADORS, choral group of eight vocalists, leave for Sharon, Pa., to play a return engagement at the Grey Wolf.

RCA Dealers Sponsoring Stubby Gordon on WTAM

Cleveland—Stubby Gordon's 20-piece orchestra, which played the stage show the entire summer at Billy Rose's Aquacade in the Great Lakes Exposition, has been signed for a weekly radio program over WTAM by the RCA dealers of north-eastern Ohio. Program, featuring unusual orchestrations by Gordon and Tommy Carter, will be heard every Tuesday at 7:30-8 p.m. and has Dorothea Beckloff as soloist. Vernon H. Pribble, manager of WTAM, organized the orchestra last spring especially for sale to the Aquacade management.

Henry and Jerome on WIBW

Topeka, Kan.—Henry and Jerome, winners of Radio Digest's medal as the most popular singing team in the middle west, are now on WIBW here in a thrice-weekly program called "The Checkerboard Boys", sponsored by Purina Mills of St. Louis. The boys recently celebrated their ninth year as a team.

PICK DIAMONDS "There may be gold in the hills but there are diamonds in the valley," says Burt Squire. The way to get your share is to buy time over THE MOHAWK VALLEY BROADCASTING SYSTEM 29 West 57th Street, New York Telephone: PLaza 5-3269



## GUEST-ING

MRS. FRANKLIN D. ROOSEVELT on Kate Smith program, Dec. 9 (CBS, 9 p.m.).

KIRSTEN FLAGSTAD, on Andre Kostelanetz program, Dec. 8 (CBS, 9 p.m.).

ETHEL COLT and BEVERLY SILLS, child soprano, on Bide Dudley program, today (WOR-Mutual, 11:30 a.m.).

BEN BLUE, on "30 Minutes in Hollywood", Dec. 12 (Mutual, 6 p.m.).

LEO CARRILLO and OLYMPE BRADNA, on Bakers' Broadcast, Dec. 5 (NBC-Blue, 7:30 p.m.).

### Radio-Film Cooperation Is Urged by W. B. Lewis

(Continued from Page 1)

popularizing others, and also improving film production.

Citing CBS time sales, Lewis pointed out that film companies are not among the advertisers. This, he reminded, is "because radio and radio advertisers do your advertising for you in the one major medium best suited to your needs."

Radio has raised the entertainment level, he maintained, by popularizing classical music and artists, not offered on the screen until the airwaves established their acceptability.

Lewis added that where name talent is required, radio will continue to call on Hollywood. On its part, he said, radio is more than willing to contribute its own stars to the movies. He urged close cooperation between the industries.

### Classical Broadcasts

Daily broadcasts throughout December of most of the world's greatest and best-loved music, based on listener selections, have been arranged by WQXR. Live talent and recordings will present the great literature of symphonic and choral music, piano concertos and violin concertos, opera, chamber music and lieder. The programs will be heard during the station's regular symphonic periods, 4 to 5 p.m., and 7 to 9 p.m.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30	31		

### Greetings from Radio Daily

December 3

Connie Boswell Rosaline Greene  
Bill Slater Kathleen Stewart

December 4

Helen Bayliss  
Elsie Mae Gordon

December 5

Archer Gibson Grace Moore  
Lyn Murray



● ● ● Little Shots About Big Shots:—Haven MacQuarrie, whose "Do You Want To Be An Actor?" show returned to the NBC Red net last Sunday, nearly fainted when he learned that his program was to be conducted in an eighth floor studio... Haven can't ride elevators because he suffers from claustrophobia (had to look it up) and heights scare him to death—so he reached the studio on the eighth floor via the stairway WALKING!... Some years ago Zeke Manners, the hillbilly, was inveigled into buying some stock at \$4.65 per share. You guess it—they went down to four cents in a short time and Zeke gave the bundle to his dad who wallpapered the bar in their California home... However, the firm re-organized and the other day Manners received a notification that the present value of the stock is \$40 per share—that's why those on the coast are complaining that a house is being wrecked. His pappy is cutting the certificates off the wall—without bothering to remove the plaster!

● ● ● Jack Light, ass't manager of WTAR, Norfolk, was in his apartment with the lights turned out listening to the "Lights Out" NBC thriller—when a burst of light streaked through the house as flames shot out of the wall—caused by lightning. He was uninjured though the apartment was greatly damaged... In cooperation with local merchants advertising over KFRO, Longview, Tex., that station offered a "Turkey throwaway" contest. Every ten minutes throughout the day, a large live turkey was thrown from the roof of some advertiser's place of business. Result necessitated the calling of police to handle crowds. Prexy James R. Curtis said: "Never again. There's such a thing as TOO much 'pulling power'." ... Arthur Boran was set by Bernie Foyer for a shorts series at Educational... Garnett Marks, one of the better newscasters in our midst, says: "A certain crooner, who gets a big salary, spends all his money on foolish things—but they MUST be young and beautiful!"

● ● ● At yesterday's CBS Day at the Ampa luncheon in the International Casino, where V. P. Bill Lewis delivered a swell digest of the relationship between radio and the picture industry. Ted Husing emceed the show gotten up by Ed Cashman, CBS' "vice president in charge of benefits." Al Pearce took over for Ted when the latter discovered that there were a FEW Harvard men present. Oliver Wakefield's take-off on Lewis' forthcoming talk was a gem... Arline Harris did her chatter-box routine. Three Syncopaters offered "So Rare," and Buddy Clark sang... Mutual was well represented with Fred Weber, Lester Gottlieb, Ted Streibert, C. A. McLaughlin, visiting from WHK-WCLE, Cleveland... From CBS we spotted James Appell, Mack Davis, V. P. Lawrence Lowman, Hugh C. Boice, Fred Willis, Paul White, and Ed Suppel, with David Ross, Guy Lombardo and Andre Baruch getting up for bows... The place was so jammed with radio people—that we spotted a president of a picture company—trying to find a seat.

● ● ● Floyd Farr, inquiring reporter for KDYL, Salt Lake City, reports the fruition of an unusual radio romance as a direct result of his program... During one street interview a nurse from a local hospital was asked which of her patients she remembered best. She described the patient—male—who was now recovered and out of the hospital—and listening. Finding that he had made so good an impression, he looked up the nurse and now the two are engaged.

## PROMOTION

### Samples for Guests

The five-thousandth person appearing on WTMJ's daily "Sidewalk Reporter" shows for Quality Biscuit Co. was surprised with an enormous fruit cake presented by Russ Winnie who conducts the feature.

Every person who appears on the show is "sampled" by letter with a box of Keebs, new crackers which have been given tremendous sales impetus by the radio programs.

George Grabin, in charge of Neiser-Meyerhoff's Milwaukee office, cooperates with Winnie in handling the broadcasts from a densely populated downtown spot.

### Reception Room Give-Away

Aircasters Inc. has just completed a reception room give-away for WJR, Detroit. A 12-page folder in colors takes the visitor to the microphone and follows through in picture and script to control room, master control, transmitter and antenna to the receiving set at home. The story is in non-technical terms for the layman. The folder also contains pictures of well known WJR artists. Stanley S. Boynton, president of Aircasters, made layout and art work.

### "Feminine Viewpoints"

The familiar "Man on the Street" becomes a woman in new sponsored series over KDYL, Salt Lake City. Only women are interviewed, with object of getting "Feminine Viewpoints," which is title of the show. Sponsor is Mode O'Day Shops, fixed for a Saturday a.m. fifteen-minutes. Special gift from store goes for best answer to selected question of the day.

### WHK, Cleveland

Cleveland Railway Co. has signed for a commercial series on WHK Wednesdays which will bring "graduate amateurs" to the microphone each week. The series is tagged "New Names" and aims to provide professional opportunities for talented individuals who have had some stage experience.

The UBC Modernaires, novelty mixed sextet, made its air debut on WCLE and the Mutual Network on Thursday. The Modernaires will be a regular feature of WHK and WCLE. There are three men and three women in the group, including Jimmy Bettis, Wayne West, Dick O'Heren, Dolly Davis, Rea Matey, and Grace Williams.

Photographs by  
**HAROLD STEIN**  
The Ideal Xmas Solution

**COSMOPOLITAN STUDIOS INC.**  
145 WEST 45TH ST. NEW YORK

**Program** ☆  
 ☆ **Reviews**

**"MAGAZINE OF THE AIR"**

H. J. Heinz Co.  
 WABC-CBS, Thursdays, 3:30-4 p.m.  
 Maxon Inc.

**GOOD AFTERNOON VARIETY SHOW**  
 WITH SEVERAL DISTINGUISHING FEAT-  
 URES.

New edition of "Magazine of the Air," with Channing Pollock as genial commentator, Mark Warnow wielding the baton, Sheila Barrett contributing some of her mimicry and Morton Bove vocalizing, makes an excellent show for afternoon listeners. Pollock has an ingratiating manner and his philosophical observations are likeable stuff. His high-light talk on opening program dealt with "Happiness."

Miss Barrett did an entertaining impression of W. C. Fields in Shakespearean roles. Warnow's music was right up to his well known high standard, and the same goes for Bove's singing.

Heinz also continues "Carol Kennedy's Romance" five mornings weekly.

**"Melly Drammers"**

Al Barrie writes, produces, acts and sings well in a satirical modern version of those villainous dramas of yesteryear which he calls "Melly-drammers" via WNEW on Wednesdays at 8:45-9 p.m. (but will switch to Sat. at 4:30 p.m. on Dec. 11). Program heard this week was a take-off on the present day situations such as a silk salesman who has designs on a fair maiden who is saved at the last moment by the hero who solves the case and saves the girl because he is studying to be a "Junior G-Man" and this experience will aid him in his test. It was a very amusing and entertaining 15 minutes. Barrie sang "Don't You Know or Don't You Care" rather well in a baritone delivery as an added extra attraction.

**Arthur Godfrey**

Latest stint to be started by Arthur Godfrey, in the 8-8:15 a.m. spot over WABC on behalf of Musterole and Zemo, is an amiable potpourri of singing, chatter, organ and ukelele playing, and commercials handled in an intimate and friendly manner. Godfrey is very adept at this sort of thing. He refers to his products as "Auntie Musterole" and "Cousin Zemo." Between singing and gagging, he also hands out a bit of safe-

**'ORCHESTRAS - MUSIC**

**RED NICHOLS** and his ork will play at the second in a series of benefit dances Sunday at Krueger's Auditorium, Newark.

**Johnny Johnson** and his crew are now airing from the *Village Barn* on Tuesday and Wednesday at 1 a.m. over WOR-Mutual.

**Arpad Sandor**, pianist, starts a weekly recital series over WQXR at 6:45 p.m. on Monday. **Ashley B. Miller**, young organist, will be heard over the same station on Mondays at 8:30 p.m. during December, with programs originating from the Skinner organ studios.

**Emil Coleman's son, Harry**, who recently was graduated from Bucknell University, is writing musical arrangements for his dad's orchestra at the Iridium Room of the St. Regis.

**Billy Swanson**, heard from the Edison via Mutual, has completed a library of all of George Gershwin's published music.

**Bob Crosby** and his crew off to fill date at *Alamos Ballroom, San Antonio*, and then on to *Houston*. Music Corporation of America is handling.

**Del Courtney** and band moves into *Wilshire Bowl, Los Angeles, Dec. 5*. Set by *Rockwell-O'Keefe*.

**WATL, Atlanta**

**Para Lee Brock** conducts an imaginary Journey Through Bookland on her "Adventures in Literature," which is meeting with much favorable comment.

**B-B Headache Powder**, sponsoring the "Dance 'Till Dawn," six-hour show, is giving away a free radio to the person who writes the best sentence of no more than 25 words on "why to buy the product."

ty advice for the kids. Show is an all-live affair, sans the recordings with which Godfrey has been so long identified, and he is assisted by an organist. Program is heard Tuesdays, Wednesdays and Thursdays.

**NBC String Quartet**

For those listeners who have cultivated musical tastes, this new Wednesday night, 9-9:30, program of string music on WJZ-NBC-Blue, offers a pleasing half-hour of musical relaxation in a different vein. Quartet is composed of **Mischa Mischakoff** and **Edwin Bachmann**, violins; **Carlton Cooley**, viola, and **Oswaldo Maz-zuchi**, cello. **Lisa Sergio** is the commentator, and a very suitable one, doing something of a feminine **Deems Taylor**. Initial program was devoted to works of **Brahms** and **Haydn**. Show is in a tough spot, bucking **Fred Allen** and **Andre Kostelanetz**.

The talented **Sutro sisters, Rose and Ottillie**, who are believed to have first developed the technique of concertizing on two pianos and for whom the term "piano duo" was coined during the closing years of the nineteenth century, will make their radio debut over CBS on Dec. 10 at 3-3:30 p.m., EST. Three of the five numbers on their program were written especially for them by famous composers.

**Milton Rettenberg**, accompanist and musical director for the *Kellogg Singing Lady*, has been appointed a receiver in supplementary proceedings by the N. Y. State Supreme Court. Rettenberg is a lawyer as well as one of the best known musicians along Radio Row.

**Shandor**, romantic violinist, has been engaged to play in the *Bar of Music of the Hotel Buckingham*. Shandor played for NBC via WEA-F six days each week at midnight during the last year and is expected to return to the networks within the month.

**Neil York**, baritone, has joined the *Emery Deutsch* orchestra as vocalist.

**Ray Block** gets an average of 300 nominations a day for his "Six Swell Tunes" request program on WABC.

**WGPC, Albany, Ga.**

A new nightly feature is the sustaining program which originates from the *Savoy Ballroom*, where name bands on tour do one-night stands.

Music lovers of Albany are now enjoying the new program "Classic Moods" presented by the *WPA Concert Orchestra*.

In co-operation with the many *Church Missions* in Albany, station is presenting "Morning Devotional Services" daily.

A new Sunday morning feature, fast becoming a favorite with kids, is "Uncle Tom Reads the Funnies." Comics in the Sunday papers are dramatized.

**"Music—To Read By"**

Title expresses the thought of this program. If music can lend atmosphere to the movie—why not to a book at home? **Milton Kaye** of WHN's program department provides the answer to this question in a new full-hour of classical music opening regularly at midnight. No announcements are made during broadcast—perhaps to avoid interruption of a mood.

**CARL BIXBY**

Creator, author, director or producer of successful network radio programs—  
 DANGEROUS PARADISE  
 CLUB ROMANCE  
 GRACE MOORE'S OPEN HOUSE  
 BIG SISTER  
 HELEN MENKEN'S "SECOND HUSBAND"  
 P. O. Box 84, Manhasset, L. I., N. Y.

☆ **F. C. C.** ☆  
**ACTIVITIES**

**APPLICATIONS RECEIVED**  
 George B. Peeler, Taylor, Tex. CP for new station. 1310 kc., 100 watts, daytime.

**APPLICATION RETURNED**  
 Woodrow Wilson Walker & Oliver Kenneth Mixon, Brunswick, Ga. CP for new station. 1310 kc., 100 watts, daytime.

**EXAMINER'S RECOMMENDATION**  
 Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited, be granted.

**Minnesota Industries**  
 Join in State Program

(Continued from Page 1)  
 Duluth; WMFG, Hibbing; WHLB, Virginia, and KROC, Rochester.

Three-column headlines on the front pages of local papers greeted the first announcement of the series which features 85 members of the *Minneapolis Symphony Orchestra*, with **Daniele Amfitheatrof** as conductor, and **Cedric Adams**, columnist of the *Minneapolis Star*. Adams will interview citizens in leading cities of the state. The object of the full-hour broadcasts is to develop a better understanding and appreciation of the state's resources by the public at large.

The program is being handled through the *Minneapolis office of B.B.D.&O.* In town to assist with the first broadcast were **Arthur Pryor Jr.**, vice-president and head of the agency's radio department, **John Driscoll** and **Kenneth Fickett**. The latter will remain in Minneapolis for several weeks, working with the *WCCO* production department.

"The March of Minnesota" series is being promoted with advertisements in all of the daily and weekly papers throughout the state. In addition, special letters have been sent to high schools, churches, Rotary, Kiwanis and Lions clubs, calling attention to the broadcasts. Other special publicity tieups will be used later in the series.

**WOV "Mirrors on Manhattan"**

**Mary C. Tinney**, WPA director for the City of New York, will inaugurate a series of dramatic true life stories on Sunday over WOV, entitled, "Mirrors of Manhattan", intimate glimpses of people uncovered from thousands of authentic records assembled by the WPA. Program will be heard every Sunday at 5:45 p.m.

**Imperial Tobacco Co. Ltd.**  
 OF CANADA  
 presents  
**KEN SISSON**  
 Director, "Canada, 1937"  
 With a 30-piece orchestra  
 16-voice choir and soloists  
 Over a coast-to-coast network of  
 Canadian Stations  
 Fridays, 10 to 10:45 P. M., E.S.T.

**TRANSCRIPTION & RECORDING**  
**SPECIALISTS**  
 INTERNATIONAL PRODUCTION STUDIOS  
 33 W. 60th St., N.Y.C. COI. 5-7366-7  
**PHOTOTONE SOUND SYSTEM**

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## KDKA Is Installing Unit for Emergencies

Pittsburgh—On recommendation of Walter C. Evans, manager of radio for Westinghouse Electric, KDKA will install a new power unit, to serve in case of flood or other emergency. Unit consists of a four-cylinder, 25-horsepower Diesel engine, driving a 10 KVA, 110-220-volt generator, capable of furnishing sufficient power to light 100 100-watt lamps and run the control room, and the air-conditioning fans. Fully automatic, it will start operation the instant power fails.

## Cathode Ray Book

Upper Montclair, N. J.—"The Low Voltage Cathode Ray Tube and Its Applications," a new book by G. Parr, Radio Division, The Edison Swan Electric Co. of England, is now available through Allen B. DuMont Laboratories, Inc., who have been granted exclusive U. S. rights, the company has announced.

The laboratories also made public development of two new cathode ray tubes especially for television reception. The 54-10-T has a 5-inch diameter screen and a maximum third anode rating of 3,000 volts. The 144-10-T has a 6,000 volt rating and a 12-inch diameter screen. Both employ unique design which prevents defocusing of the spot when the video signal modulates the tube.

## Television Cell Patented

Irvington, N. J.—Kolorama Laboratories Inc. has obtained a patent on a Light Modulating Cell for high definition television. This type cell is an important component in the Kolorama television system. The inventors are Stewart L. Clothier and Harold C. Hogenkamp, who assigned the device to Kolorama.

## Station Studios Combine

Springfield, Mo. KWTO - KGBX will combine their studios in one building within the next few weeks, it is announced by C. Arthur Johnson, business manager of the stations. Work on the KWTO Building is progressing rapidly, he said. No other concerns will be in it, making the building 100 per cent radio.

## NEW PATENTS

Radio and Television

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

2,100,348—Light Beam Transmission System. Alexander McLean Nicolson, New York, assignor to Communications Patents Inc.

2,100,367—Electric Discharge Device. Frank E. Ward, Williston Park, N. Y., assignor to Bell Telephone Laboratories Inc.

2,100,394—Reception of Frequency Modulated Waves and Circuits Therefor. Raymond A. Heising, Summit, N. J., assignor to Bell Telephone Laboratories Inc.

2,100,402—Multiband Inductance Unit. Walter Lyon, Flushing, N. Y., assignor to Hazeltine Corp.

2,100,458—Electrical Circuit with Modulating or Rectifying Devices. Hans Walter, Berlin-Siemensstadt, Germany, assignor to Siemens & Halske, Aktiengesellschaft.

2,100,460—Electric Gauge and Method for Controlling the Current Output of Grid Controlled Glow Discharge Tubes. James E. Specht, Orrville, O., assignor to John M. Hopwood.

2,100,605—Radio Receiving System. Alfred A. Linsell, London, England, assignor to RCA.

2,100,609—Control Means. Frank A. Mitchell, London, England, assignor to Electrical & Musical Industries Ltd.

2,100,606—Superheterodyne Receiving System. Percival D. Lowell, Chevy Chase, Md., assignor to RCA.

2,100,618—Cathode Ray Apparatus. Rudolf Urtel, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,100,643—Radio Antenna for Automobiles. Harvey D. Coyer, Dayton, Ohio, assignor to General Motors Corp.

2,100,659—Radio Apparatus. Leslie A. Gould, Bridgeport, Conn., assignor, by mesne assignments, to Columbia Phonograph Co. Inc.

2,100,697—Braun Tube and Method of Producing Braun Tubes. Siegmund Loewe, Berlin, Germany.

2,100,700—Relaxation Oscillation Generator. Kurt Schlesinger, Berlin, Germany.

2,100,701—Braun Tube. Kurt Schlesinger, Berlin, Germany.

2,100,702—Arrangement for Producing Relaxation Oscillations. Kurt Schlesinger, Berlin, Germany.

2,100,703—Braun Tube and Method of Producing the Same. Kurt Schlesinger, Berlin, Germany.

2,100,723—Electron Discharge Device. Bernard Saltzberg, East Orange, N. J., assignor, by mesne assignments to RCA.

2,100,733—Automatic Frequency Control. Nelson P. Case, Great Neck, N. Y., assignor to Hazeltine Corp.

2,100,746—Gettering Vacuum Tube. Henry J. Miller, Maplewood, N. J., and Elmer W. Schafer, New York, assignors, by mesne assignments, to RCA.

2,100,747—Recirculating Water Jacket. Ilya E. Mouroumsetff, Wilkensburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,100,755—Photometer. Francis H. Shepard, Jr., Rutherford, N. J., assignor, by mesne assignments, to RCA.

2,100,756—Alternating Current Control. Francis H. Shepard, Rutherford, N. J., assignor, by mesne assignments, to RCA.

2,100,765—Photo-Sensitive Apparatus. Dewey D. Knowles, Wilkensburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,100,769—Tuning Indicator Circuits. Rudolph H. Siemens, Richmond Hill, N. Y., assignor, by mesne assignments, to RCA.

2,100,797—Electric Discharge Apparatus. Walter Dallenbach, Berlin-Charlottenburg, Germany.

2,100,841—Image Analysis Tube. Philo D. Farnsworth, San Francisco, assignor to Farnsworth Television Inc.

2,100,842—Charge Storage Tube. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television Inc.

2,100,863—Electric Valve Circuit. Harold W. Lord, Schenectady, N. Y., assignor to General Electric Co.

2,101,009—Radio Tuning Apparatus. Donald H. Mitchell, Chicago, Ill., assignor to Galvin Mfg. Corp.

## New Studios Started For WICC, Bridgeport

Bridgeport, Conn.—Work has been started on the new WICC studios, and the layout will be ready for occupancy early in January, it is announced. Location is 1110 Chapel Street, New Haven, and completely modern renovation is planned, both inside and out. There will be two studios, one of two-story height; a transcription room; circular observation room; audition room; operators' room; business offices, and inner and outer reception rooms.

## Complete Master Control Desk

Norfolk—Chief Engineer J. L. Grether of WTAR has announced completion of new master control desk at the transmitting station. Only one of its kind ever built, it provides facilities for switching to either of two antennae in non-directional system, or for operating on all three antennae in directional set-up. It also gives fingertip control to turning on and off both main and auxiliary transmitter, and can be used to switch the antennae lead to either.

## KFVS Moves in 3 Weeks

Cape Girardeau, Mo.—KFVS will move into its new home in about three weeks. New location, a two-story building adjacent to present headquarters, will house two large studios, reception halls, and news room. It is of American Colonial architecture. Plan is to hold annual Christmas Studio Party in the new building.

## WKY Gets Mobile Unit

Oklahoma City—New mobile transmitter unit for WKY will be ready for use Jan. 7, according to chief engineer Earl Hull. Unit includes several original ideas and embodies all latest design technique.

## Organizes Distributing Co.

Indianapolis—Tom Hall has organized the Allied Distributing Co., to handle servicemen's supplies and amateur equipment. He was formerly with Kruse Radio Co. and the State Distributing Co.

## Actors Get Own Studio

Salt Lake City—To facilitate increased production and auditions, KSL dramatic artists have a new studio—"E"—designed exclusively for dramatic work, with sound effects equipment and new piano added.

## Engineer as Auto Expert

Kansas City, Kan.—For years, Leonard Brann, assistant chief engineer at KCKN, has made a hobby of automotive engineering, watching and studying the latest developments. The knowledge served him in good stead recently at the Automobile Show. Taking the role of "KCKN Master Mechanic", Brann undertook to answer questions on the auto gadgets, directed to him by laymen visitors, providing a unique broadcast angle for the widely covered event. Owen Balch, special events director, exceed the job.

## Announce Audio Limiter

Quincy, Ill.—Gates Radio & Supply Co. has announced its new Model 17-B Audio Compressor, a device for limiting the audio output of the broadcast signal above the given level desired.

SAY  
*When...*

You'll get your job  
when you want it . . .  
as you want it. Our  
facilities make service  
a matter of routine.

## CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.  
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Electrical Lighting Equipment  
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**NORMAN NESBITT**, brother of John Nesbitt of "Passing Parade" fame, will debut as a news commentator on KHJ with three daily news periods previously handled by Knox Manning who moves over to KNX on a commercial. Nesbitt only recently joined KHJ in a combination writing-producing capacity.

John Boylan, KFI-KECA continuity writer, was married to Rowena Devine, fan mag writer, last Saturday.

Eddie Lyon, newcomer to the West Coast, has been added to the announcing staff at KHJ.

The KNX "Listeners' Digest", Charles Vanda's "pick of the week" program, now goes coast-to-coast on CBS and has been hooked up with Harry Conn's "Earaches of 1938" to make a sustaining hour on the network spotted opposite the NBC Chase & Sanborn hour. "Hollywood Matinee", another KNX feature, also steps out over CBS Pacific Coast on Dec. 8, with orchestral effects by Lud Gluskin.

KEHE presents a great parade of dance bands on its Saturday night schedule, leading off with Jan Garber at 9 p.m., followed by Larry Kent, Tommy Tucker, Bernie Kane, Billy McDonald and Chuck Fody.

Don Wilson, who stepped out of the announcer's spot on Packard's "Mardi Gras" following last night's show and will function in that capacity in future only with Jack Benny for Jell-O, under a new arrangement with General Foods. Ken Carpenter takes over the vacated berth.

Next two expose-of-rackets scripts for Edward G. Robinson "Big Town" series will be Paul Schofield's inside on racketeer racketeers, Dec. 14, and Ray Buffum's lowdown on dance hall hostesses on Dec. 21.

**Murray to Leave "Hotel"**

West Coast Bureau, RADIO DAILY  
Los Angeles—Ken Murray and his troupe are reported stepping out of "Hollywood Hotel" by the end of the year, with Ken about set for a network show of his own for a refrigerator account. The long-lived Campbell show may undergo some revision and change of format at the same time, it is said, with definite leanings at the moment toward injecting a "name" emcee. Conversations along this line were held between Diana Bourbon, producer, and F. Ward Wheelock, head of the F. Wallis Armstrong agency, during Wheelock's recent visit.

**"Big News" Sketches on NBC**

Ten biggest news stories of 1937, as selected by Associated Press editors, will be aired in dramatized form by NBC in a full-hour broadcast Christmas night, Dec. 25, at 9 p.m.

**RADIO PERSONALITIES**

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

**GEORGE C. BIGGAR**

**G**EORGE C. BIGGAR, program promotional director of WLS, Chicago, the Prairie Farmer Station, probably is more nearly responsible than any other man in the radio field for the present-day popularity of real American folk music and simple, straightway dramatizations of the everyday incidents and events that interpret the soul of the nation's rural communities.



Pioneer in folk music and simple drama....

The son of a pioneer mother and father, Biggar was born on a farm near Brookings, S. D., in 1899. After completing his early education he attended South Dakota State College, serving the college annual as business manager and editing the school's weekly publication, and getting a Master of Science degree in 1922.

Early the following year he went into the newspaper business as a reporter. His next job was that of assistant publicity director of the Illinois Agricultural Association, where he remained until the spring of 1924.

With the opening of WLS, then the Sears Roebuck Agricultural Foundation Station, Biggar joined the staff as Farm and Market editor.

From the summer of 1925 until July of 1929, he spent varying periods of time in charge of Sears Roebuck Farm and Home programs over WFAA in Dallas, WSB in Atlanta and KMBC in Kansas City.

Returning to WLS in midsummer, 1930, Biggar was continuity editor for a year, then program director for five years. A number of the unit commercial programs of the WLS National Barn Dance were originated by Biggar and a good part of the phenomenal success of the Alka-Seltzer Barn Dance Hour is the result of his constant planning.

Mrs. Biggar—the childhood sweetheart from South Dakota whom Biggar married in 1923—and their three children are Biggar's chief interests—even above farming. He is a Methodist, a Mason, a Legionnaire and a member of the Board of Directors of the Chicago Boy's Club Inc.



**HARRY CREIGHTON**, for two years WAAF sports editor, has just joined the WAAF staff as full-time announcer. He fills the vacancy left when Virgil Irvin, announcer, departed for Hollywood after a successful screen test.

Joe Silver, who joined WAAF as announcer last July, is now filling the post of continuity editor. In addition to his new duties, Silver has been editing and announcing news for several months.

Studio 1 at WBBM-CBS looks like a fracture ward in a hospital what with Margarette Shanna, leading lady of "Arnold Grimm's Daughter," hobbling about with an injured knee, result of a fall; and announcer Jay Sims with his arm in a sling—he broke his shoulder blade in an auto accident.

It's a boy at announcer Phil Libby's household. Phil is at WCFL.

M. H. Peterson, vice president of Van Cronkhite Associates, and Laurel DuFour, secretary of the WBBM-Radio Sales Inc. staff, eloped to Valparaiso, Ind.

Frank Moore, CBS architect, paused at WBBM en route to WCCO, Minneapolis, where he is to remodel the station's quarters.

WAAF has added United Press news service, and Don Bolt has been added to the staff as news editor and commentator.

Red Grange, former football ace, will broadcast sports gossip over WGN at 5:45 Saturdays in the interests of mineral water for Hinckley & Schmitt effective for 13 weeks. Through Baggaley, Horton & Hoyt agency.

With the view of possibly permitting sponsorship of its transcribed noon day symphonic hour WAAF, 1000-watter, recently called for mail. More than 600 letters were received as result of single announcement.

Marek Weber's orchestra, aired from the Stevens, moves into 10 p.m. NBC-Blue spot Sunday being vacated by Zenith telepathy series, which goes to CBS this weekend. Weber takes over Contented Hour on Jan. 3.

The Verne, Lee and Mary Trio, minus Lee who is ill, making a personal appearance tour. Sophie Ger-manich is filling in.

**NBC Xmas Airings**

With Christmas still a few weeks off, NBC has already slated more than 20 Yule broadcasts. Among them are an exclusive program from the Vatican; an exchange of greetings between the MacGregor and Holden expeditions, and airings of community sings, church services and Christmas dramas. Arturo Toscanini begins his series of ten concerts as conductor of the NBC Symphony on Christmas night.

**VIEWPOINTS**

**Holds Light Entertainment Will Always Top in Radio**

"Granted that the finer artistic products deserve a greater representation in the radio horizon, but it must be admitted that radio's lustiness and health, have and always will depend on the light frothy type of entertainment. The reasons are multiple. Interwoven in the carpet of listeners that lend an ear to an ordinary radio show are as varied a group of humans as you'll find on the globe. The butcher, baker, lawyer, grandpappy and grandson, people of all ages, sizes, and descriptions must be catered to and pleased. Tired men, mothers who are subject to the ordinary annoyances and distractions of household life, youngsters who want to smile and dance, all these constitute the radio audience that controls the dials of the nation. Very few of them have the time, patience, or inclination to concentrate on radio. They want something that pats their spirits. They want something light, breezy—they're getting it. Jack Benny, Eddie Cantor, Joe Penner, Burns and Allen, Major Bowes, Edgar Bergen, and the popular bands like Leo Reisman, Lombardo, Goodman, and Lyman, are the cream of the radio en-

tertainers. They're all exploiters of light entertainment. Sponsors will continue to dish out that type of stuff in spoonfuls, much to the enjoyment of the listeners. It is the lifeblood of radio. It seems to fit the environment of the radio. Regardless of the torch that many of us carry for the more serious thing, we must all shake our heads, and say aye, to the statement—that radio is principally a medium for light entertainment and can never hope to be anything but that." Johnny Messner.

**Report Sales Weakness In U. S. Foreign Airings**

"European programs place emphasis on national propaganda rather than commercial advertising. Programs from the United States are not particularly effective commercially for several reasons: merchandise is frequently mentioned which is not offered locally for sale or is little known; and listeners might not connect the program with the product being advertised."—Report on short-wave radio by Bureau of Foreign & Domestic Commerce.

## BOSTON

Kenneth L. Jaquith, known on the air as Kenneth Lorimer, has joined the WMEX music staff.

Jerry Harrison and Roland Winters will be at the mikes for the eastern finals of the Diamond Belt boxing bouts being aired from Boston Garden on Dec. 9 and 13 by WAAB for Colonial and Mutual webs.

Jack Knell will handle mike for WEEI at airing of ceremonies attending historical "Northwest Passage" celebration at Hamilton, Mass., today.

WAAB will feed Harvard University Victory Dinner to Colonial and Mutual.

## PITTSBURGH

Gracie Barrie is expected in Pittsburgh around Thursday, December 23, for her marriage Dec. 26 to Dick Stabile, orchestra leader. There will be a reception in Hotel William Penn.

Either Orrin Tucker or Herbie Kaye, who plays the Stanley here starting today, will succeed Dick Stabile at Hotel William Penn on New Year's Day.

Jimmie Joy departs soon for Hotel Claridge, Memphis. . . Hotel Webster Hall uses name bands on Saturdays, local bands through the week, in its new Imperial Room, not yet on the air but contemplated.

## PHILADELPHIA

Though Pennsylvania's 44-hour-week law has been postponed until Jan. 3, all local stations are now within those provisions. The only real change that had to be made was in office and clerical departments. However, much leeway was allowed by the law, as it defined anyone getting \$25 a week or more as an executive. No Philly stations protested the law.

Anthony Candelori and his WFIL orchestra are now being carried over Mutual network.

Grace Purcell starts a series of recitals over WCAU.

## ONE MINUTE INTERVIEW

## YOLANDE LANGWORTHY

"Any make-believe should make it possible to live some much-to-be-desired life vicariously. We are living, in radio, for the most part, in to-day and we need to get away, at least some of the time, from the man and woman who think and live like the family next door. Sensational best sellers have usually been 'release' stories. SRO plays in the theater have been, more often than not, in the 'escapist' category. That broadcasting isn't at present using this factor of mass likes and dislikes, means that emotionally and dramatically, we haven't reached the richest vein in our entertainment minds."

## ★ Coast-to-Coast ★

**R**USS PERKINS, Barry Becker and Estelle Barnes, who make up the "Remember with Joy" program heard Sundays on WAAF, Chicago, have given away over 190 pounds of candy in the past eight months or so. The trio guarantee to give a box of the sponsor's candy to any listener sending in a song that Russ and Estelle can't sing and play. Becker is the announcer.

Alice Frost, Jackson Beck, John Brewster and several others who appeared on last Sunday's "On Broadway" program will be on next Sunday's Diamond Ball show over NBC-Blue at 3 p.m.

The success of its "Howlers" feature has led Star Radio to conclude that the five-minute program is the answer to the spot announcement situation. "Howlers" is a series of 13 scripts made up of all kinds of boners from every walk of life.

Jane and John Hemingway in "The Affairs of the Hemingways" are back on the WICC-Yankee network schedule at 1:30 p.m. Saturdays.

Norma Talmadge, following an illness, is scheduled to return to the George Jessel program on Mutual next Sunday.

Marcella Hendricks, singer, will be heard in two WOR-MBS programs, the Pat Barnes show at 8 p.m. on Saturdays and, starting next week in Norman Brokenshire's variety program each Monday and Friday at 12:30 p.m.

A mail survey of the response to Dr. Shirley W. Wynne's Laboratory of the Air, presented Mondays through Fridays on WMCA from 9:30-9:45 a.m., reveals an average of 1,000 letters per week, according to a compilation announced by WMCA. Analysis of the letters indicates that the radio public is interested in information concerning food and drug products, it was stated. Sixty per

cent of the replies contained requests for such information.

Claire Sherman, Barry Wood and Ray Heatherton are set for Chevrolet transcribed series. Bookings handled by Walter Smith, Columbia Artists, Inc. Victor Arden's orchestra will be used with all three vocalists.

Benay Venuta has rented a three-room apartment in the castle-like four-story building at 107 Riverside Drive.

WMCA is inaugurating an all-star sports guest period on Dick Fishell's "Sports Resume" programs heard Mondays through Saturdays at 6:30-6:45 p.m., and Sundays at 7:15-7:30. Personalities in the sports world or celebrities who have at one time been active in sports are interviewed by Fishell on the series.

Douglas Le Seuer, traffic manager of CKLW, Windsor, Ont., has been missing since Tuesday. Last trace of him was in a Detroit garage, where he obtained a car and drove off.

"Health Wealth," lecture series, will be resumed Dec. 14 at WPG, Atlantic City, with Dr. James Logue, lecturer-author, speaking on "Watch Your Step" at the first broadcast. Charles "Reds" Dooin, singing athlete, also booked as soloist.

L. C. Paul, manager of Westinghouse radio stations press bureau, was a recent visitor in Fort Wayne, Ind., where WGL expects to inaugurate its boost to 250 watts in a few weeks.

Golly the Roving Reporter starts Sunday for Conn. Refining Co. (Benzoline) over WELI, New Haven.

Gretchen Davidson and Carleton Young, leads in CBS "Carol Kennedy's Romance", have been screen tested by 20th Century Fox.

## KTOK, Oklahoma City

Bill Simpson is a new announcer. Formerly worked with KNOW and KABC.

Lester C. Harlow added to the engineering staff. Came from KUOA. Dutch Smith recording a transcription show for daily broadcasts at 3 p.m. Program is a comic feature "Professor Gustave Don Spiegel Garfinkl."

Full United Press radio news service has been acquired, according to Joseph W. Lee, general manager, and station will begin Dec. 13 with six to eight broadcasts daily.

## KFRO, Longview, Tex.

Paul Wilson, formerly at KRBC, Abilene, has joined here, working afternoon announcing shifts and writing continuity.

A new Gates remote amplifier has been installed.

A broadcast of the "Red Devil Drivers," who came to Longview to put on their stunts at the baseball park, ended abruptly when Announcers Wally Ford and John MacDonald got too close to the oncoming "Devil" and had to duck quickly, leaving KFRO's control box to be turned into mincemeat.

## SAN FRANCISCO

Chauncey McKeever, recently engaged by KYA to announce the program "Symphony Under the Stars", has been permanently retained by Program Director Reiland Quinn.

Six male applicants for a recent radio role here were rejected because they tripped on the word "inalienable."

Cliff Engle, free lance announcer, who broadcasts the "Treasure Island" program over NBC, back from Portland, where he conducted a vox pop program over KGW to check listener reaction there to S. F.'s 1939 International Exposition.

Clarence Myers, KYA publicity chief, threw his annual poker party at his home near Twin Peaks. Present were Lloyd Yoder, Milt Samuel, Bob Hall, Bob Anderson, Eddie Murphey and Dick Holman.

## WSPA, Spartanburg, S. C.

Virgil V. Evans, owner and general manager, recently back from New York and Washington, has a batch of new ideas up his sleeves and many of them will be seeing light soon.

Johnny O'Moore, formerly of WGAR, Cleveland, is a new staff member.

Bill Melia left recently to become program director of the new 100-watt watter owned by Lee Stone in Florence, S. C.

Jimmy Mugford is Santa Claus this year on one department store program, and finds it hard to read all his fan mail and still manage to do a little program director-ing.

Mrs. Robert Wallace, wife of the chief engineer, is vacationing in Moorehead City, N. C.

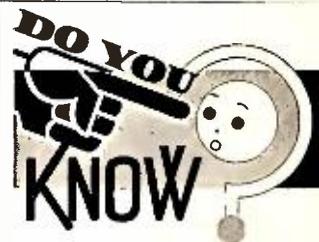
Col. (Hello World) Henderson was a recent visitor.

George Andrews and Elbert Sherman are latest additions to the engineering staff.

Grady Newman, who tells kiddies Bible stories on Sunday afternoons, offered prizes for right answers to three questions. He had to buy so many prizes that he is now hunting harder questions.

## Ross Resuming "Poet's Gold"

David Ross will resume his popular "Poet's Gold" series, now in its sixth year, over the CBS on Sundays at 1:45-2 p.m., beginning Dec. 5.



Sam Traub, WHN's fight broadcaster, has given blow-by-blow descriptions of more than 6,000 bouts, which he claims is the country's record.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 110

NEW YORK, N. Y., MONDAY, DECEMBER 6, 1937

FIVE CENTS

## Agency Appoints Drama Advisor

### GOV'T AND INSTITUTIONS MAKING LISTENER SURVEY

Chicago—Dr. Paul F. Lazarsfeld, director of the Princeton Research project and of the University of Newark Research center, revealed in a meeting of the American Marketing Association that a "Radio Middletown Survey" is to be made under auspices of the U. S. Department of Education, headed by John W. Studebaker, the Rockefeller - Foundation and other contributing organizations. Dr. Lazarsfeld has been retained to supervise the project.

Among objectives is to determine the true composition of listening audience. Dr. Lazarsfeld expressed his doubt as to the merits of telephonic surveys in giving an accurate picture of the entire listening audience's preferences.

### Johns-Manville Signs Heatter for ET Series

Gabriel Heatter has been signed by Johns-Manville Corp. for a series of five-minute transcriptions to take the air in February on a small list of stations. J. Walter Thompson Co. has the account.

### Scott's Powders Adds Six Stations on Spots

Chicago—Scott's Powders, through First United Broadcasters Inc., has added KOAM, WDJB, WMMN, KFEQ, WWL and KFJB to its spot list.

### S.R.O. at WSPR

Springfield, Mass. — For the first time in the year and a half that WSPR has been on the air, the S. R. O. went up Sunday. Every available spot has been sold out.

### Safety Results

Portland, Ore. — Crediting radio with playing an important part in arousing public sentiment for safer driving, Earl Snell, secretary of state, in a letter to KOIN, reports that traffic deaths in Oregon during the past six months showed a sharp decrease over the corresponding period of 1936. Station has aired a weekly safety show.

### Success Story

Tulsa—Nine weeks on the air with an all time high in sales following each broadcast and the necessity of two changes to larger locations due to increased business is story of Trippett's Piped Piper Shoe Store here. Firm sponsors 15-minute kids amateur show on KTUL every Saturday. Station now also has two other programs advertising kids' shoes.

### PALEY'S TALK IS PLACED IN CONGRESSIONAL BOOK

Washington Bureau, RADIO DAILY  
Washington—In order that Congress and Washington observers generally may have the benefit of expert industry opinion on "freedom of the air," "freedom of the press," "censorship," "editorial and radio judgment" and similar vital prob-

(Continued on Page 7)

### CBS Press Department Undergoes Revamping

CBS press department undergoes a widespread revamping effective today. Although still unofficial, Luther Reid now handling the reins in place of Don Higgins, recently resigned, has assigned Bruce Fouche to head

(Continued on Page 7)

### Duchin for White House

Eddy Duchin and his orchestra will play at the White House on Dec. 30 at the dinner in honor of John Roosevelt and his fiancée, Mrs. Franklin D. Roosevelt extended the invitation.

### Ruthrauff & Ryan Names Prof. Stevens of Northwestern as Psychological Censor With Carte Blanche

### FAIRBANKS-MORSE CO. LAUNCHING CAMPAIGN

Chicago—Fairbanks-Morse Home Appliances (Conservator refrigerators), through Henri, Hurst & McDonald agency, will soon start placing transcribed dramatic commercials prepared by Arthur W. (Tiny) Stowe on a group of stations. Cuttings are by RCA.

### CIO Taking to Radio In Jersey City Fight

Prevented from hiring halls or distributing circulars to carry on its organizing activities in Jersey City, the CIO is taking to the radio, it was stated by William P. Carney, CIO director for New Jersey, in an interview Friday night on Richard Brooks' WNEW program, "Little Things in Life." A half hour later Carney propounded his cause over WEVD. The fight of the CIO with Mayor Hague of Jersey City has attracted wide attention.

### Willard Tablet to Start

Chicago—Willard Tablet Co. (Willard's Messenger) plans to swing into action shortly after first of the year. First United Broadcasters Agency has the account.

Chicago — While educators grumbled here last week over low quality of radio programs, Ruthrauff & Ryan took a step designed to check criticism, particularly of juvenile programs, by naming Dr. Samuel Stevens, dean of Northwestern's downtown university college, also professor of psychology and chairman institution's radio committee, as

(Continued on Page 2)

### NBC, MUTUAL NETWORKS SHOW GAIN IN BILLINGS

Though 2.5 per cent under November, 1936, NBC billings last month gained 1.2 per cent over October, against the usual trend, total for November being \$3,381,346. Eleven-month total is \$35,012,200, up 13.1 per cent over first 11 months of 1936.

Mutual November billings totaled

(Continued on Page 2)

### NAB Compiling Report Covering Cash Discounts

Washington Bureau, RADIO DAILY  
Washington—The NAB is compiling a report on the statement on cash discounts recently distributed by the American Association of Advertising Agencies. NAB states that the matter is of great importance to the broadcasting industry and that broadcasters should not take any action in this matter until the question has been thoroughly investigated and a comprehensive report made to all stations.

## ★ THE WEEK IN RADIO ★

... Educational Field Day

By M. H. SHAPIRO

NATIONAL Conference on Educational Broadcasting, held in Chicago last week, brought forth the usual squawks... the attendance was a good one, however, with the broadcasting industry being well represented. . . Practical experience along the so-called educational lines is well known to the leading broadcasters who know full well that a fully equipped and staffed station turned over to the "educators" would probably never have any sizeable

audience, while some of the ideas proposed by the educational factions would bankrupt the strongest station if the programs in question weren't sponsored.

Fears were felt for renewals due to the recession, but it appears that only two automotive accounts are taking leave of the networks, both being General Motors shows . . . Westinghouse seeking to increase power of WOWO and KYW to 50,000

(Continued on Page 2)

### Drama Forum

Chicago—In response to charges hurled at the educational conference here that radio drama is addressed to the moron mind, Robert N. Brown, program director of WBBM, has called a meeting for Wednesday evening at WBBM to discuss "What Can We Do to Improve Radio Dramatics?" Program directors, production men of stations and agencies and radio editors have been invited to join discussion.



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FINANCIAL (Saturday, Dec. 4)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Chg. Includes rows for Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, RCA Common, RCA First Tfd., Stewart Warner, Zenith Radio, Hazeltime Corp.

Mary McBride Expanding Mary Margaret McBride nationwide program on CBS sponsored by General Foods (minute tapioca) will expand its schedule to five times weekly effective Jan. 4. Program is now heard Mondays, Wednesdays and Fridays. New Tuesday and Thursday shows will plug two other General Foods products, Satina and La France.

New VCA Feature Chicago—A daily sports broadcast, intended to solve the annual program of what to do after football is over and before baseball begins, has been prepared by Van Cronkhite Associates, Inc. It is titled "The Radio Grandstand", with "Sport Thrills" on Monday, "Hot Stove League" on Tuesday, "Weekly Sports Review and Preview" on Wednesday, "Turf Topics" on Thursday and "Sports Personalities" on Friday.

KTSM Joins NBC Sooner KTSM, El Paso, will join NBC on Jan. 1 instead of April as previously announced by the web.

WOPI "The Voice of the Appalachians" BRISTOL - TENNESSEE VIRGINIA

THE WEEK IN RADIO Educational Field Day (Continued from Page 1)

watts . . . Southern Cal. Broadcasters Ass'n gets a new lease of life, with Hal Tyson at the head . . . "Aunt Jemima" suit for infringement over use of the name for artists on the air was settled out of court . . . last decision was won by Log Cabin Syrup Co. AFM extended strike deadline to Dec. 15, with the contracts now coming in and being held in escrow by both AFM and accountants for IRNA . . . it appears that the AFM may declare the Plan of Settlement operative on that date or soon thereafter, provided a suitable number of contracts are in hand . . . meantime Pres. Weber of AFM signed the contracts covering the agreement with network key stations. CBS November gross billings were up 9.2 per cent, the \$2,645,473 figure being the second largest month in the web's history . . . CBS also de-

NBC, Mutual Networks Show Gain in Billings

\$230,274, up 1.2 per cent over the same month a year ago. Cumulative receipts for the first 11 months, however, are down 2.5 per cent, totaling \$1,648,781 against \$1,691,467 for the same period in 1936. Loss of Presidential campaign and world series revenue accounted for the decrease.

Morrell's Activities

Chicago—John Morrell & Co., which resumes radio advertising next month, was handicapped this year by the acute shortage of hogs, causing firm to suspend slaughter operations and thereby resulting in the loss reported, officials point out. The company was on the air with "Tea Time at Morrell" in the first half of the year and has been a consistent user of time on the recommendation of its agency, Henri, Hurst & McDonald Inc. Sales of Morrell's Red Heart dog food are reported 40 per cent ahead of last year though company has been off the air since end of June.

Freeman Joins Goreck Firm

Jerry A. Freeman, formerly public relations counsel for Alfred W. McCann Laboratories, also associated with the legit theater, recording field and with Nick Kenny in his radio shows, has been appointed sales director for Commercial Recording Studios Inc., of which Stanley Goreck is president. The studios have been enlarged and modern equipment installed.

S. O. of N. J. Renews

Standard Oil of N. J., through Marschalk & Pratt, has signed 52-week renewals for the UP news reports on six NBC owned stations (WJZ, WRC, WGY, KDKA, WBZ-WBZA).

clared a special 50-cent dividend . . . dividends this year total \$1.95 a share . . . More sponsors going after baseball this coming season . . . Programs trekking East to some extent, with Eddie Cantor due here . . . A. L. Alexander back on the air with a new version of his "Good Will Court" . . . NAPA as a result of recent decision in Penn. high court has decided to seek licenses from stations which play records of its artists . . . originally it seemed that the NAPA didn't want its disks to be played at all . . . and apparently has had a change of heart . . . and will now seek a little cash.

Three more vice-presidents are envisioned at NBC, in Bill Hedges, Frank Mason and Mark Woods . . . Al Cormier joins the Hearst radio organization as general manager of WINS, New York outlet.

Agency Names Advisor On Dramatic Programs

psychological advisor to the agency with carte blanche to blue-pencil all scripts. First one passing under scrutiny will be new "Jack Westaway Under Sea" series for Campbell's Malto-Meal Cereal.

By launching a positive, effective offensive, agency hopes to counteract detractions which have so often put sponsors and agencies on spot. Idea is that Stevens' standing as an educator, executive, research expert and business and family man, plus his radio experience, starts agency off with a definite plus which critics cannot undermine. Ros Metzger is radio director of R. & R.

Vermilya Managing WNBH

New Bedford, Mass.—Recent appointment at WNBH places Charles J. Lewin, new editor-in-chief of The Standard-Times, Mercury, as supervisor of the station's news department, while Irving Vermilya remains as station manager. It had been inadvertently reported that Lewin was named supervisor of the station.

Heatherington Joins Agency

Chicago—Chist Heatherington, formerly with WBBM sales staff and Radio Sales Inc., today joins Ruthrauff & Ryan as radio time buyer. He came from KMOX, St. Louis, two years ago.

Mote Power for Your Job! WABY NEW EQUIPMENT... NEW PUNCH! ALBANY, NY.

COMING and GOING

M. M. BOYD of NBC sales in New York has been in Boston visiting WBZ studios for several days checking over the accounts.

LILY PONS goes to Boston next Saturday to christen a Boston and Maine locomotive which is being named after her.

JACKIE HELLER goes to Boston this week to make a personal appearance at the RKO theater there.

DR. SEYMOUR N. SIEGEL, director of WNYC, returned this week from a cruise of southern waters.

GENE FURGASON of Gene Furgason & Co. is back in Chicago today, after a short trip to New York offices.

E. C. MILLS of Ascap is in Florida, en route to Nassau for three-week rest.

LEWIS ALLEN WEISS, general manager of Don Lee Network on the coast, left Los Angeles last week for Washington, D. C., on a week's trip. Said to be personal business.

JOHN ROYAL, NBC vice-president and program head, left Saturday for a coast trip.

DR. JOSEPH E. MADDY is in New York from Chicago to put on his "Fun in Music" program from Radio City tomorrow.

MURRAY BROPHY, business manager for Paul Whiteman, is in Los Angeles attending to details of the Whiteman opening at the Ambassador Cocoman Grove.

GOMEZ, guitarist, arrives in New York today for NBC.

JOAN BLAINE goes to Chicago from New York for another audition under William Morris auspices.

L. W. JACOBY, Universal Radio sales head, back in New York from a Chicago business trip. WALTER SCHWIMMER of Schwimmer & Scott agency, Chicago, arrived in New York over weekend.

DR. JAMES ROWLAND ANGELL, NBC educational counselor, is visiting midwest educational broadcasting projects, including Madison, Detroit, Cleveland and Columbus. EMILY HOLT, executive secretary of the AFRA, returns today from the coast, where she conferred with prez Eddie Cantor.

LINCOLN DELLAR, CBS station relations, is due back in town today after an extended trip throughout the south.

COUNT CARL A. MOLTKE, of the advertising magazine Averting, Copenhagen, is visiting the broadcasting centers here.

ALFRED H. MORTON, NBC manager of owned and operated stations, is in Philadelphia today.

A. A. SCHECHTER, NBC director of news and special events, was in Boston over the weekend.

WALT FRAMER Freelance originator of RADIO SWAPS HEARD DAILY OVER WWSW Pittsburgh, Pa.

LEE GRANT AND HIS ORCHESTRA ★★★★★★ SIX-STAR REVIEW MUSIC AS YOU LIKE IT DAILY WMCA 2:30-5:30

# THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK



... *just 197 days till* SUMMER

*Not too soon (with next year's advertising budgets coming up) to think of summer radio!*

Remember what happened last summer! *Automobile advertisers quadrupled their investment in CBS summer-time, over a record-breaking 1936* ♣ *Soaps & Household Supplies more than tripled their investment in CBS summer-time, 1937 over 1936* ♣ *Cosmetics & Toilet Goods on CBS last summer went up 31%* ♣ *Gasoline CBS summer advertising went up 44%* ♣ *Cigarette CBS summer advertising went up 63% in 1937.*

The largest and most careful buyers of advertising in the world are making *radio's summer-curve* the swiftest-rising curve in all advertising. And this summer, more millions will listen to more radios at home, in automobiles and on vacation than ever before. So—if you want a *Merry Summer* in 1938, start planning now!

COLUMBIA BROADCASTING SYSTEM

## GUEST-ING

ROLAND YOUNG, interviewed by Roland Harris, Dec. 8 (WOR, 6:45 p.m.).

JOE RINES, on Nellie Revell program, Dec. 7 (NBC-Red, 5 p.m.).

HENRIETTA SCHUMANN, pianist, on Radio City Music Hall Symphony program, Dec. 12 (NBC-Blue, 12:30 p.m.).

ZASU PITTS, on Al Jolson show, Dec. 14 (CBS, 8:30 p.m.).

ROSE BAMPTON, on Chesterfield show, Dec. 15 (CBS, 9 p.m.).

RALPH BELLAMY, on Elza Schallert program, Dec. 9 (NBC-Blue, 11:15 p.m.).

JACK BENNY, invited on Fred Allen show, Dec. 22 (NBC-Red, 9 p.m.).

## AGENCIES

GEORGE VANDEL has resigned from BBDO radio department to join the Lord & Thomas-American Tobacco radio division where he is assistant to T. D. Wells, the department's head. While at BBDO, Vandel was a radio producer on Coronet and other programs.

BLACKETT-SAMPLE-HUMMERT, Chicago, has moved its entire radio department from 34th floor to second at 221 North La Salle St. Lavish new recording studios of the agency are located on that floor.

LEO MCGIVENA has resigned from Lennon & Mitchell and is joining another agency.

## Thomas vs. Bye Again

Lowell Thomas and his "Nine Old Men" and George Bye's "Prehistoric Sluggers", who faced each other on the baseball battlefield last summer, will fight it out in a Paul Wing spelling bee Dec. 12 in the Little Red Schoolhouse on Thomas' farm near Pawling, N. Y., with airing over NBC-Blue at 1:30 p.m.

## Morrison Wood to Hollywood

Chicago—Morrison Wood, a senior production director at WGN, leaves for Hollywood today for combined radio and movie work. He will be associated with Willis Cooper, who writes for 20th-Century Fox as well as producing "Hollywood Hotel."

## New WJNO Rate Card

West Palm Beach, Fla.—New rate card has been issued and is currently being distributed by WJNO.

HELENA BLUE'S  
NOVELTY STRINGS

9 Girls Playing Modern Music  
in a Modern Manner

MANAGEMENT  
ROCKWELL-O'KEEFE



## PETTY CASH VOUCHER

Week ending Dec. 3rd

● ● ● Saturday... While everyone is concerned about the last pigskin games, word arrives Bud Sweeney, sportscaster for WHKC, Columbus, picked 596 winners and 66 ties out of 725 predictions... while David, WCOL's newscaster, also of Columbus, keeps a daily traffic score—listing his day's injured, killed, etc.

● ● ● Sunday... After watching the W. W. and Haven MacQuarrie airings... to Jack White's Club 18—where Helen Morgan watches and listens entranced to Jerry Kruger's swinging... At 5 a.m. to a Harlem place called the "Uptown" where Louis Prima is also watching a couple good swingsters—mainly Anna Robinson.

● ● ● Monday... From Sioux Falls, S. D., comes word that Roch Ulmer, announcer and production man at KSOO-KELO, believes in being in the air as well as on the air—because he has taken up flying at a local airport and solved within the month. He hopes to tie in airplanes and airwaves together one of these days for a news coverage stunt.

● ● ● Tuesday... With Jack Robbins, Bill Pierce, asst to Charles Rogers at Universal Pictures, Eddie Garr and the J. Fred Coos. Bill Robinson's return to Broadway is viewed. Pierce finds that the late hours are too much and departs at 2 a.m. while Robbins and Garr go to the Onyx Club to hear Maxine Sullivan swing... Leaving the club as they enter are Russ Morgan, Jonie Taps with his fiancee, Doris Rhodes... Up front sits Robert Benchley with John O'Hara, the author. Across the room are Benny Goodman (listening to swing) his piano-pounder, Teddy Wilson with Jack Dregman... At six a.m. Leon Navara goes looking for a Chinese place.

● ● ● Wednesday... Jean Hight, Chesterfield production man, sits around figuring some new angles. He is one of the cleverest persons in radio... Don Mersereau, g.m. of RADIO DAILY, and Mack Davis of CBS are drinking milk in the wee hours—and Davis, thinking that the check will go on our "voucher" cut-umbles us for it—so Mersereau pays off... Leo Dolley of WGY, Schenectady, studio officials announce, is being swamped with letters, wires and calls for a repeat on the recording of the late Knute K. Rockne's voice which was waxed in the dressing room before the Army-Notre Dame game in 1929.

● ● ● Thursday... Ted Collins feels sick because the Rose Ball invitation went to Alabama instead of his Fordham... At the Louis Prima-Famous Door opening. We see the mother of Ira and the late George Gershwin, Jack La Rue and Frances Faye... After a bit of Prima's and Art Tatum's work—we are forced to leave—because of the closeness in the room. To Isham Jones' at the Blue Room where we hear the leader's new tune, "More Than Ever", which will be the plug-tune following "Once in a While" at Millar. Buddy Green wrote the vocal for this too... Word comes that Ruth Denning at the Hollywood is a song-sensation to be watched.

● ● ● Friday... To Rudy Vallee's sensational opening at the Paradise—where he proved that he was still top-man... Vol. 1 No. 1 of AFRA Bulletin says Carlton KaDell of L.A. chapter is trying to sign Charlie McCarthy.

TOTAL EXPENSE: \$1.50 for tip at the Paradise.

AUDITOR'S REMARKS: Request DENIED. What are you trying to do—promote us for dough—to get in on the French Casino "deal"?

ORCHESTRAS  
MUSIC

AL DONAHUE and his orchestra, with Durelle Alexander, the String Choir and Male Glee Club, now playing their fourth engagement from the Rainbow Room, have had their option taken up and will remain at the swank nitery throughout the holiday season and into mid-January.

Don Gilberto and his orchestra are now at the Havana Madrid, where they replaced the music of Nilo Menendez and whence they are heard on Friday and Saturday nights at 11:30 via WMCA and the Yankee network. The famed Soccaraz and his "Magic Flute" are also heard on this program.

Paul Whiteman will play one night-ers while traveling westward after he leaves the Drake Hotel in Chicago on Dec. 16 prior to opening at Coconut Grove on New Year's Eve.

Three quarter-hour programs of recorded Duke Ellington music were used over WCOA, Pensacola, during the course of a week to announce a dance by the Ellington Orchestra. "Mood Indigo" was the theme used on all programs. The dance was a big success but the pay-off came when the "Duke" played "Mood Indigo"... The crowd started out en masse, thinking the dance was over; proving the effectiveness of radio advertising—or something.

Lang Thompson and his ork, heard over NBC from the Commodore Perry Hotel, Toledo, have had their contract renewed until middle of January. It's a CRA unit.

Reggie Childs and his crew draw the coveted Sugar Bowl ball assignment in New Orleans on Dec. 31, set by Stan Zucker of CRA. Childs was heard by the Sugar Bowl committee over NBC from the Beverly Hills Country Club, Newport, Ky.

When Ernie Holst's orchestra returns to the air next month, it will be an 11-piece organization. Norman Moon and Holst himself will handle the vocal chores.

## JIMMY ALDIN

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BEN 6-4759

ARTISTS' MANAGEMENT

Ten year old Jeanne Ellis  
thrilling at every Whiteman  
show.

17 EAST 45th ST., New York MU 2-1888

**PROGRAM REVIEWS**

**"COURT OF HUMAN RELATIONS"**

with A. L. Alexander  
Macfadden (True Story Magazine)  
WEAF—NBC-Blue, Fridays,  
9:30-10 p.m.  
Arthur Kudner Agency

**ALEXANDER IN COMEBACK MAKES TOP PROGRAM OF ITS KIND ON AIR.**

When it comes to conducting human relations programs, A. L. Alexander is in a class by himself. His handling of such presentations, as exemplified in his return to the air Friday, tops all of them in the matter of good taste without sacrificing anything in the way of intense interest. He avoids the maudlin and the ultra-sob stuff, yet maintaining a strong human and dramatic note.

First subject to come before Alexander in this series was Isabelle Hallin, the Saugus high school teacher who was expelled for putting too modern ideas in the minds of her students. Miss Hallin first was asked to tell her own factual story, which was presented in a series of dramatized episodes. Then the mixed jury gave its reactions, pro and con, with the nimble-minded and smooth-spoken Alexander interpolating his observations and finally crystallizing the consensus of opinion and offering helpful advice.

Program is tied in with the story of Miss Hallin appearing in current True Story Magazine, but commercial matter was not plugged too strongly. Announcements were ably handled by Nelson Case.

Alexander and Hallin were in Cincinnati yesterday to lead the cast in the live repeat show which is aired each week on WLW.

**Jean Paul King**

A news commentator who should have more air time, in solo spots, is Jean Paul King, who does the news stint on the daily "Hecker Information Service" over WOR-Mutual at 11:45 a.m. Besides the interesting selection of items which he dispenses, King has one of the best commentating voices on the air—it has brightness, color and variety, as distinguished from the monotone or semi-shrieking of a good many newscasters, and the general personality that he conveys over the airways is most likeable. King's adeptness and versatility also are displayed in the Hearst Metrotone newsreel, for which he has been the voice a good many years, and among other things he also is quite a scribe.

**ATTENTION VOX-POPPERS!**  
Would you give a dollar a week for 50 real questions and gags? 107 leading broadcasters are using them. You get exclusive rights in your territory. May we send audition? Thanks.

**SCRIPT SERVICE**  
Karl Zomar, director  
Springfield, Missouri.

**NEW PROGRAMS—IDEAS**

**Jump Musical Time**

On the theory that radio has a surfeit of dramatic and speech programs in the afternoons, WJW, Akron, is undertaking a new experiment in program planning. From 1:15 to 4:30 p.m. daily, the station will present a straight musical program, with the exception of commercial commitments. Program department reports that housewives have requested the change, and big listener buildup is expected.

**Music—Indefinitely**

As long as they want good music, WKAT listeners can get it in a show under the guidance of program direc-

**CBS Press Department Undergoes Revamping**

(Continued from Page 1)

tor Bettye Lee Taylor. The Coral Gables station has inaugurated a music period, starting at midnight and lasting until dialers stop phoning requests. Dance or vocal numbers are provided, with the instrumentations coming from an orchestra, or the organ over which Miss Taylor presides.

the desk, with Wallace West, former institutional publicist, also shifted over to replace Holly Noble. Noble takes over special features. Jack Skinner has been assigned the institutional publicity, and Jack Slocum has been shifted from night to day crew to take over in place of Fouche. Robert Baral, former journalist, has been hired to step in on the night shift.

**WEW Sponsor Doubles**

St. Louis—Vitamix Mills, which already was carrying two spots daily on WEW, has met with such good results that it doubled its allotment and signed a new contract for a full year.

**"Varsity Show" Adds Week**

Pontiac motors has extended "Varsity Show" on NBC for one week, making the sign off date Dec. 31. The Pontiac CBS show featuring Kathryn Cravens in "News Through a Woman's Eyes" has an option clause coming up Jan. 8. If show is taken off the air, Miss Cravens plans to taken up the movie contract offered her.

**Bill Griffiths Rewarded**

Akron—Bill Griffiths, veteran sports commentator and Wheaties baseball announcer for WJW, the other day received a check for \$100 from Knox-Reeves agency for "outstanding showing" in the contest between announcers for General Mills and Socony-Vacuum Oil.

**Petry Adds KSTP**

Chicago—Edward Petry Co. has added KSTP, Minneapolis-St. Paul, to the list of stations it represents.

**KVOD, Denver**

"The Jewel Club", request program of sweet music and laughs featuring Willie Hartzell and his ork, being aired twice weekly, with Archie Hall handling. Jimmy Luncford and his ork, appearing in Denver last week, broadcast two nights over KVOD.

Historical "Guess Who?"

"Guess Who?" a series of dramatic charades based on lives of famous persons, with identities so skillfully concealed that the audience will have some difficulty identifying them, starts Dec. 12 at 9-9:15 p.m. over WOR-Mutual.

**Paley's Talk is Placed In Congressional Book**

(Continued from Page 1)

lems, Senator Wallace H. White has entered in the Congressional Record the complete text of the address delivered by William S. Paley, CBS president, at last week's educational broadcasting parley in Chicago.

**Lowell Thomas Renewed**

Sun Oil Co. has renewed Lowell Thomas and his 6:45-7 p.m. period on the NBC-Blue network for another year. Roche, Williams & Cunningham Inc., Philadelphia, has the account.

**Firestone Adds 3 Stations**

Firestone Tire & Rubber Co., sponsor of "Voice of Firestone" over NBC-Red network, has added three stations, WDAY in Fargo; KFJR, Bismark, and WSGN, Birmingham, bringing the total to 74. Agency is Sweeney & James Co., Cleveland.

**Pugh Joins Linton**

Chicago—Ray Linton, heading radio rep firm bearing his name, has appointed William Pugh, formerly with Howard H. Wilson Co. to his sales staff. Pugh, formerly with United Artists in Hollywood, is son of Jess Pugh, radio actor.

**Signed by NBC Artists**

Hal Gordon, tenor, and Nancy Swanson, "Hometown Girl," have been placed under management of NBC Artists Service. Miss Swanson will be billed as Amanda Snow. "The Voice in the Old Village Choir."

**WTMJ, Milwaukee**

Enroute to Hollywood where she has a contract with 20th Century-Fox, Lynn Martin stopped off in Milwaukee long enough to appear on Eddie Thompson's "Behind the Mike." Honey-mooning, she brought her New York husband back to see the studios of WTMJ where she got her start on the air.

A Hollywood wire from Stanley Morner, another star "cradled" in these studios, tells of the arrival of a baby girl.

**☆ F. C. C. ☆  
ACTIVITIES**

**EXAMINERS' RECOMMENDATIONS**

Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime, be granted.

KOBH, Rapid City, S. D. Authority to assign station license to Black Hills Broadcasting Co. 1370 kc., 100 watts, 250 watts L.S., unlimited, be denied.

Southern Broadcasting Corp., New Orleans. CP for new station. 1200 kc., 100 watts, 250 watts L.S., unlimited, be dismissed.

WBNO, New Orleans, La. CP to change frequency, hours of operation and increase power to 1420 kc., 100 watts, 250 watts L.S., unlimited, and renewal of license be denied.

Billwood W. Lippencott, Inc., Bend, Ore. CP for new station. 1310 kc., 100 watts, unlimited, be denied.

Airman Radio Corp., Ltd., San Diego. CP for new station. 1420 kc., 100 watts, unlimited, be dismissed.

El Paso Broadcasting Co., El Paso. CP for new station. 940 kc., 1 KW., unlimited, be granted.

World Publishing Co., Tulsa. CP for new station. 940 kc., 1 KW., 5 KW. L.S., unlimited, be granted.

KGKL, San Angelo, Tex. CP to change frequency and increase power to 940 kc., 1 KW., 5 KW. L.S., unlimited, be denied.

The Tribune Co., Tampa. CP for new station. 940 kc., 1 KW., 5 KW. L.S., unlimited, be granted.

Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime, be denied.

WJWB, New Orleans, La. Application for renewal of license, 1200 kc., 100 watts, share time, be granted.

Broward Broadcasting Co., Ft. Lauderdale, Fla. CP for new station. 1370 kc., 100 watts, 250 watts L.S., unlimited, be dismissed.

WRNL, Richmond. CP to increase power and change hours of operation to 1 KW., unlimited. 880 kc., be granted.

**HEARINGS SCHEDULED**

Dec. 6: Allen B. Dumont Laboratories, Inc., Upper Montclair, N. J. CP for new television. 46000, 56000 kc., 50 watts, unlimited.

Dec. 7: Odessa Broadcasting Co., Odessa, Tex. CP for new station. 1310 kc., 100 watts, daytime.

National Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts L.S., unlimited.

Dec. 8: Wm. F. Huffman, Wisconsin Rapids, Wis. CP for new station. 580 kc., 250 watts, unlimited.

W. H. Kindig, Hollywood. CP for new station. 710 kc., 500 watts, limited.

Dec. 9: WBRC, Inc., Cleveland. CP for new station. 880 kc., 1 KW., unlimited.

Roberts-McNab Co., Bozeman, Mont. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.

Gallatin Radio Forum, Bozeman. CP for new station. 1420 kc., 250 watts, daytime.

**APPLICATIONS RECEIVED**

John C. Head, Lawton, Okla. CP for new station. 1420 kc., 100 watts, unlimited.

Star-Times Publishing Co., St. Louis. License to cover CP for new facsimile station.

**CFCY, Charlottetown, P.E.I.**

Transradio news is now being aired thrice daily, with the 1 p.m. period sponsored by Salada Tea for a year.

"The Plainsman," ET series, is being sponsored by Maple Leaf Milling Co. through Cockfield, Brown & Co. thrice weekly.

Latest type RCA record turntables are included in recent modernization of station's equipment.

**NAT BRUSILOFF**  
MUSICAL DIRECTOR  
New York's Own Station  
WMCB  
"AT THE TOP OF THE DIAL"  
1697 BROADWAY CI 6-2200



**DOUG FAIRBANKS JR.** is rumored set in the proposed "name emcee" spot on "Hollywood Hotel" as a first step in re-shaping the program following departure of Ken Murray on Jan. 1, and to get away from a now more or less stereotyped format. Jerry Cooper and Anne Jamison, however, were given contract renewals.

Elizabeth Wilbur, prominent stage and radio actress of San Francisco, has joined the daily-lengthening list of experienced and competent radio performers available locally by moving bag and baggage to Hollywood.

KFVD, sharing wave length with WHO, Des Moines, goes off the air temporarily between 10 and 11 p.m. PST to permit of facsimile broadcasting by the Iowa station, recently given authorization by the FCC to conduct experiment in that field.

Harry Maizlish, KFVB general manager, announces that the Walter Biddick Co. has been appointed exclusive sales representatives in San Francisco and Seattle territory.

Frank Purkett, vice-president and general manager of Associated Cinema Studios, is back in town after a two-week flying trip to Chicago and New York, where he made preliminary arrangements for establishment of Associated offices in both cities immediately after the first of the year.

Dave Torbett, music arranger, has settled down here permanently and has had his name added to the talent list of the Harty-Kelton agency.

Smith Ballew just completed waxing six sides for Decca at Recordings Inc.

### Chauncey Fay at WMT

Cedar Rapids, Ia.—Chauncey Fay, formerly of WIAS, Ottumwa, is a new member of the WMT announcing staff.

## ONE MINUTE INTERVIEW

### PHIL SPITALNY

"Any novelty nowadays attracts attention for a time. I note that Bob Burns' bazooka, Edgar Bergen's Charlie McCarthy, Tommy Riggs' Betty Lou, and other make-believe characters are holding attention and getting big salaries for so doing. However, with the human element any novelty must be good to hold attention. Some people have described my all girl orchestra as a novelty, but this is wrong. It is a group of exceptionally high calibre musicians who have reached a stage of emancipation that is making itself felt by all listeners and not as just a novelty."

## ★ Coast-to-Coast ★

**THE ARISTOCRATIC PIGS**, entertainers on the Balentine Packing Co. programs, have been airing twice daily for three years over WFBC, Greenville, S. C. and are still going strong. Fisher Handley is the Master Pig, and others in the troupe include Sam Poplin, Dixon Stewart, Hampton Bradley and Ezra Roper. Broadcasts are at noon and 4 p.m. Monday through Saturday, with capacity studio audiences and heavy fan mail.

WOR's "Answer Man," Al Mitchell, will be heard at a new time coincident with the renewal of his contract for the coming year. Currently aired over WOR Tuesdays, Thursdays and Saturdays at 7:30-7:45 p.m., program changes to Monday, Wednesday and Friday at 7:15-7:30 p.m. beginning Dec. 13.

"Backstage Interviews," under the direction of Harry Goldsmith of the WPA Federal Theater Radio Division, which has been heard sporadically over WHN during the past six weeks, is now a regular weekly series every Saturday at 5-5:15 p.m.

Page Carr, lecturer and literary critic, will inaugurate WQXR's first book review program, "Books in the News," at 3:45-4 p.m. on Wednesday.

Sherburne Herrick, WOKO announcer, heads the committee in charge of the Notre Dame Club of Albany Christmas Dance, outstanding social event in this sector. Herrick will secure a "name radio band" for the dance, to be held in the Ten Eyck Hotel on Dec. 26. Herrick was graduated from Notre Dame in 1934.

Eleanor Bowers, a Roy Campbell soloist, has opened at the Mayflower Gardens Club, Washington.

Rea Reynolds has been signed by choral director Roy Campbell as accompanist for the Roy Campbell Royalists.

### BOSTON

Priscilla Fortescue, young Boston radio announcer and writer, associated with WAAB for the past several years, left Friday for Hollywood as the guest of Marie Stoddard, former member of the "Gossipers," who has settled in the film colony. While in Hollywood, Miss Fortescue will write the adventures of a "New England Girl in Hollywood", for Mutual.

Johnny Long and his orchestra are leaving the Copley Plaza Hotel's Sheraton Room. Michael Zarrin's crew will take over the berth.

Bette Baker is the new addition to the WBZ press department, replacing Evelyn Billett, resigned.

Scott Furrriers have taken to the air through WEEI with "The Woman Speaks", in which problems submitted by women listeners will be answered over the air, and the donor of the question will receive a five dollar merchandise reward.

### WKRC, Cincinnati

Ruth Lyons, program director and commentator, doing a new "Woman Views the News" thrice weekly for Appliances Inc. (Fairbanks-Morse refrigerators).

"Personalities on Parade," presenting persons with unusual stories to tell, is being aired by Marsha Wheeler thrice weekly for Cincinnati Oil Works.

Herbert Carlborg of the Detroit office of Radio Sales was a recent visitor.

Al Bland of "Dow's Dawn Patrol" claims he has done 190 consecutive hours on the show without repeating a joke.

### SAN ANTONIO

Carolina Panza, KABC staff organizer, also playing Sunday concerts on the Plaza Hotel consol, is a former theater musician.

Tom Dickey's Show Boys, hill-billy ork, are a new feature heard regularly over KMAC.

Jerry Morgan, KONO program director, has christened his new daughter, Mildred.

Sidney Pearlman, impersonator, back from Hollywood where he had a bit in Warner's "Hollywood Hotel." Syd also did some radio work while on the Coast. He will return to California in the Spring.

Steve Wilhelm of Wilhelm Adv. Agency not only announces "The Boy Reporter" programs via K TSA Friday evenings but does a series of dialect gags as well.

### KLZ, Denver

"Campus Review", featuring students in Colorado educational institutions, has wound up its series but will be back next year for same sponsor. Bob Bradley, KLZ tenor; the Melody Maids, Melody Men and studio ork directed by Pete Smythe appeared in the big final show.

To test drawing power of its 6 a.m. farm show, "Rocky Mountain Roundup", station offered cash prizes for best letters on why listeners like the program. Replies came from far and wide. "Col." Bob Buchanan is foreman of the "Roundup".

### WEW, St. Louis

Station news staff under direction of Bill Mackintosh is now supplying complete local coverage and has scooped the papers several times.

Announcers' book was officially doubled last week over the book of last week, and it's not all Christmas accounts.



**HOWARD KEEGAN**, NBC production man, has been asked by Carl Webster to join him in his new radio production concern. May join if arrangement can be worked out so that he can still handle some of the shows he has, which include "A Tale of Today," "Girl Alone," "Guiding Light," "It Can Be Done" and "Lights Out."

General Mills Co., Minneapolis, has been listening to an adaptation of "Granddaddy Longlegs" done by Morrison Wood.

Century Finance Co. has launched a program titled Rhythm Revue over WCFL at 11 a.m. Sundays through Schwimmer & Scott agency.

Wayne King, after closing at Palmer House, Dec. 12, plans to confine himself to his radio commercial until after the holidays.

WAAF has launched a new transcribed serial, "Last of the Mohicans," based on the book.

Russ Hodges, WIND sportscaster, journeyed down to Goshen, Ind., to speak at annual football banquet there.

Harold Swanson, WJJD engineer, almost killed in motorcycle crash, has regained consciousness and has been moved from hospital to his home for further recovery.

Norman W. Gregg has been named to handle publicity for the new Morrell show featuring Bob Becker on NBC starting after first of year. He also handles Contented account.

Eitel's Old Heidelberg inn has Herr Louie and Weasel and Armand Buisseret's ensemble on WCFL and the latter also on WIND.

Lee Gebhardt, who has been writing Oxydol's "Ma Perkins" for years, has been assigned to turn out the Skelly "Court of Missing Heir" scripts.

"Ma Perkins" has gone into its fifth year, and P. & G. celebrated the occasion with a party last week. Virginia Payne, Charles Eggleston and Dick Wells head the cast.

George Besse, head of local Joseph Hershey McGillvra rep office, has improved sufficiently to be taken from Ravenswood Hospital to home. He has been receiving X-ray treatments for injuries to leg.



Greetings from Radio Daily

December 6

Ira Gershwin  
Agnes Moorehead  
John Ravencroft



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 111

NEW YORK, N. Y., TUESDAY, DECEMBER 7, 1937

FIVE CENTS

# Segal Suspended by FCC

## Looking On ... AND LISTENING IN

**EDUCATION** The educators had their say about the radio last week in Chicago, and the remarks for the most part were neither kind nor complimentary.

Nobody will deny that the objective of the educators is praiseworthy.

But it's the eternal case of the intellectual minority trying to impose its wishes and ideas on the less privileged and generally unwilling masses.

One of the chief faults is with the educators themselves.

They do not approach their task with sufficient tolerance and an appreciation of the fact that it takes a century to raise the mass mental level a fraction of an inch.

Nor have they shown imagination or showmanship in making educational matter on the radio more palatable than school studies which most kids would shun if they could.

There is much room for improvement in radio programs.

But orators always make the case sound a lot worse than it really is.

**TURNABOUT** Maybe this was just a nightmare induced by that extra glass of Gagnano at dinner, but anyway it seems that the radio was tuned in to one of those speller programs which are prefaced by the alibi line to the effect that "the views expressed by Mr. Bloke McWhoozis are entirely his own and not those of the sponsor."

After the final commercial about the glowing qualities of Doc Whizz's 10-in-1 liniment, the announcer got tangled up and finished with "These are the sponsor's own claims and not those of the speaker."  
—D.C.G.

### Service in Crisis

Akron — When unemployment relief here was cut off last week, Manager Sam Townsend of WJW devoted facilities of his station to bringing together needy families and willing givers,—calling for registrations of both clients and donors, then making assignments to each giver by phone and over the air. Over 80 per cent of appeals were answered.

## MUSICIAN JAM UPSETS SPONSORSHIP OF OPERA

Sponsorship by RCA of the Metropolitan Opera broadcasts Saturday afternoons ran into the annual snag, with the result that the first broadcast went out as a sustaining.

Understood that Local 802 of the AFM demanded that the musicians in the pit at the Met. be paid \$12 an hour over the usual opera scale,

(Continued on Page 5)

## Philco Radio Mysteries Set for Foreign Market

Philadelphia — Philco's "Phyl Coe Radio Mysteries" contest, which has been a big success in the U. S., will step into the international field with the starting of the ET series in Mexico under sponsorship of Philco radio and tube dealers. Plans also are being formulated to air the campaign in Cuba, Venezuela, Peru, Argentine and South Africa.

## New CBS Coast Plant Ready by Next March

West Coast Bureau, RADIO DAILY  
Los Angeles — Occupancy of the new five-story CBS office and studio building is planned for early in March, with construction work progressing right on schedule, according to  
(Continued on Page 2)

## Standard Brands Renews

Standard Brands has renewed "One Man's Family" on NBC-Red for a year. J. Walter Thompson is the agency. Routine renewals on other Standard Brands shows will be signed in the next few weeks.

## Two WLLH Transmitters Successfully Synchronized

Lowell, Mass.—New fields for increased use of existing frequencies on the broadcast spectrum have been opened up by WLLH here, in the opinion of A. S. Moffat, president of Merrimac Broadcasting Co., following successful launching last week of synchronized transmission on 1370 kcs. from the WLLH transmitters in

## Lawyer is Barred From Practice Before Commission for Next Two Months — Dismiss Smith Charges

By PRESCOTT DENNETT

Washington Bureau, RADIO DAILY

Washington—In the first decision of its kind, the FCC issued a week-end order in the Segal-Smith case, suspending Paul M. Segal, widely known radio attorney, charged with setting up dummy broadcasting corporations for the purpose of "deceit and concealment," from practice for the next two months before the FCC, while similar charges against his associate, George S. Smith, were ordered dismissed.

Some significance was seen in the fact that the Commission's order was not issued with the regular Saturday FCC schedules and releases, not appearing until late afternoon.

The FCC handed down a lengthy opinion pointing out that the case was the first in which it had been called upon "to enunciate certain principles relating to the truthfulness of answers contained in applications." Segal's suspension from practice before the FCC will extend to Feb. 6.

The Commission tempered its own order and announcement of suspension by the declaration that Segal's "standing, character and integrity as a lawyer has been of the highest" for the past decade. The FCC pointed to the numerous Capital attorneys testifying to this as character witnesses at the recent hearing into the charges.

The Commission further explained that the case has brought forth "wide publicity for a period of more than six months and that necessarily during this time the respondent, Segal, has been more or less under a cloud  
(Continued on Page 2)

### WJR Turns Back

Detroit—WJR turns back the dials to 1922 on Dec. 17 when Leo Fitzpatrick, "Merry Old Chief" of the Kansas City Nighthawks, and Neal Tomy, "Chief" of the Red Apple club of WCX nights, revive those two features of radio's infancy for the annual WJR party to raise funds for Detroit's needy children. Fitz is now v.p. and g.m. of WJR here, and WGAR, Cleveland, while Tomy is publicity director of WJR. Fifteen years ago and for 10 years thereafter their voices were among the best known on the air.

## APPEALS COURT UPHOLDS FIVE DECISIONS OF FCC

Washington Bureau, RADIO DAILY

Washington—The U. S. Court of Appeals has affirmed decisions by FCC concerning applications for radio facilities in five cases.

Two cases represented appeals by interests opposed to the granting of an application by Star Times Publishing Co. for permission to construct a broadcasting station in St.  
(Continued on Page 5)

### Skelly Adds 3 Stations

Skelly Oil, on switching "Skelly Court of Missing Heirs" to Sunday, 10:30-11 p.m., over CBS midwest stations, added KLZ, WMBD and KVOR, bringing total network to 19.

### Sneaked Signal

Utica—A local bus driver, on his last run before dinner-time each day, stops his bus a few feet from WIBX's street broadcast at noon. If his wife, home preparing lunch, hears two background blasts of a bus horn during program, hubby'll be on time. If she doesn't, bus is behind schedule and she slows dinner accordingly.

(Continued on Page 6)



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Dec. 4, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Table with 3 columns: Selection, Publisher, Times Played. Lists songs like 'There's A Gold Mine In The Sky', 'Once In A While', etc.

FINANCIAL

(Monday, Dec. 6)

NEW YORK STOCK EXCHANGE

Table with 5 columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., RCA 5 Pfd. B, Stewart Warner, Westinghouse, Zenith Radio. Includes High, Low, Close, Net Chg. columns.

NEW YORK CURB EXCHANGE

Table with 2 columns: Hazeltine Corp., Bid, Asked. Values: 16 1/8, 15 1/4, 15 1/4, 8 3/4, 9 3/4.

OVER THE COUNTER

Table with 2 columns: Stromberg Carlson, Bid, Asked. Values: 8 3/4, 9 3/4.

Mutual Gets Game

The East-West football game at San Francisco on New Year's Day will be aired exclusively over Mutual. Web is trying to sell the game commercially on a cooperative basis.

Game is being played under the auspices of the Shrine committee for the Shriners Hospital for Crippled Children. Stations are selling the radio rights for twice the station's time charge. Half of the proceeds will be forwarded to the hospital fund.

KFI-KECA Staff Additions

West Coast Bureau, RADIO DAILY

Los Angeles—Harrison Holliday has added Eve Stanley to the KFI-KECA staff in a combination production-sales capacity. John C. Jensen, formerly on the Illustrated Daily News, and Harry H. Comer, from the Times, also join the sales force. Miss Stanley was formerly with NBC and the J. Walter Thompson office in San Francisco.

FCC Suspends Segal; Smith Is Acquitted

(Continued from Page 1)

because of these charges, and that necessarily his practice must have been adversely affected."

The case created a virtual furore in the FCC. Charges were originally preferred by Commissioner George Henry Payne, who was disqualified by Chairman Frank R. McNinch from participating in the hearings. Payne has since bitingly criticized what he characterizes as the activities of a "powerful radio lobby" in Washington.

Segal and Smith were charged with making misrepresentations as to ownership and stock holdings in applications for Palmer Broadcasting Syndicate Inc., for stations at Portland and Lewiston, Me., and Cheyenne, Wyo.; for Commercial Broadcasters Inc., and for Great Western Broadcasting Association Inc., for a station at Moorhead, Minn.

Segal also was accused of changing records in a file of the Commission's office, with the aid of a clerk.

The Commission further found that Smith was not guilty of any of the charges except in the Casto matter "for which he has already been reprimanded by the Commission."

The FCC opinion also contained a highly significant paragraph which

clearly shows the McNinch "clean-up" influence and sets down a rule for future application filing.

"The grant to an applicant to erect and operate a broadcasting station is regulated by the Federal Government, and Congress has delegated this duty to this Commission. The law prescribes that these facilities may be granted only in the public interest, that is to say, so that the public may be served by the grant. The licensee is a trustee of the Federal Government to perform a public duty. For these reasons there must be no concealment, so far as this Commission is concerned, of the real applicants who desire to exercise this public franchise; and a lawyer who actively participates in concealing from this Commission the real party in interest and in making untrue and misleading answers to questions prescribed by this Commission is guilty of unethical conduct in deceiving the licensing authority of the Federal Government."

Chief Attorney for the prosecution was FCC Special Counsel Samuel Kaufman while the defendants were represented by Attorneys Lawrence Koenigsberger and Paul Monsky.

SQUIRE DECLARES: POCKET BOOKS

are ripe all through New York State. They're bursting open in fact.

Advertisers who broadcast over THE MOHAWK VALLEY BROADCASTING SYSTEM are reaping results.

For all the facts Telephone: PLaza 5-3269

NEW! HOWLERS Boners as they have been "pulled" in all walks of life! 13 Five Minute Scripts \$10. STAR RADIO PROGRAMS, Inc. 250 PARK AVENUE NEW YORK CITY

COMING and GOING

LILY PONS and ANDRE KOSTELANETZ are in Detroit for a concert appearance.

FRANCES LANGFORD leaves New York for Hollywood in time to appear on "Hollywood Hotel" Friday.

BUNNY BERIGAN and his band, with GAIL REESE, go to Boston to make a week's personal appearance at the Metropolitan Theater beginning Thursday.

TED HUSING will be in Miami on New Year's Day to announce the Orange Bowl game.

H. J. QUILLIAN, manager of KIRO, Seattle, is in Hollywood on business with Donald W. Thornburg, CBS vice-president in charge of West Coast operations. He also visited Phil Lasky, KFPO manager, San Francisco.

EDWARD KLAUBER, executive vice-president of CBS, is in Hollywood on network affairs. First visit to the Coast since the chain acquired KNX as the local outlet.

ROSS BARBOUR, connected with BBC in England, is in Hollywood scouting talent and looking over the situation generally. Has signed Joe Reichman, "Paggiacci of the Piano", and his band for a London engagement.

W. O. PAPE, president of WALA, Mobile, is in town.

New CBS Coast Plant Ready by Next March

(Continued from Page 1)

to Donald W. Thornburg, CBS vice-president.

Electrical equipment for the new KNX transmitter has been shipped from the east and is due here by first of the year.

Bowe Trying for Opera

Morton Bowe, tenor, will try for opera in the Metropolitan auditions on Dec. 12 over NBC-Blue at 5 p.m. Jean Merrill, soprano, and Earl Lippy, baritone, also will be heard.

ORIGINAL SCRIPTS AT AMAZING PRICES! Three Minute Shots to Complete Half-Hour Shows. Strengthen Your Programs With Sure Fire Material Fifty Cents to Two Dollars. Write for Catalogue: SAM H. STIEFEL ENTERPRISES, INC. 1619 BROADWAY, NEW YORK CITY SCRIPT SERVICE DEPARTMENT



ANNOUNCING

the opening, on or about January 1, of a new office—our sixth—in Seattle, Washington.

John Blair & Co.

CHICAGO NEW YORK DETROIT SAN FRANCISCO LOS ANGELES

WQXR MORE for your RADIO DOLLAR INTERSTATE BROADCASTING CO. 730 Fifth Ave., New York

# DISCOVER THE ITALIAN MARKET AND YOU WILL FIND A BILLION DOLLAR MARKET

**T**HE ITALIAN MARKET concentrated one hundred miles around the city of New York is a billion dollar market, with its own buying habits, its own wholesale and retail outlets and its own advertising mediums. There are 2,300,000 Italo-Americans living and prospering in New York, New Jersey, Connecticut, Pennsylvania and Delaware. We reach this market every hour of the day and every day of the year through WOV, WBIL, and WPEN, broadcasting programs especially designed and produced to entertain and sell the Italo-American listeners. We have done so for the past five years coming to the conclusion that the only way to sell the Italian Market is the Italian way. We will be glad to place at your disposal, with no obligation on your part, whatever knowledge we possess of the Italian Market of America.

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**WPEN** ★ **WOV** ★ **WBIL**

PHILADELPHIA, 1000 Watts

NEW YORK, 1000 Watts

NEW YORK, 5000 Watts

## ORCHESTRAS MUSIC

THE 101 Ranch Swingsters, broadcasting from the 101 Ranch Cabaret, and the Top Hat Orchestra from the Top Hat, have been added to the bands heard on the WNEW "Dance Parade." More than 30 orchestras are heard in this program. Ray Parker is the leader of the 101 Swingsters, with Dan Bonetti, leader of the Top Hatters.

Fletcher Henderson and his orchestra, signed to play at the Vogue Ballroom in Los Angeles starting Dec. 11, will be heard over NBC networks nightly. The first broadcast is set for the Pacific Coast NBC-Red network on Saturday night.

"Start the Day with a Smile," theme song of Alan Courtney's "Joy-makers" on WNEW, has been published by Red Star Music Co. Song was composed by Lanny Gray and Alan Courtney.

Benny Goodman and his orchestra will offer a concert of swing music at Carnegie Hall on Sunday evening, Jan. 16, marking the first time that a swing band will be heard at that institution. The event will be held under the auspices of S. Hurok.

Chick Webb and his Orchestra, who are back at the Savoy Ballroom, will air over WEAF and NBC-Red Network on Wednesdays at 12:30 to 1 a.m., Thursdays 6-6:30 p.m. and Fridays 12-12:30.

Lou Adrian has been signed to wield the baton on a new show being readied by Zenith in Chicago by "Biggie" Levin, Chicago agent out here scouting talent.

Ernie Fiorito and his ork will be heard over WOR-Mutual starting Dec. 10 at 9:30-10 p.m. in "Studies in Contrast." Sylvia Froos and a chorus also will take part in the weekly series, from the WOR-Mutual Playhouse.

## GUESTING

CARY GRANT, on "Hollywood Mardi Gras," Dec. 14 (NBC-Red, 9:30 p.m.).

ADOLPHE MENJOU, VERREE TEASDALE and JOSEPHINE TUMMINIA, on Bing Crosby show, Dec. 9 (NBC-Red, 10 p.m.).

PAT ROONEY, on "20 Years Ago and Today", Dec. 10 (WOR-Mutual, 10 p.m.).

## COMMERCIAL ANNOUNCEMENTS

80 live one minute announcements every week covering 24 different lines of business . . . sold to one station in a city.

The low cost of "Universal Service" deserves your attention—write for samples now!

UNIVERSAL RADIO PROGRAMS, INC.  
545 Fifth Ave. New York



● ● ● Sealtest is talking to Robert Dolan and James Melton to return to the fold with their previous set-up. . . Jack Robbins may purchase another music firm before the week's over to add to his "empire" . . . Clarence Muse will take Joe Louis on a p.a. tour in conjunction with the latter's flicker. . . John B. Kennedy was renewed for 13 weeks on his "New York on Parade"-NBC show. . . "Death Valley Days" was renewed yesterday effective Dec. 31 on NBC. . . Billy Kent is looking for a femme vocalist to go into Jack Dempsey's in Florida with a band. . . Sid Schwartz Harry Essex play, "Something for Nothing," debuts Thursday nite at the revamped 48th St. Theater. . . NBC mikeman Abbott Tesson overslept recently and rushed to KGO, Frisco, in time to put Rosie and Her Guitar on the air. Under his overcoat was nothing but a pair of loud pajamas! . . . Merle Pitt is auditioning vocal trios for his swing session. . . Col. Mole Snyder's mother died in Chicago the other day. . . Though Eleanor Roosevelt will guestar by remote on the Kate Smith show Thursday nite—another "Eleanor Roosevelt" debuts with a series that day on NBC-Blue. She is Teddy, Jr.'s irau and her name's also Eleanor.

● ● ● A new departure in the operation of a station was put in effect by Donald A. Burton, owner of WLBC, Muncie, Ind., with the title changed to "the test tube station of the nation" . . . Under new policy all departments and activities are so coordinated that they function on a "laboratory" basis—everything working as a single unit in handling local, regional and network accounts. . . The boys walked into the office of Frank Nagel, bookkeeper at KLZ, Denver—and saw a lone candle burning on his desk—and in broad daylight too! . . . On investigation it was discovered that it was his first anniversary with the station—and this was the way he was celebrating.

● ● ● Eddy Duchin's show for Elizabeth Arden on NBC switches to MBS Dec. 28—in a late spot. Duchin will be a dinner guest at the White House the nite he plays there. . . Phil Spitalny's "Hour of Charm" has been renewed. . . Professional Music Men meet at the Astor Friday nite—and they'll plan their benefit for the 2nd week in April. . . Mrs. Buddy Clark is registering at Polyclinic for an operation. . . NBC, after the first of the year, will start the day at 6 a.m.—and permit recordings until 9 a.m. . . Sunoco Gas is auditioning the script show called "Nero Wolfe" with Craig McDonald and Wallace Ford. . . Eddie Garr auditions today for Vallee. . . Vatican Choir auditions for Kate Smith this week. . . Borden show, which faded Friday as an Erwin, Wasey account, goes to BBD&O. . . Eddie Cantor's N. Y. broadcasts may come from Carnegie Hall—because all other playhouses are occupied that nite. . . Latest reports are that Billy Rose is in on the French Casino exclusively, with Max (Hotel Edison) Kramer et al out. . . Del Casino will bring his smile and voice into Leon & Eddie's Sunday nite for a party in his honor.

● ● ● WSGN, Birmingham, offers a 15-minute weekly program sponsored by the city's Association of the Blind—with only active members of the ass'n appearing on the show featuring instrumental music. . . WMT, Cedar Rapids, steps forward to lay claim on the "Question Man" title with Art Shepherd, conductor of the "Curbstone Forum" going into his 6th year of street-questioning. . . Aaron Beckwith of WSYR's sales force in Syracuse recently sold a contract to a 5-and-10 store—who had never used radio before. Not knowing whether he used mirrors or more forcible measures to clinch the account—he, therefore, earned the title of "tycoon."

## ☆ F. C. C. ☆ ACTIVITIES

### SET FOR HEARING

W. A. Barnette, Greenwood, S. C. CP for new station. 610 Kc., 250 watts, daytime.

F. C. Todd, Gastonia, N. C. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.

Roberts-McNab Co., Livingstone, Mont. CP for new station. 1310 kc., 100 watts, 250 watts L.S., unlimited.

S. B. Quigley, Mobile. CP for new station. 1200 kc., 100 watts, daytime.

Harry M. Ayers, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

Kathryn B. Gosselin, Aurora, Ill. CP for new station. 1500 kc., 100 watts, unlimited.

WRTD, Richmond. Vol. assignment of license to Times-Dispatch Radio Corp., 1500 kc., 100 watts, unlimited.

WCLS, Joliet, Ill. Application for transfer of control from R. W. Hoffman to L. W. Wood. 1310 kc., 100 watts, specified.

Anne Jay Levine, Palm Springs, Cal. CP for new station. 1370 kc., 100 watts, 250 watts L.S., unlimited.

Michael J. Mingo, Tacoma. CP for new station. 1400 kc., 250 watts, daytime.

N. B. Egelund, Fort Dodge, Ia. CP for new station. 1500 kc., 100 watts, daytime.

Clinton Broadcasting Corp., Clinton, Ia. CP for new station. 1310 kc., 100 watts, 250 watts L.S., unlimited.

WGAN, Portland, Me. Auth. to transfer control of corp. to William N. Campbell & Lloyd C. Greene. 640 kc., 500 watts, limited.

KRQA, Santa Fe. Vol. assignment of license to I. E. Lambert. 1310 kc., 100 watts, unlimited.

Garden Island Publishing Co., Ltd., Lihue, Kauai, T. H. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

WAYX, Waycross, Ga. Vol. assignment of license to Jack Williams. 1200 kc., 100 watts, 250 watts L.S., unlimited.

WBLY, Lima, Ohio. Vol. assignment of license to the Fort Industry Co. 1210 kc., 100 watts, daytime.

KHUB, Watsonville, Cal. Vol. assignment of license to John P. Scripps. 1310 kc., 250 watts, daytime.

### APPLICATIONS GRANTED

KTMS, Santa Barbara. CP for new station and license to cover same. 1220 kc., 500 watts, unlimited.

Crosley Corp. (WLW), extension of special authorization for 500 kw. from Feb. 1, 1938, to Aug. 1, 1938.

## NEW BUSINESS

WEAF, N. Y.: Vocational Service Inc. (aviation and air conditioning training), "Dr. Dollar", Tuesdays 7:45-8 p.m., through Kritchfield & Co., Chicago. Also on WMAQ, Chicago.

WIBA, Madison, Wis.: Calcium Carbonate Co. (Hen-Dine Poultry Food), ETs, through K. E. Sheppard Advertising Co. (also on WTAQ, Green Bay.)

CFCY, Charlottemown, P. E. I.: Procter & Gamble, "Ma Perkins"; Phillips Milk of Magnesia; Dr. Lyons Tooth Powder; Bayer Aspirin; Ironized Yeast; Salada Tea.

KSFO, San Francisco: Bayuk Cigars, announcements, through McKee-Albright & Ivey, Inc.; Coca Cola, "Singin' Sam," ETs, through D'Arcy Co.; Lever Bros. (Spry), announcements, through Rutherford & Ryan; Ford Motor, announcements, through McCann Erickson.

Life Insurance offers a man the only way whereby he can make his will before he makes his money.

Jules Hansberg  
- INSURANCE -  
JOHN 4-2800 BEekman 3-0375  
80 JOHN ST., NEW YORK

**PROGRAM REVIEWS**

**Metropolitan Opera**

Seventh consecutive year of the Met. operas on NBC got under way Saturday on the NBC-Blue network 1:55-5:15 p.m., with Massenet's "Manon." Richard Crooks, tenor, had the role of Chevalier des Grieux and Bidu Sayao, Brazilian soprano, was heard as Manon Lescaut. Rest of the cast was equally fine and as usual the pickup from the Metropolitan Opera House was quite perfect. Milton Cross acted as narrator and between acts gave resumes of the story and considerable background on the origin of the three "Manon" versions, particularly Massenet's. RCA scheduled to sponsor the operas for the second year, has not undertaken it as yet, the current season's debut being heard as a sustaining. Subsequent airing will be each Saturday matinee, and of course short waved also via W3XAL.

**"The People's Choice"**

This new CBS program in the 8-8:30 p.m. spot on Sunday embodies a good idea, but the execution last Sunday missed its mark. Show, originating in Hollywood, is a revue including the "best programs of the week" as selected through fan mail. In the program caught, Joe Penner, Hal Kemp, and vocalists Bob Allen and "Sugar Cane" appeared in person, while impersonations were given: of Boake Carter, Gladys Swarthout and "Johnny Presents" in a Charles Martin dramatic presentation.

Penner wasn't as good as on his own half-hour program which aired over same web only a couple of hours before, and the same may be said for the offerings as a whole.

**Briefly**

Harry Conn is one of radio's ace comedy writers, but as a radio actor he'll be the death of himself, professionally speaking. He kills his own good lines because he hasn't the mike voice to put them over. As long as this is allowed to go on, Charlie McCarthy will not fear competition from the CBS "Earaches of 1938."

Though he occasionally uses some old hokum tactics, George Jessel is making his Sunday night Mutual program a very enjoyable affair. And last Sunday's sly comedy skit aimed at radio's scandal commentators was both pointed and amusing.

Tim Ryan and Irene Noblette have been maintaining a high average in comedy lately on their Sunday show

**LUCILLE & LANNY**  
LINWOOD GREY

"2 voices and a planny"

6 times w'ly WJZ-NBC Blue 8:45 A.M. EST  
Arrangements by Lanny Grey  
Management NBC Artists Service

**NEW PROGRAMS-IDEAS**

**"Trading Post Floorwalker"**

A new remote series, originating at, and sponsored by, Chicago's "Trading Post" at 8200 South Chicago Avenue, started recently over WIND, slated for 52 weeks. Titled the "Trading Post Floorwalker", it presents Brooks Connally in the role of shopping advisor, wandering from counter to counter with helpful hints to shoppers on how to get their money's worth. Show was created and sold by H. R. Makelin, station sales manager, who has introduced many new features since coming to the station. The account will also sponsor a series

**Appeals Court Upholds Five Decisions of FCC**

(Continued from Page 1)

Louis. Pulitzer Publishing Co., owner of St. Louis Post-Dispatch, which operates KSD, protested that its pending application for increased facilities should have been disposed of prior to granting a permit to the Star-Times. Court of Appeals said, however, there was no reason why an established station should be preferred, for that cause alone, to a new application.

Three other cases were disposed of in a single opinion. They pertained to appeals from orders by the Commission denying applications by Great Western Broadcasting Ass'n for permits for local stations in Logan and Provo, Utah, and from an order granting a permit to Utah Broadcasting Co. for a local station in Salt Lake City.

**WJBK News Dept. Buildup**

Detroit—WJBK has been putting its biggest efforts on sports and news. With its sports reputation established, station has set out on a campaign to build its news service into a top-notch feature. WJBK now carries 20 hourly newscasts of 5 minutes duration known as "News of the Hour on the Hour." Ed MacKenzie, Charlie Sterritt and Bob Longwell are the newscasters. Transradio service is employed. Foreign students from local universities are engaged as instructors to the announcers to correct pronunciations of foreign names. Frank Perkins, copy chief, edits all news and a strict policy prevails in which all news items considered to be in bad taste or offensive to home listeners are eliminated.

**Translating "Charlie Chan"**  
West Coast Bureau, RADIO DAILY

Los Angeles—The "Charlie Chan" transcription series, foreign rights to which are held by Irving Fogel Radio Productions, have been sold in script form to Radio Programs Service, Paris, and will be translated into French, German, Spanish and the Scandinavian.

over Mutual, helped considerably by their unctuous deadpan stooze. And the D'Artega music on the show is always swell.

of "Musicales." Burnett-Kuhn is the agency.

**Farm Show on WTMJ**

For the benefit of farmers throughout Wisconsin and Upper Michigan, WTMJ, Milwaukee, is launching a new farm program titled "WTMJ Farm Roundup," featuring F. B. Swingle, editor of the Wisconsin Agriculturist and Farmer. The shows will be presented every other Saturday. Mr. Swingle is an authority on farm questions and has been active in advancing legislation helpful to agriculture. He has a broad background of practical farming in addition to his editorial experience.

**Musician Jam Upsets Sponsorship of Opera**

(Continued from Page 1)

or \$36 a man extra for each commercial broadcast of the opera. This \$36 average will have to be paid by RCA directly to the musicians, through NBC, due to the operas averaging three hours.

Since the pit crews at the Met. run 70 to 105 men, according to the score to be played, the item could not be readily settled in time for RCA to sponsor the first program.

**15 Years for CKAC**

Montreal—CKAC, one of the oldest radio stations in North America, celebrates its 15th anniversary this week with a special series of shows. Jacques N. Cartier, first director of the station, will be emcee on today's program. Saturday will feature Benny Goodman and his ork from New York, with CBS paying tribute to CKAC as the first Canadian station to carry American broadcasts and the first to air from Canada to the U. S.

**Two Signing Off CBS**

Beneficial Management and International Silver, both CBS accounts, will sign off Jan. 1 and Dec. 26, respectively. Former sponsors "Your Unseen Friend" and latter has the "Silver Theater."

**AGENCIES**

M. B. COOKSEY, secretary of Russell C. Comer agency, Kansas City, reports sale of 650 episodes of "Jimmie Allen" series to Campbell-Taggart Bakery Co., for use on WHO, and to Western Bakeries, Los Angeles.

HARRY A. FEIGENBAUM agency, Philadelphia, has been appointed the account of Radbill Oil Co.

McKEE, ALBRIGHT & IVEY, Philadelphia, has been appointed to handle Bayuk Cigar account.

BROMLEY HOUSE, account executive of Brace Beemer Inc., also is a baritone soloist. He was in New York recently and did some ET guesting at World Broadcasting studios with Annette Hanshaw and Vic Arden's orchestra for Chevrolet.

**Larus Merges Departments**

Advertising and sales departments of Larus & Brother Co., tobacco manufacturers, Richmond, have been consolidated. All advertising matters will be handled under the direction of Robert C. Carden Jr., general sales manager. Calvin T. Lucy, heretofore in charge of advertising for the firm, will now devote his entire time to the Edgeworth Tobacco station, WRVA, of which he is general manager.

**"HIGH FIDELITY" INSTANTANEOUS RECORDING**

Highest Quality Recording attained by

- ★ Most expensive modern instantaneous recording equipment.
- ★ Expert Electrical Transcription wax recording Personnel (graduate and licensed engineers).

REMOTE CONTROL by permanent lines

OFF THE AIR by special filtered antennae

STUDIO with 60'x30' double ceiling broadcast studio Dynamic microphones.

Instant Service

ADVERTISERS RECORDING SERVICE, INC.

113 WEST 57th ST., NEW YORK

Phone Clr 7-6982

Established 1930



**DAVE BROEKMAN**, long identified with KHJ as musical director, severs his Don Lee connection with the muting of his General Electric program in two weeks. Still has the Union Oil "Thrills" program on NBC, and is mentioned quite frequently in connection with one or two other commercials on which deals are pending.

"Signal Carnival" has been renewed for another full year. Originally an NBC Pacific Coast sustainer, the program was taken over five years ago by Signal Oil, and only recently moved from San Francisco to Hollywood.

Tussy Cosmetic's "Hawaiian Moon" on CBS has been switched from a three-times-weekly daytime schedule to Tuesday and Thursday nights at 9:45. Heard on Pacific Coast only.

The Jack Haley show for Log Cabin will continue for another thirteen weeks following expiration of initial series in four weeks. Featured cast members with Haley, Wendy Barrie, Virginia Verrill, Warren Hull and Ted Fio Rito orchestra, all renewed for the new series.

John Royal, NBC vice-president, is in town huddling with Don Gilman and John Swallow, recently-appointed Western program manager.

Phil Baker and his entire cast including "Beetle," "Bottle," Oscar Bradley, Lucille Ball and Harry Von Zell, will do a guest routine at the Cocoanut Grove tomorrow night.

Bing Crosby holds still for photographers once a year. At last week's Kraft Music Hall rehearsal the cameramen shot to their heart's content. There's a similar clause in Bing's picture contracts.

Harry Saz, NBC sound effects wiz., will tell Bell High School students all about it today.

### News-Tip Tieup Scoop

Kansas City—Offer of a free Lektro Shaver for good news tip brought KCMO a story so exclusive that it beat both the police and the coroner. Station reporter, rushing to scene, found man slumped dead in his car from a heart attack. Newscaster Tom Kelly had story on the air immediately. Show, airing for Packard Lektro Shaver, has news-tip prize as steady feature.

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
8	16	10	14
9	17	11	15
10	18	12	16
11	19	13	17
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15	23	17	21
16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

Greetings from Radio Daily

December 7th

Bob Brown                      Ginger Jones  
Viola Philo                      Mack Davis

## ★ PROMOTION ★

### Script Aid from Audience

Listeners contribute the commercials for eight sponsors participating in the "WMT Christmas Party," produced by WMT, Cedar Rapids, Iowa. Show, airing until Christmas in half-hour spot, features eight daily merchandise awards for best spot announcements submitted by the audience, each provided by a sponsor. Pulling power of stunt is attested by the station's mail department, already swamped with entries although show is only a few days old.

### WLLH Dual Operation Successfully Launched

(Continued from Page 1)

persons to the primary area of WLLH and will probably be followed by other stations with similar location.

WLLH has operated here for three years as a 250-100 watt full-time station. Construction was begun Oct. 20 on a new transmitter in Lawrence, 10 miles down the Merrimac River and one of the great woolen textile centers of the world. Lawrence was previously without a local station.

The new Western Electric 310-A transmitter is located on the eighth floor of the Cregg Building, where studios and offices are situated. A 150-foot tubular steel antenna on the roof of the same building serves as radiator. The Lawrence transmitter operates full time on 100 watts, while the Lowell transmitter uses 250 watts until local sunset and 100 watts thereafter. Synchronization is achieved through Bell Laboratories equipment built especially to meet the peculiar requirements of the situation. Paul A. Demars served as technical advisor on the experiments, together with Paul Godley and Dr. G. H. Brown. William MacDonald, chief engineer of WLLH, was in charge of the construction work. Studio or nemo programs from Lowell or Lawrence, as well as Mutual, Yankee and Colonial network features, are available to both transmitters.

A new Lawrence station, WLAW, is being opened about Dec. 15 by Hildreth & Rogers, newspaper owners.

### Caswell on CBS Coast Net

San Francisco — "Caswell Party Bureau," new CBS Pacific network commercial program, debuts Jan. 4 under sponsorship of Geo. W. Caswell & Co. (coffee and tea), San Francisco. Elma Latta Hackett, head of Columbia's S. F. Home Science Bureau, will divide the speaking assignment with Sally O'Neill. Contract, for one year, was placed by Long Advertising Service here.

### Install Landing System

First installation of a radio instrument landing system for daily use in airline operation was completed Saturday at Pittsburgh for use by Pennsylvania Central Airlines.

### Thanksgiving Contest

Free Thanksgiving turkey was awarded by KFRO, Longview, Texas, to listener sending in best criticism of the station's service. Letters from all parts of East Texas were submitted.

### Word-Building Contest

A word-building contest, with prizes offered each week to winning listeners, is new commercial over WSGN, Birmingham, sponsored by a local bottler.

### Elaborate Local Shows Being Stressed by WHK

Cleveland — WHK is placing emphasis on elaborate local productions in night spots. A series of half-hours running across the slate at 7:30 nightly has been started. They include "Melodic Whispers," with Louis Rich string quartet, poetry, etc.; "America's Music," somewhat historical; "New Names," commercial for deservingly talent; "Tony's Revue," with Tony Cabooch and Pinky Hunter's ork; "Quiz-Bee," commercial conducted by Gene LaValle, and "Today's Tribute," honoring civic figures.

### 12 Accounts Sponsor KSO Christmas Show

Des Moines—Twelve non-competitive firms are sponsoring "Gwen's Christmas Tree" written and produced by Gwen McCleary over KSO. Miss McCleary is woman's director of Iowa Network. A contest on "What Prize I'd Like and Why," with 12 daily prizes, is part of the campaign.

### KIRO School Music Experiment

Seattle—An experimental program which may revolutionize the teaching of music in the public schools will be broadcast over KIRO today at 1:45 p.m., PST, under direction of the State Department of Education. Advance bulletins sent to the schools within the state will provide an audience consisting of every school child in the area. The program, a half-hour, will present the story and some of the music of the opera "Hansel and Gretel". Objectives being aimed at include a systematic course of music appreciation, to be made available to all schools in the state through the medium of radio broadcast. Time and other musical facilities are being donated by KIRO.

### Ads for WQXR Monthly Program

Rapid growth in sales of WQXR's advance programs listing a whole month's programs, sold to listeners for \$1 a year or 10 cents a copy, has induced station to accept advertising for the publication, according to Elliott M. Sanger, v.p. and g.m. of station. December issue carries copy for two WQXR sponsors.



**KIRSTEN FLAGSTAD**, Lauritz Melchior, Gertrud Wetritz and Emanuel List will be heard in "Tristan and Isolde," to be broadcast Dec. 13 at 11:30 p.m. over NBC-Red from the stage of the Chicago Civic Opera House.

Sidney Strotz, program and artists service manager of NBC, has returned from a vacation to the west coast.

Lynn Chalmers, WGN torch singer, is warbling with Henry Busse while he is on tour in the east. She will return to station staff when Busse comes back to the Chez Paree at Christmas time.

Harriette Widmer, feminine emcee of the Aunt Jemima show, will hear her own song, "The Moon Swings Low," as performed by Noble Cain's a capella choir on Tuesday broadcast.

Dave Bacal, Chicago electric organ stylist who has been in New York most of the season, is back here and appearing on the Dodge motors "Rhythm at Noon" show Sundays on WBBM.

### Bill Terry Back at WRUF

Gainesville, Fla. — Bill Terry, WRUF ace announcer, returned to work here last week following a successful season of University of Alabama football broadcasting for Kellogg. Terry has handled the games since the opening of the gridiron season for the Crimson Tide over a network of five stations: WSGN, WJRD, WALA, WAAB and WSFA.

Terry returns to Birmingham in April to handle the baseball games for Kellogg and takes the mike again next year on the Alabama grid battles.

### WISN, Milwaukee

The recently launched Sunday "Treasure Hunt" has created quite a furore. Howard Peck conducts it. At 2:30 p.m. he airs list of items to be collected, and at 4 p.m. the winners come to the studio and go on the air, with cash prizes for first arrivals.

Alan Hale, sportscaster, will emcee two banquets this week.



**COLONEL JACK MAJOR**  
"The Country Radio Station"  
Today, 3-3:30 P.M. EST  
WABC-CBS Network  
The Colonel from Kentucky

**Radio Newsfeatures**  
*Available to only one radio station in each city*  
Represented exclusively by  
**STEPHEN SLESINGER, INC.**  
250 Park Avenue      New York



★ 400 ★

Radio Editors and Writers  
representing the foremost  
Newspapers and Periodicals  
in the United States are

**NOW VOTING**  
ON THE  
**TEN BEST**

Programs  
Artists  
Orchestras  
Sportcasters  
Commentators

OF

★ 1937 ★

FOR



## OKLAHOMA CITY

Mom Geberts Cooking School, KTOK, being sponsored five days a week by Sterling Milk Co.

Hal Scher announcing Piano Moods on WKY. Program daily features Snaps Elliott, former pianist with Frank and Milt Britton Orchestra.

Allan Smith, former KTOK announcer in Tulsa, working on a theater project.

Joseph W. Lee, g.m. of KTOK and Okla. Network, has been suffering from bad cold.

KVSO (Ardmore) continuing fortnightly "Goodwill Shows" in cooperation with Daily Ardmoreite in surrounding towns, consolidated schools, etc. "Wonderful results," says station manager James Griffith.

Lee Norton, WKY (Oklahoma City) heart-warbler, has femmes crowding studio to hear him.

Four new technical staff members of WNAD (Norman) include: John Tiley, Cecil Gray, Earl Coston and John Nelson.

Clifford Easum from KTOK to KFXR as engineer.

Bill Cunningham new announcer at WBBZ (Ponca City). Formerly with KFXR (Oklahoma City) and relief announcing with KOMA.

## WQAM, Miami

Dinty Dennis, radio columnist and sports writer, returns to the air for Kellogg's.

"The Crime Commentator", conducted by Edgar Dudley, former G-Man, is a new program on the station.

Jack Snook, the fishin' fool (Charles Haywood) is getting a lot of listeners to his fishing program.

## WHDL Promotes Jefferies

Bradford, Pa.—David W. Jefferies, formerly program director of WHDL, which has studios in Olean, N. Y. and here, has been promoted to the office as manager of the Bradford studios, effective immediately, it is announced by Station Director L. L. Hofmann.

## Stroud Twins Renewed

Option of Stroud Twins on Chase & Sanborn show has been taken up and they'll continue for another 13 weeks at least.

## ONE MINUTE INTERVIEW

## JOSEPH M. KOEHLER

"When all of us who write commercial broadcasting copy stop and realize that our words must be BOTH copy and illustration, then and then only, will we be able to do a real selling job. We all too often think of the program as being the illustration and the layout, when instead it is only a 'circulation begetting device'. We might liken broadcasting stations to printing presses and the programs to newspaper and magazines printed by the presses. That leaves the selling job right up to the writers of commercial copy where it belongs."

## ★ Coast-to-Coast ★

TWENTY county newspapers are now cooperating with WLBC, Muncie, Ind., in furnishing news for the "Around the Counties" program.

Alistair Cooke's "A Critic on Broadway" over NBC-Red has been moved to an earlier spot, 7:30 p.m.

Colonel Jack Major will have Ted Malone and The Eaton Boys among his guests on the variety show over CBS at 3 p.m. today. Malone, for this broadcast, will be known as "Ted Balone" in a program called "This is the End," a travesty on his "Between the Book Ends."

WPFT, Raleigh, on Friday will present a streamlined "Romeo and Juliet" under direction of Harry Davis, member of the Playmakers Theater of University of North Carolina.

Terri Franconi, NBC's Latin tenor, is making a movie short for Warner

## WSGN, Birmingham

Dean Farrah of U. of Ala. law school was heard Thursday in first of a series of ten broadcasts over a state network of WJRD, WJBY and WSGN.

Station has completed its broadcast of 10 football games in which it formed the first network in Alabama, feeding WJRD, WHBB, WSFA and WALA, sponsored by Kellogg.

More than 7,000 persons pack the Municipal Auditorium for monthly get-together of Rev. C. C. Wilcutt, who appears daily over station and uses no other medium to announce these assemblies.

Saturday night is hillbilly night on the News Age Herald station, which plays host to all hillbilly bands in the county.

Following half-hour show, there is Red Bailey's Rube Mountaineers and a remote of the Barn Dance from the Auditorium.

Recent model airplane meet was a big success and sponsor plans to air a similar event monthly.

In contrast to other sections, industrial employment here is 32.44 per cent ahead of a year ago, due to construction projects.

## Crosley Names Transamerican

Cincinnati—WLW and WSAI. Crosley stations, have appointed Transamerican exclusive national sales representative. James D. Shouse, vice-president of Crosley Radio Corp., stated that the new arrangement was effective immediately, but of course concerned sales on the WLW Line and the station itself and does not conflict with NBC affiliations.

## Schmeling on NBC

NBC will air an exclusive blow-by-blow of the Schmeling-Thomas fight from Madison Square Garden on Dec. 13 starting at 10:15 p.m. Sam Taub and Brooke Temple will be at the mike.

Bros. Bernice Claire is the leading lady.

George Jessel was appointed to the New York World's Fair Entertainment Committee yesterday by Grover Whelan.

Annual lighting of the White House Christmas Tree will again be aired over the combined facilities of NBC, CBS and Mutual at 5-5:30 p.m., Dec. 24. President Roosevelt will be heard in the broadcast.

The Kidoodlers, novelty instrumental quartet, are making a personal appearance at the New York Paramount Theater. Jack Von Tilzer arranged the booking for NBC Artists Service.

Evelyn Kay, who, with her Magic Violin, is featured with Phil Spitalny and his "Hour of Charm" orchestra, was forced to turn down one of the leading roles in the "Big Broadcast" because she couldn't go to the Coast.

The Four Inkspots, NBC quartet return to the Hotel Bennett, Birmingham, opening Dec. 10 for a four-week engagement.

## PITTSBURGH

Joe Vilella's sponsor, S. H. DeRoy, has donated a silver trophy for the winner of this season's Radio Bowling League which got under way Saturday. Each station in town has a team entered.

"Treasure Hunt" began on WCAE Saturday night with Carl Dozer and Bob McKee calling for ten objects which listeners were to take to Duquesne Garden to collect cash prizes of \$15, \$10 and \$5, plus theater tickets. One of the objects called for was a "73 street car transfer." At 9 o'clock Saturday night, the winners were interviewed on WCAE. American Cigar Co. sponsor.

Johnny Duffy, organist, has returned to KQV.

Ed Harvey, formerly with WCAE, visiting old friends here.

Polly Malone has induced a man, Bill Bell, to advise women shoppers what their husbands would like to have for Christmas on her "Polly Entertains" program.

KDKA has taken another step toward putting newly discovered talent on the air. Recently scores of auditions have produced a number of survivors in various classifications of radio entertainment. Names of 12 of the singers have been turned over to Glenn Riggs, emcee of the KDKA "Strollers Matinee" programs. Glenn will call the lucky dozen in for supplementary auditions to test their fitness for Strollers broadcasts.

WWSW runs line into Downtown Y. M. C. A. for exercises and lectures, next week.

## RADIO'S GREATEST ONE-MAN SHOW

TUNE IN  
WOR

Monday to Friday  
4:30-4:45  
EST



MUTUAL  
NETWORK  
6-6:15  
EST

## JIMMY SCRIBNER

AND HIS

## "JOHNSON FAMILY"

Jimmy Scribner writes his own script, does all the twenty-two characters including male and female, and supervises the entire production including sound effects.

WILSON, POWELL and HAYWARD

JAS. V. PEPPE, Gen. Mgr.

444 Madison Avenue

New York City

ARTISTS' REPRESENTATIVES — RADIO PRODUCERS



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 112

NEW YORK, N. Y., WEDNESDAY, DECEMBER 8, 1937

FIVE CENTS

# Songwriters' Ultimatum

## GENERAL SHOE CO. SERIES ON 12 MUTUAL STATIONS

General Shoe Co., through Badger & Browning & Hersey, will start "Famous Fortunes" on 12 Mutual stations (CKLW, KSO, WSM, WLW, KWK, WMT, KTAT, WGN, KTOK, KFEL, WCAE and WOR), Feb. 8 at 7:45-8 p.m.

Program will dramatize the lives of great American millionaires. Mar-  
*(Continued on Page 3)*

## AFRA Signing Agreement With WCFL in Chicago

Chicago—AFRA, which has passed the 400 mark in enrollment here, lined up a collective bargaining agreement this week with WCFL's group of artists. John Fitzpatrick, station president, notified Ray Jones, AFRA secretary, that agreement would be signed. One immediate result is a pay boost for staff announcers.

## Four Directors Named By Performing Artists

Rudy Vallee, Harold Kemp, Benny Goodman and Efrem Zimbalist have just been elected to the board of directors of the National Association of Performing Artists, of which Fred Waring is president.

## Gulf on Florida Stations

Gulf Refining Co., through Young & Rubicam, will inaugurate a weather report series the first week in January on four Florida stations (WJAX, WDAE, WQAM, WBDO). Reports will be aired four times daily, seven days a week, and will promote Good Gulf gasoline.

### Tele Ceremony

Delivery by RCA of the first mobile television unit built in the U.S. to NBC will be celebrated over the air on next Sunday's "Magic Key of RCA" broadcast on NBC-Blue network at 2-3 p.m. Another unusual item on same program will be Dr. Frank Black playing a piano concerto assisted by his own "Magic Key" orchestra.

### Page Penner

Little Rock, Ark.—Second Annual National Duck Calling Contest aired over KARK drew more than 50 entries, with six finals remaining when contest windup went on the air last week. Duck-calling duets and quartets were among novelties in the broadcast.

## DELAY AFM-ET LICENSING UNTIL IRNA DEAL IS SET

Transcription and phonograph record manufacturers will not be licensed by AFM until all business has been concluded with the IRNA at least, according to Jos. N. Weber.  
*(Continued on Page 3)*

## Construction is Begun On Pittsfield Station

Pittsfield, Mass.—Construction of Pittsfield's new station, to be owned and operated by Harold Thomas, owner of WATR, Waterbury, Conn., has been started and is expected to be finished by March 1. A 170-ft. steel tower is part of the equipment. Thomas is understood to be affiliating with CBS in about a year.

### Spitalny's New Find

Mary-Ann Bock, 10-year-old Pittsburgh vocal sensation, has been signed as a member of Phil Spitalny's all-girl "Hour of Charm" orchestra, heard Mondays at 9:30 p.m. over NBC-Red.

## Paul Raymer to Represent Michigan Radio Network

### Johnson's Wax Adding Stations in the West

S. C. Johnson (floor wax) on Feb. 7 will extend the "Fibber McGee and Molly" program to the McClatchy chain and KTAR. Program is on the NBC-Red, Mondays, 9-9:30 p.m. with repeat at 12 midnight. Needham, Louis & Brorby Inc., Chicago, has the account.

## SPA Gives Music Publishers Until Today to Sign New Agreement or Face Suit —Report Composers Resigning

### FRANK GILLMORE QUILTS AS EQUITY PRESIDENT

Frank Gillmore, for nine years president of Actor's Equity and for 20 years its chief executive officer, resigned yesterday. Condition of his health and increasing duties as president of A.A.A.A., the parent unit of all unions in the theatrical field, compelled him to relinquish the arduous duties of the Equity post.

The Equity Council accepted the resignation with regret and asked Gillmore to continue in office until a suitable successor is obtained. A special meeting will be held December 17 to begin consideration of a new president.

### Kolorama Television Soon Ready to Market

Newark, N. J.—New improvements in transmission achieved recently by Kolorama Laboratories, Irvington, N. J., leads engineers of the lab to predict that television for public use will be ready within a few months. Demonstrations yesterday showed marked improvement in definition and clarity over pictures shown in summer.

Emil A. Kern, executive v.p. of  
*(Continued on Page 3)*

In effort to halt the impasse existing between song writers and music publishers on the question of new contracts which are mainly intended to give the writers a better break on electrical transcription, film synchronization and other mechanical rights, the Songwriters Protective Ass'n yesterday sent lengthy wires to all publishers giving them until 1 p.m. today to sign a new pact or face a court action to acquire a clarification judgment on all small rights including those of Ascap.

Also scheduled for today is the  
*(Continued on Page 3)*

## FATHER COUGHLIN BACK ON 27 INDIE STATIONS

Detroit—Father Charles E. Coughlin returns to the air on or about Jan. 29 over an independent network of 27 stations from Denver to Portland, Me. Efforts are now being made to clear a 4-4:30 p.m. spot on Sunday afternoons.

Announcement of Father Coughlin's new plans was made jointly by the priest and Leo Fitzpatrick, vice-  
*(Continued on Page 2)*

## Anti-Ascap Measure Introduced in Georgia

Savannah—An anti-Ascap bill was introduced in the Georgia state legislature yesterday. Measure is patterned after similar bills and laws in nearly a score of states throughout the country.

### Bergen's Rise

Los Angeles—Edgar Bergen and Charlie McCarthy, who, before radio made them famous, played the Orpheum here a year ago for \$275 a week, will net around \$15,000 for this week's appearance at Paramount Theater. House took in \$15,000 over week-end alone. Ken Murray and Oswald also on bill.

*(Continued on Page 3)*



Vol. 2, No. 112 Wed., Dec. 8, 1937 Price 5 Cts.

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

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FINANCIAL

(Tuesday, Dec. 7)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd, RCA \$5 Pfd. B, Stewart Warner, Westinghouse, Zenith Radio. Includes High, Low, Close, and Net Chg. columns.

NEW YORK CURB EXCHANGE

Table with columns: Majestic, Bid, Asked.

OVER THE COUNTER

Table with columns: Stromberg Carlson, Bid, Asked.

CKNX Scoops Murder Verdict

Wingham, Ont.—CKNX scored a scoop on the verdict in the Walter Turner murder case a few days ago when Harry J. Boyle, station's news editor, climaxing a week of outstanding coverage of the sensational trial, flashed the news of acquittal 15 minutes after the jury brought in its verdict. CFCO, Chatham, had a link with CKNX for coverage of the trial.

New WMAS Transmitter On

Springfield, Mass.—New WMAS transmitter went on the air Monday from Pynchon Park. Dedication program will be tomorrow night. Station's new studios are located in the Hotel Charles.

Roberts Joins NBC

W. Donald Roberts has joined the NBC sales department in the local sales division. He is from the station representative field.

NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY \$149.00 PRESTO RECORDING CORP. 135 W. 19th St. New York - N. Y.

Father Coughlin Back On 27 Indie Stations

(Continued from Page 1) president and general manager of WJR. Archbishop Edward Mooney, Father Coughlin's superior, who several weeks ago caused the priest to cancel a radio series that had been arranged, is now in accord with Father Coughlin's new plans. Points in dispute are understood to have been cleared up.

Martin Block's Mail Record

Martin Block set what he believes is the record for single day's mail for his WNEW "Make-Believe Ballroom" on Dec. 2 when the count was 5,648 letters and cards, plus 1,108 wires. Requests included 3,917 for sponsors' product, 1,108 for tickets to Sunday swing show, 1,687 votes in orchestra popularity contest, and 44 miscellaneous.

Grazielle Parraga in Series

Graziella Parraga, Cuban composer-songstress heard on ETs in Spanish and English songs over Pan-American stations under Bristol-Myers sponsorship, and who is now in New York appearing at LaRue's, supper club, is preparing to start a network sustaining series.

"House Undivided" Signing Off

"House Undivided" on the Don Lee network, sponsored by General Foods, will sign off the air late this month. Program plugs La France and Satina. The extension of the Mary Margaret McBride series on CBS to include these products is the reason for the cancellation. McBride series goes to the coast. Young & Rubicam is the agency.

2 Join Toronto Office

Toronto—Local staff of Associated Broadcasting Co. Ltd. has been augmented by two new members. They are J. G. Acker, former station manager of CFRB (CBS outlet here) and more recently national advertising manager for London Advertiser, and Edwin H. Baker, formerly advertising manager of Canadian Magazine.

Romance at WBT

Charlotte, N. C.—Katherine Brown, secretary to the WBT program director, is wearing a big diamond ring that is reported to have put announcer Caldwell Cline deeply in the red with one of the local jewelers. Wedding is tentatively set for Jan. 21.

Advertisement for WOR-MUTUAL featuring Josef Chernaivsky, 'The Musical Cameraman', 8 P. M. EST. Thursdays, COAST-TO-COAST.

La. Stations May Unite On Musicians' Demands

New Orleans—Network affiliates in Shreveport, Baton Rouge and New Orleans yesterday were reported considering uniting to face musicians' demands. Union heads refused to make a statement. Conferences between union here and WWL, WDSU and WSMB resumed yesterday, with progress reported.

Willys 15-Min. Disks

Willys-Overland disks now being made by the NBC transcription service will be quarter-hour musical programs, entitled "Willys Orchestra of Soloists." Campaign will take the air shortly after the first of the year under the sponsorship of the 3,000 local dealers. United States Advertising Corp., Toledo, has the account with Walter Brooks supervising for Willys.

James Alden Barber at KGVO

Missoula, Mont.—James Alden Barber, former program director of KBTM, Jonesboro, Ark., returns to KGVO here as program mentor after a seven-year absence. Barber is an accomplished pianist, organist and author of several plays. His plans for KGVO program policies include more accent on dramatic productions.

U. S. Program for Canada

Montreal—Canadian Broadcasting Co. will present on alternate Fridays at 8:45 p.m. a program entitled "The United States," consisting of a commentary by Steven Cartwright, managing editor of "Current History," on U. S. affairs as they affect Canada. Cartwright, a Canadian, was formerly editor of the "Canadian Forum."

Warner Show from Lot

West Coast Bureau, RADIO DAILY Los Angeles—Warner-Lucky Strike show, "Hollywood Parade," which debuts on NBC-Red tonight, will come from Stage 9 on Warner-First National movie lot at Burbank, with audience capacity of 500.

Dona Dae With Waring

Donna Dae, vocalist who has been singing with Frankie Masters' orchestra in Chicago, joins Fred Waring's crew at the New York Paramount Theater starting Dec. 29.

COMING and GOING

H. K. CARPENTER, vice-president and general manager of WHK and WCLE, Cleveland, is in town. ALEXANDER GRAY, who has been headlining the floor show at the Palmer House, Chicago, returns to New York on Dec. 13 and will audition for several national accounts. Ralph Wonders of Rockwell-O'Keefe office is arranging auditions. HARRY KOGEN, NBC orchestra leader in Chicago, is on a New York visit, while Rex Maupin pinch-hits for him. FRANK PARKER will spend holidays in Havana, returning to New York shortly after Jan. 1 to prepare for radio work. JAMES STREET, radio writer, left for Meridian, Miss., last night to attend his father's funeral. PAUL H. RAYMER, head of station rep. firm bearing his name, out of town for 10 days on business trip. H. S. GOODMAN of the H.S.G. Agency returns early next week from Chicago, where he went to open an office, and also from a visit to Detroit.

WALTER E. KLAUER, president of WKBB, Dubuque, is in town for a few days. RAYMOND SCOTT is back in New York from Hollywood. FATS WALLER returns to New York from Hollywood next week. ROBERT L. RIPLEY goes to Kansas City on Dec. 15 for a lecture at the Music Hall there. SHEP FIELDS leaves for Chicago to begin an engagement at the Palmer House there next week. ARDE BULOVA sails today aboard the Normandie for Europe. MURRAY HANCOCK of CBS returned from the Dominican Republic. MARIE KEITH, vocal coach and radio accompanist, returns to New York soon from an Iowa visit. WILL YOLIN, publicity director for Phillips H. Lord, has returned from Wilkes-Barre, Pa., where he signed six people to appear on a future "Gangbuster" show. DR. CHARLES COURBOIN leaves Thursday for Philadelphia where he will dedicate the WFIL organ which he designed.

Basil Fomeen Back on Air

Basil Fomeen, with his accordion and orchestra, will return to the air tomorrow at 11:15 p.m. in a twice-weekly schedule over WOR from the Restaurant de la Paix of Hotel St. Moritz. Second broadcast will be Saturday, 7:45 p.m.

Advertisement for KSTP (Northwest's Leading Radio Station) featuring 25,000 WATTS, LIFELIKE RECEPTION, NEW TRANSMITTER, INCREASED COVERAGE, BASIC RED NETWORK. Locations: MINNEAPOLIS, SAINT PAUL.

Advertisement for THE MODERN BOOMERANG featuring WBNX NEW YORK 1000 WATTS DAY AND NIGHT. The Station that Speaks Your Language.

## SONGWRITER ULTIMATUM GIVEN TO PUBLISHERS

(Continued from Page 1)

general meeting of the SPA membership at the Hotel Astor for the purpose of determining whether the SPA should make changes in its by-laws (particularly Article IX) which is the chief objection of the publishers who are against signing the new proposed form of contract. Meanwhile a more or less serious strike has been in effect for several months, with the independent writers not turning over any songs to publishers. On the other hand the so-called coast writers who have film contracts, as well as the music houses affiliated with film companies, feel that they do not have the same things in common with the non-affiliated writers or publishers.

On the strength of the latter situation, it is reported that important composers such as Jerome Kern and Sigmund Romberg are leading wholesale resignations from the SPA. Romberg has been an official of the SPA ever since it was organized. Other important writers reported as having resigned include Irving Berlin, Dorothy Fields, Gus Kahn, Dave Franklin, Cliff Friend, Oscar Hammerstein 2nd and others.

## Kolorama Television Soon Ready to Market

(Continued from Page 1)

Kolorama, predicted "a reasonable degree of perfection" without radically altering present methods. A large screen is used, with a mechanical rather than the usual electronic system, and images of good quality up to 5x6 feet have been shown, though even larger projection is possible. Several demonstrations daily are continuing through the week for engineers and the press.

## 23,000 in Youth Club

Royal Baking Co. of Salt Lake and Ogden, participating in youth club activities of the "Jimmy Allen Adventures" serial, five weekly, reports that 23,000 "cadets" are enrolled in the primary area of KSL, which airs the show. Thoroughly satisfied with results, long term renewal by sponsor has been made, according to Ed Broman, account executive. Recent promotion gave cast-photos to more than 10,000 club members. Gillman Agency produces the feature.

## NEW PROGRAMS—IDEAS

### "Beano" Goes Radio

"Beano," the sublimated game of lottoes which had won its spurs as a carnival feature even before it was adapted for movie theaters, has gone radio in a new commercially-sponsored version over WAAB, Boston. Kay Jewelry Co. is the sponsor, and the game accordingly is titled "The Kay Plan." Listeners have a squared game board, similar to that used in lottoes, except that each square is blank. They are asked to write the name of the game in the 7 squares across the top, affording excellent spot for a commercial. Next they write the first three letters of their respective telephone exchanges and the four figures of their telephone numbers in the second row of squares. Announcer then reads off other letters or figures, each called for a certain square. Listener getting all right letters and figures produces a combination representing his phone number. He calls station, and is declared the winner in an air announcement.

### "Sports Spelldown"

Sam Levy, dean of Milwaukee sports writers and baseball expert for The Milwaukee Journal, is starting a "Sports Spelldown" over WTMJ. Sports-minded folks will be invited to WTMJ's studios for the quarter-hour broadcast. Levy will shoot at the contestants sports queries based on his long experience as sports authority.

Typical questions: "What prominent football star began his career on an ice wagon?" "Who was the only man to knock Jack Dempsey out of a ring?"

Winners will get season passes to games of the Milwaukee Brewers American Association baseball club for 1938.

### General Shoe Co. Series On 12 Mutual Stations

(Continued from Page 1)

Jorie DeMott will write the script, with Mark Hawley serving as narrator. Program will originate from the WOR studios.

### Crime Dramatizations Prohibited by Argentine

Buenos Aires—The Argentine Post & Telegraph Department, which controls broadcasting in this country, has placed a ban on transmission of radio programs dramatizing any scene or development of a criminal, "hair raising" matter or anything of an immoral nature.

### Jaeger Chief WNEW Announcer

John Jaeger has been made chief announcer at WNEW. He has been a member of the staff for some years.

### "Christmas Tree Lady"

Marking third consecutive year on air, the "Christmas Tree Lady," quarter-hour kid show, has returned for pre-holiday season to KFVS, Cape Girardeau, Mo. Virginia Bahn, program director, is the title character, and she fills the spot with informal talk about Christmas. Kids may become members of Christmas Tree Club by phoning station and later bringing toys to the studio, which are turned over to charitable organizations. Night before Christmas, organizations tell what they've done with them.

### WMBH News Magazine

A midafternoon news period, titled the "WMBH News Magazine," has been started by WMBH, Joplin, Missouri. Human interest, rather than spot stuff, is featured, including local news reported by staff, Hollywood and fashion items, and editorial-type stories on movements such as the Red Cross. Station has placed a news-bulletin board on its building, near busy bus stop.

### City Club Program

Though little more than a month old, the Tuesday evening City Club Forum over WNEW, New York, has already attracted a considerable following. Forum, made up of City Club members, their friends, and a limited number of outsiders who apply for tickets, airs in 8:30-9 p.m. spots, and presents general discussion on city, national and international topics. Many prominent civic figures have already taken part. The program was originated by, and is under the direction of, Baxter Pickering.

### Delay AFM-ET Licensing Until IRNA Deal Is Set

(Continued from Page 1)

president of the musicians' union. Tentative transcription and record license forms had been printed by the AFM, but these were destroyed as being inadequate from both the AFM and disk maker angles. Various items, however, are being straightened out.

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

## RAYMER TO REPRESENT MICH. RADIO NETWORK

(Continued from Page 1)

Chicago offices of Raymer as the first step in the expansion program. Wm. G. Rambeau Co. contract for the Michigan stations is not being renewed upon expiration Jan. 1. Rambeau represented the Michigan network for the past five years. H. Allen Campbell, general manager of the King-Trendle radio interests, set the Raymer deal.

### Lowenfels & Son on 2 Stations

Frederick F. Lowenfels & Son (Hotel Bar Butter) is sponsoring Transradio News every Sunday at 10 a.m. over WOR and announcements over WQXR. Neff-Rogow Inc. is the agency.

### "Underworld Cathedral" Back

"Cathedral of the Underworld," after a two-year absence, returns to WMCA on Sunday at 4-4:30 p.m. The feature was started and aired for almost a decade by the late Tom Noonan.

### Pilot Society Luncheon

Pilot Radio Award Society will celebrate its first year with a luncheon Dec. 15 in the Waldorf-Astoria. Recipients of the awards made weekly for distinguished radio work will attend.

## AGENCIES

ROBERT E. POTTER, national advertising manager of Chicago Journal of Commerce, is resigning to become vice-president and general manager of the new MacDonald-Potter Inc. agency, 230 North Michigan Ave., Chicago. Arthur R. MacDonald continues president.

MASON BARLOW, Advertising, Chicago, has been organized as a general agency with headquarters at 201 N. Wells St.

E. J. POWERS, who has been western manager of Cooley & Cortes Inc., Chicago, has taken over quarters formerly occupied by that organization and launched a special representative firm under the name E. J. Powers & Co.

PAUL MARKMAN, formerly with Beaumont & Hohman Inc., Chicago, has joined Ward Hicks Advertising Agency at Albuquerque, N. Mex.

LORIN COLLINS & ASSOCIATES have landed Illinois Condenser Co. account, Chicago manufacturers of radio condensers.

EVANS ASSOCIATES, Chicago, have been appointed advertising counsel for E. C. Atkins & Co. and Creamery Package Mfg. Co., Chicago.

MARIAN CHURCHILL, formerly with Lord & Thomas, Chicago, and prior to that with Blackett-Sample-Hummert here, is assistant to director of advertising at B. T. Babbitt Co., New York.

## OKLAHOMA CITY

Polly Tollison, on Meyers Motor Co. WKY program, daughter of an A. T. & S. F. executive, had the train held for her until she finished her program; then for a visit home.

Ben Bezoff, WKY announcer studying radio law, has been elected president of his law class at the Oklahoma City Law School.

"Eddie McKee at the Keys" is new 15-minute KTOK program, vocal and piano, Monday through Friday.

The boys at WKY decided Earl Hull, chief engineer, didn't know how many cigars he was smoking. An actual count by the staff revealed Earl consumed 84 cigars in a single week. Now he likes the record so well he's trying to better it every day.

Weldon Stamps, former KFPW (Fort Smith) staff announcer, now occupying same position at KTOK.

## KFEL, Denver

Manager Gene O'Fallon has completed plans for the 1937 Radio Auctions of the Goodfellow Club, which cooperates with Rocky Mountain News in activity on behalf of the needy. This is the 14th year of the series.

Station's new recording equipment will be used to transcribe the weekly program of the Gospel Broadcasting Ass'n from the Don Lee Network so that the program may be released at a suitable time in Denver. At present, the program is released over Mutual at 8:30-9:30 p.m., MST when KFEL is off the air.



● ● ● Thinking Out Loud (and sometimes talking out of turn):—For the past week or so Jack Robbins has had us on the rounds with him—and in all the years of reporting we've never visited any of the places to which he's taken us....As one of the outstanding music publishers, he doesn't spend his time in spots which have broadcasting facilities—so that he might have one of his songs plugged—but goes to "joints" which have four- or five-piece bands—in the hope of making a discovery. Like every newspaperman is supposed to have a plot for that "Great American Novel," Robbins believes that every bandleader or musician has some tune in the back of his mind—and it'll be "written some day." It's his desire to have it done now and possess it first....He goes to these dives with that thought—and encourages the musicians to play as they please—knowing that a publisher is in the house—and opportunity is knocking....Some 18 years ago he walked into Reisenweber's at 4 a.m. and picked up a song called "La Veda" which only sold a million and a half copies. Since then, he's been working under the illusion of repeating this feat—and has on "Smiles" and other tunes....Last week he grabbed Stuff Smith and Mike Parrish playing a ditty. He liked it, toyed around with it—and now it's to be published under the title of "It's Wonderful"....The near future will tell.

● ● ● Lee Chadwick, continuity director for WTAR, Norfolk, says what with all the talk about mental telepathy and the current interest in it, especially highbrow, there is a demand for a new word—and offers this suggestion "mental teleopathy"....How some radio fans will wear one down is displayed by the letter recently received by Leo Fitzpatrick, general manager of WJR, Detroit. S. R. Raridon of Cleveland heard a trumpet solo on WJR 10 YEARS ago and just got around to writing asking for info on it. Being the "Goodwill Station" (but there's such a thing as going too far) Fitz went to work on filling the questions asked—such as how high a note was blown, how to find it on the piano by counting down from the extreme right, etc. Leo discovered that it was the Elks Band—long disbanded—that it was "I Love You Truly" being played, etc.—and the note struck. Now Mr. Raridon of Cleveland is very happy!

● ● ● Up until the other day we didn't know that there were TWO "Buddy Clarks"—the singer and the bandleader—and the two have had mail confusion, phone complications and introduction embarrassment. But neither will "give" to the other—the bandman saying he used it first though the singer made the monicker more famous....However, here's the distressing part of the entire thing: Neither has legal claim to the tag because the singer's real handle is "Samuel Goldberg" while the other's mother called him "Herbert Kristberg"—but let them file about it themselves....Another name-confusion we encountered the other day was while listening to Jack Eigen's informing and snappy daily chatter on WMCA sponsored by Madison Loan Co., with Nat Brusiloff's band. The wordslinger on the show we thought was very poor and amateurish—only to discover that the "Bert Lee" announcing is Bertram Lebar, one of the country's finest salesmen and commercial generalissimos of WMCA-Intercity!

● ● ● The haughty mien of four WGAR, Cleveland, executives may be accounted for by extra-radio offices held by them....John F. Patt, station general manager, is president of Kansas University alumni in Northern Ohio....Gene Carr, assistant manager, holds the presidency of the Westminister College grads in Cleveland....Production manager Carl George is now president of Muskingum College alumni in Cleveland....Sales promotion director Graves Taylor is the only Ohio alumnus of Washington College and hence claims the same number one rating among "them"!

## GUEST-ING

LAURITZ MELCHIOR, on "Magic Key," Dec. 12 (NBC-Blue, 2 p.m.), KIRSTEN FLAGSTAD, same program, Jan. 2.

JEAN ELLINGTON, on "Hammerstein Music Hall," Jan. 7 (CBS, 8 p.m.), WALTER CASSEL, same program, Dec. 31.

TED FETTER and NELL O'DAY, appearing in "Many Mansions," on Charlotte Buchwald's "Playgoer," Dec. 10 (WMCA, 1:15 p.m.).

DOUGLAS FAIRBANKS and AN-DREA LEEDS, on "Silver Theater," Dec. 12 (CBS, 5 p.m.).

JACKIE COOGAN and BETTY GRABLE, on George Jessel show, Dec. 12 (Mutual, 6 p.m.).

ANN DVORAK, with Tyrone Power in "Never See Snow Again," Dec. 12 (NBC-Blue, 9 p.m.).

CLARK GABLE, MYRNA LOY, LEWIS STONE, FANNIE BRICE, MICKEY ROONEY, ALLAN JONES, JUDY GARLAND, HELEN TROY and BETTY JAYNES, on "Good News of 1938," Dec. 9 (NBC-Red and WHN, 9 p.m.).

DEL CASINO, on "Hello Peggy," Dec. 12 (NBC, Red, 11:45 a.m.).

SHEILA BARRETT, return appearance on "Magazine of the Air," Dec. 9 (CBS, 3:30 p.m.), CLYDE BARRIE on same program Dec. 16.

JOSEPH BENTONELLI and NADINE CONNER, on "Vicks Open House," Dec. 12 (CBS, 7 p.m.).

## PITTSBURGH

Herbie Kay definitely set to succeed Dick Stabile at Hotel William Penn, New Year's. Stabile goes west. Two Pittsburghers in Kay's band: Charley Probert and Ralph De Stephano.

Ray Pearl's new tune, "I Happened to Look in Her Eyes," has a prospective publisher. Pearl to remain over the winter at Bill Green's (Mutual).

Milk Fund on KDKA, sponsored by Variety Club, raised \$4,000 in pledges Saturday night. Johnny Harris trying to get Fibber McGee and Molly for next Saturday's appeal.

Mrs. Frederick G. Rodgers died Sunday. Husband for years was program manager of KDKA.

## WNEW, New York

Ray Hamilton, singing organist, will be heard in a new series weekdays at 7:15 p.m.

Thornton Fisher, noted radio sports commentator, will air Tuesdays, Thursdays and Saturdays at 7 p.m. starting tomorrow.

Douglas Arthur, emcee, has a new 2-2:30 p.m. Tuesday through Saturday series, with Libby Hall, Johnny McKeever, Slim Gaillard and Jimmy Rich among the talent.

Martin Block's "Make-Believe Ballroom" has been extended for 15 minutes more each morning, starting at 9:15 a.m.

Program ★  
Reviews

**"It's The Law"**

Dramatization of an actual case-history, plus the arguments presented in court to the presiding justice, bowed in Monday on WHN, 8:30-9 p.m., and gave an entertaining account of itself. Prefaced with the remarks that similar cases should not be judged by the decision rendered in the problem dramatized, program told the story of a marriage which ceased in its third day—and asked if the man was entitled to an annulment of his vows which he asked. Persons in the audience were interviewed on their opinions and preferences, with the actual court interpretations held for the fadeout. It was very entertaining outside of the replies given by the audience—who sounded like "plants."

**NBC Symphony Orchestra**

NBC's recently formed symphony orchestra is really going places, and the performance given last Saturday night over the Red and Blue networks under direction of Artur Rodzinski, guest conductor, who will hold forth until Christmas night when Toscanini arrives on the podium, was an impressive affair. Program included a tone poem by Sibelius, Handel's "Water Music", Debussy's "Nocturnes", Albeniz's "Trina" and Beethoven's Fifth Symphony. The tone effects elicited by the conductor in the Sibelius and Debussy selections marks the NBC orchestra as one of the ranking music-of-the-immortals makers on the airwaves.

**"Rain and Sunshine"**

Sponsored by R. B. Davis Baking Powder, through Charles W. Hoyt Inc. agency, this new quarter-hour on WEA, Tuesdays and Thursdays at 12:45-1 p.m., is a generally pleasing mixture of vocalizing, answers to listeners' questions, and a bit of chatter to tie things together. Program is served by a mixed team. The male member does the singing and asks the questions, with the lady answering. The questions, which listeners are invited to send, cover anything at all, with a product plug worked in occasionally. Routine is more or less informal and easy to take.

**Wini Shaw Married**

Wini Shaw, singer, and Fred Hofberg, broker, were married Monday in Fort Lee, N. J.

First in local accounts  
in Chicago

**WGES**

(In the heart of Chicago)

**ORCHESTRAS - MUSIC**

**D**R. FRANK BLACK will conduct the new NBC Symphony Orchestra when it makes its first appearance as an assisting group in the American concert debut of Heinz and Robert Scholz, duo-pianists of the Mozarteum and the Salzburg Festival, over NBC-Blue on Dec. 16 at 9:30 p.m.

*CRA has set Jack Denny and his ork for a repeat at the Drake Hotel, Chicago, starting Dec. 17, with a WGN-Mutual wire; also Stuff Smith in a return to the Onyx Club, New York, starting Dec. 9, before going to the Famous Door on the coast.*

British Broadcasting Corp. Orchestra will be heard over WOR-Mutual from London at 2 p.m. Saturday in the first of two international exchange broadcasts through shortwave facilities of Canadian Broadcasting Corp.

*Cyril Mansfield has joined the Johnny Johnson orchestra as vocalist at the Village Barn, and will be heard with Johnson on his twice-weekly airings from this spot.*

Howard Warren Sprague, composer and publisher, Jacksonville, Fla., who recently put out "Just Someone to Call My Own," will rewrite this number in February for swingtime dance music in a different key. Sprague also will soon publish his new dance waltz number, "Would You Care If I Loved You."

*Bill Arnold, whose orchestra is featured nightly over WATL, Atlanta, leaves the Spanish Room of the Henry*

**WRNL, Richmond, Va.**

Walter R. Selden, operated on for appendicitis at Stuart Circle Hospital, is expected out in six weeks.

C. Alden Baker, commercial manager, has returned from New York where he closed several commercial accounts including Chevrolet "Musical Moments" and Carter's spot announcements.

The Bill Dalton Byrd Theater organ program starts Dec. 23, three times weekly.

New studios being built in the News Leader Arcade will be completed by Feb. 1. FCC examiner has okayed application for boost to 1 kw., unlimited, and plans for directional antenna are going forward immediately, according to Earl Sowers, managing director.

**WKAT, Miami Beach**

John Folsom of station staff married Sonia Hartman yesterday. The Streamlined Melodiers, girls' trio, now appearing regularly on the station.

Maude Kimball Massengale, society editor of Miami Beach Topics, is presenting "Society Hour" twice weekly. Ted Coughlan has started airing book reviews.

Harry Richman will emcee a broadcast with a host of celebs in connection with southern premiere of the film "Victoria the Great" at Colony Theater.

*Grady Hotel on Dec. 10 for an engagement during the winter season in Florida.*

Ernie Mathias and Lois Still departed Vincent Lopez's Orchestra after Lopez finished his week at the Stanley, Pittsburgh. Now vacationing at their home in Monongahela, Pa., they plan to organize a band in California after January.

*Vincent Lopez, whose orchestra is appearing at the Earle Theater in Washington this week, has called upon educators in this country to educationalize American popular music. Educators who tune their ears only to selections of foreign composers, he said, are neglecting a potential unifying and patriotic force in our national life.*

Soccaraz and his "Magic Flute" are now heard on WMCA, broadcasting from the Havana Madrid on Friday and Saturday nights at 11:30. Don Gilberto and his rumba orchestra are heard on the same program.

**WAGM, Presque Isle, Me.**

Irvine Gammon, county editor of Portland Press-Herald, is the new announcer on the evening Transradio News, which also has a new sponsor, L. D. Bearce Co., Caribou (Tydol distributors).

Ted Coffin, program director, has taken on duties as editor of Aroostook Radio News Service, the potato empire's daily county news service.

Harmon Sisters are the new talent for Pillsbury, which for past two months has used Bert Robertson and Lewie Boys, swingtimers.

Lewis Hersey, former WAGM manager, has taken over duties of manager and publicity director of Fort Fairfield Winter Carnival and plans pickups to be aired during Carnival in Feb.

**WHO, Des Moines**

Lyman Cooley, travel-talker, is back on the Sunday schedule.

Sign-off time has been extended to 1 a.m., against 12 midnight formerly.

Woody Woods attended the educational broadcasting parley in Chicago.

Harold Fair, program director, now on a vacation in Florida and Cuba, also hopes to do some fishing in the Gulf.

★ **F. C. C.** ★  
**ACTIVITIES**

**APPLICATIONS RECEIVED**

Orrin A. Senzel, Rochester, N. Y., CP for new station, 1500 kcs., 100 watts night, 250 watts day.  
McComb Broadcasting Co., McComb, Miss., CP for new station, 1200 kcs., 100 watts, day.

**APPLICATION RETURNED**

Herald Publishing Co., A. W. Huckle, pres., Rock Hill, S. C., CP for new station (old form and incomplete).

**NEW BUSINESS**

WCOP, Boston: Riverbank Canning Co. "Zeke Manners," ETs.

WIP, Philadelphia: Gar Wood Industries, spots.

WBAL, Baltimore: Ford Motor Company.

WWVA, Wheeling, W. Va.: Chevrolet; Musterole; William Wrigley.

KCKN, Kansas City, Kan.: Chevrolet "Musical Moments," ETs, through Campbell-Ewald.

WHN, New York: Street Railways Ad vertising Co. "The Voice of the City," program, placed direct for 13 weeks.

KWK, St. Louis: Musterole, "Carson Robeson and his Buckaroos," ETs, through Erwin, Wasey.

WESG, Elmira: Peter Schuyler Cigars; Skrudland Photo Service; Compagne Parisienne (perfume); Procter & Gamble; Seven-Up (soda water); Gardner Nurseries; Rota-Zol (gasoline).

KSL, Salt Lake City: Alka Seltzer, renewal, through Ed Petry Agency; DeSoto, renewal; Saylor's Chocolates through Doremas Agency.

**Jingles for Sponsors**

Jingles on advertisers, set to any rhyme or meter, and pertaining to sponsors of the daily Pet Unlimited Club, draw daily and weekly cash prizes for listeners over WMPs in Memphis. First day brought in jingle on Paul Hodges, but it didn't count because Hodges is the emcee. Now station is trying to sell him time in order to qualify the rhymester.

**THE COUNT OF MONTE CRISTO**

Radio's most thrilling dramatic serial, superbly recorded in 130 quarter-hour programs, is now available for local and regional sponsorship. A truly great production by the finest, largest cast ever used in a transcription serial. Hundreds of unique sound effects; breathless action; flawless acting.

This program has been a smashing success wherever broadcast throughout the English-speaking world.

Write or wire for exclusive territory still open, full history and synopsis, and audition samples.

**EARNSHAW RADIO PRODUCTIONS**

8423 Hollywood Blvd., Hollywood, California  
Entire Office: Class, Michigan, 114 Broad Street, N. Y.

Author and Producer of "Flash and Ben", "Clunk", "Hollywood Newsletter", "Radio Short Stories," etc., etc.

**UNIVERSAL**



Complete School and College RECORDER.

Simple to operate. Results guaranteed.

Recording Division  
**UNIVERSAL MICROPHONE CO. Ltd.**  
424 Warren Lane, Inglewood, Calif., U.S.A.



**KNX** has a new CBS Pacific Coast program in "Hollywood Matinee," Wednesdays at 3-3:30 p.m., on which staff announcers will be alternated. Gary Breckner draws the assignment first, with Clark Ross, baritone; Judy and Her Jesters; Chiquito, and Lud Gluskin's orchestra featured.

M-G-M has given Meredith Willson eight choristers and ten musicians to add to his present Maxwell House orchestra of 35. The "William Tell" contribution of the musical director on last week's program was a thoroughly musical job, incidentally.

Bob Baker, conductor of CBS "Hollywood in Person," is confined to his home with a touch of flu.

KFQD, Anchorage, Alaska, has taken 222 episodes of Earnshaw Radio Productions' transcribed classic, "Detectives Black and Blue."

Schwabacher-Frey, stationers, have signed a KFI contract for 313 announcements on Happy Jack Kay's daily "Breakfast Club" program. Sponsorship of the show is on a participating basis.

Irma Brady Boyle has inaugurated a series of monthly musical programs featuring the Mereblum String Ensemble over KFQB. Juvenile personnel of the group ranges in age from 8 to 18 years.

Janet Scott, Henry Anthony and Virginia Bassett are three recent additions to the cast of May Robson's "Lady of Millions" transcriptions now in work at Associated Cinema.

Broadway Bill, ace race track commentator, is back on the air with a weekly, Saturday-7:30 p.m. program over KFI. These are just the "work outs" for a daily gallop with the opening of Santa Anita on Christmas Day.

Peter Potter, CBS producer of "Western Home" and "Hollywood Barn Dance," is doubling in a role as a funny newspaper reporter in Grand National's "The Shadow Speaks."

Frederick Stark gave a young Los Angeles composer, John Spaulding Blake, a break when he presented a special orchestration of the young writer's "Yellow Jackets" over the air for the first time on KHJ last Sunday.

KEHE has inaugurated a Saturday night "Scavenger Hunt," modeled along the same lines as the goofy game as played by New York social registerites under the tutelage of Elsa Maxwell. Al Poska, "Head Huntsman," gives listeners a list of ten articles at 8 p.m., which they are supposed to turn in to the station at 9:30. It's new, anyway.

#### 15 Minutes—15 Features

"Quickies," a new commercial presenting 15 features in as many minutes, is now airing over WAAF, Chicago, originated, written, and announced by Program Director Jack Odell. Program includes news, music, fashion data.

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

### WJW—Akron

1210 Kilocycles—250 Watts Day, 100 Watts Night.

**JOHN F. WEIMER, President**  
**SAM W. TOWNSEND, General Manager**  
**ARTHUR W. GRAHAM, Program Director.**

**PROPERLY**, it began in 1909. And a hard beginning it was, too, back in Mansfield. Equipment was high, funds scarce. But the bug had bitten John F. Weimer. So he started. He built his first microphone himself—a time-honored-two-button contraption, the designs for which are still a treasured possession.

The war interrupted Weimer's activities, but he was back on the job soon after, and in 1925, obtained a broadcast license. The call letters then were WLBV, changed in 1927 to WJW. In 1928, the station became the country's first 100-watter to use crystal control. Weimer himself ground the crystals.

From that time on, the station progressed rapidly. Its expansion soon demanded more room, and in 1932, Akron became the new location. At the same time a corporation was formed, with Weimer as president. Five years in Akron and still growing, the station is now a byword in public service. Well-managed and modernly equipped, it occupies a well-earned place as a radio pioneer.

### BOSTON

Merchants of Harvard Square, Cambridge, are participating in sponsorship of a pre-Christmas program, "Shop Harvard Square First," over WCOP.

Ruth Chilton, the WEEI songstress now at WSYR, Syracuse, writes that she's on a new commercial sponsored by American Stores, in addition to her sustainings.

Edward Hall, WBZ news commentator, reversed the procedure and interviewed Jerry Belcher, the "Our Neighbors" interviewer.

RCA Victor Dealers, who sponsor Rakov and his rhythm over WBZ-WBZA, are giving three minutes of each program to the Community Fund.

### LINCOLN

Bruce Nicoll, radio editor of the Sunday Journal and Star, is promoting a radio program popularity contest, offering a radio set as the prize.

Jack Hanssen and J. Gunnar Back, KFOR, conduct a nightly "Mr. Yes and No" program during the dinner hour rush. It's a man on the street variation.

Chamber of Commerce has started a salute to the trade territory weekly on KFAB, with an honor town each night.

### WMPS, Memphis

Francis Chamberlin of the commercial department is the father of a girl, his fourth.

Hiram Higsby has added a Saturday night show, "The Taffy Pull," with talent including Herb Summerfield's ork, Dave and his Rhythm Rangers, Igor Ivan, Dixie Redheads, Oklahoma Cowgirl and Sweetheart of the South.

Paul Hodges and Fred Vosse did quite a job in conducting a three-point pickup of the annual "Spirit of Christmas" parade which drew out some 200,000 Memphians.

### KANSAS CITY

Fred Edwards, new KMBC announcer, and Doris Stauffer of New York are Mr. and Mrs.

Don Davis, WHB president; Earle Smith, KMBC newscaster, and Walt Lochman, former KXBY sports man, are on the Mayor's Christmas Tree publicity committee.

M. F. "Chick" Allison, KMBC publicity head, went on the air the other day, putting the bee on one of his former profs from Kansas State College.

Helen Sorrells of WDAF dramatized the Dickens "Christmas Carol" for airing in six episodes.

John Wahlstedt Male Choir of 16 voices has returned to WHB for weekly Sunday programs. Roland Pound and Lowery Kochler are featured soloists.

### BALTIMORE

WBAL's "Treasure Hunt," sponsored by Cremo cigars, has gone over so big that prizes have been increased and broadcast moved to Ridgely Hall, Odd Fellows Temple, seating over 500. Garry Morfit continues as head huntsman, assisted by Walter Linthicum, with John Wilbourn handling production.

WFBR has been so busy that it forgot about announcing its annual Christmas party for clients. The advertisers didn't forget, however, and upon being reminded the station immediately set date, Dec. 18.

### WRC-WMAL, Washington

Commercial Manager John Dodge was abed last week due to grippe resulting from ping pong exertion. Kenneth H. Berkeley, sympathetic g.m., sent him an autographed paddle with ball attached.

Local engineers will soon review the Red Cross standard course in first aid to the injured which they completed last year. Engineers Bob Terrell and Keith Williams are conducting the review.



**CARL ERICKSON**, WIND announcer, and Marie Fox of Rockford dashed over to Valparaiso, Ind., and told it to a preacher.

"Skelly Court of Missing Heirs" is now presented before an audience in the WBBM Air Theater.

Gina Vanna is scheduled for a third week on the Contented hour—looks like she may get the coveted soloist berth vacated recently when Vivian della Chiesa's contract expired.

Marion Jordan (Molly) is still confined to Sacred Heart Sanitarium, Milwaukee. Jim Jordan (Fibber McGee) visited her over weekend and reported her much improved.

Tom Fizdale is back from a trip to New York.

Les Tremayne, headliner of "First Nighter," was discharged from Passavant Hospital Monday, fairly recovered from gunshot wound.

Dick Jurgens takes over Dec. 14 at Trianon Ballroom for a fortnight, when he moves to the Aragon. Bill Carlsen then goes into Trianon. Ted Weems, who was at the Trianon, is to make a tour of one nighters.

A daughter was born to Mrs. John Mitchell (Helen King) who was Em of the famed team of Clara, Lu 'n' Em, at Evanston Hospital.

Gale Page, NBC contralto, is headlined in a new Saturday p.m. concert series over NBC red network with Bill Krenz's orchestra.

Francis X. Bushman has joined cast of "Skelly Court of Missing Heirs."

### KGVO, Missoula, Mont.

"Our Public Speaks," a new and novel daily feature, gives the listeners opportunity to express opinion on the topics of the day. Speakers are selected on the merits of their letters sent to the station.

Station is carrying 12 CBS commercials weekly with Thursday as the banner day of the week.

Problems of the Farmers in Western Montana are aired on the weekly program "The Farm Clinic."

Uncle Jerry, whose "Fairy Story Telling" is a favorite of the kiddies of Western Montana, has written countless numbers of stories for children.

### WMAS, Springfield, Mass.

Formal opening of the new studios, transmitter and tower will be held Thursday night.

Jeffry Marlin, infant son (and one of a pair of twins) of Al Marlin, station manager, died Friday.

Turner Cooke, program director, wants to do a b.c. from the top of the new tower, 350 feet up, tallest self-supporting tower in New England.

**PROMOTION**

**Promotion Work Plugged**

Slant on a new promotion piece distributed by WISN, Milwaukee, is the station's promotion activity, designed to show advertisers what station is doing toward audience build-up. Done in two colors, first peek announces that station is building "Milwaukee's best mousetraps." But it isn't waiting for listeners to beat the familiar path to its door, the second fold informs. Inside, the activities are listed. These include: display advertising in Milwaukee papers; window posters and blotters supplied to advertisers; airing of program previews, providing listeners with a radio index of broadcasts; outdoor advertising; and heavy publicity releases.

**Station Visits by Dealers**

Canada Dry Ginger Ale, sponsoring a news program over WFIL, Philadelphia, has arranged nightly visits to the studios by its dealers and retailers in a buildup of company relations. Working closely with the station, tours are conducted, the technique of the program is explained, and as finale, the visitors watch the Canada Dry broadcast. Idea is designed to make the dealers radio-conscious and to implant the thought that program is theirs.

**Sponsors Swap Boosts**

Kid winners of the "Children's Hour" amateur program over KLZ in Denver are slated for guest appearances in another KLZ broadcast, thus providing sponsors of both programs with an extra build-up, each drawing mention on the other's show. Tie-up brings together Olinger's, sponsor of the kid show, and the Public Service Co. of Colorado, on the air with "Hospitality House."

**Sponsor Political Program**

"Play Politics," a two-day contest-game which tied-in with the recent local election under sponsorship of Roger's Jewelry Co., is reported as the most thorough campaign of its kind ever aired by WCMI, Ashland, Ky. Tally sheets were distributed by the local store, and listeners were asked to tabulate the election results as aired by Announcer Ruhle. Listener who submitted the neatest and most accurate sheet was awarded a gold watch, with several other prizes added.

**SAN FRANCISCO**

Frank Oxarart, veteran radio exec and formerly mgr. here for Allied Advertising Agencies, has joined the KYA staff as account exec.

Charley Gerrard, NBC "villain" actor, is back from Cinema City and appears in next "I Want a Divorce" show Thursday.

KYA Station Manager Bob Roberts trained out Friday night for Fort Worth to attend a meet of Hearst radio execs of the Pacific and Southwest divisions, called by Elliott Roosevelt, vice prez. Will be gone ten days.

Two pix studios dickering for film rights to "I Want a Divorce," NBC dramatic series sponsored by S. & W. Food Products.

Louis Graf of the Titan Transcription Co. has gone south for a few days in connection with station XELO, Tia Juana, which he represents nationally.

Irving Parker, head of Radio Feature Service, the Earle Ferris coast office, up from L. A. last week on a visit.

Her colleagues at NBC presented Helen Kleeb, actress, and new bride of Newspaperman John Prendergast, with an elaborate hospitality tray.

Merton Bories, accompanist for the late Maurice Gunsky, in town and visiting friends at NBC. He's a program manager for a northwest station.

Milt Samuel, NBC press chief, home with throat infection.

New NBC show, "Musical Cocktails," bowed in last week over KPO. Crystallac Laboratories (auto polish) signed the show for 52 weeks, starring an instrumental trio, Clarence Hayes and Grayce Joyce, vocalists.

Janet Baird, NBC's young commentator and interviewer, has started a new program designed for young people titled "Story Store" over the Pacific Coast Blue network.

Hal Burdick is recording "Night Editor," his NBC net feature, for Max Graf. Will be aired on KSTP, St. Paul.

"Listen," authored by Pat Kelly, KFRC press head, and narrated by Herb Allen, changed its time Sunday, Dec. 5, to 3:30, a half-hour earlier. Show is being groomed—and boomed for sponsorship.

Monty Margetts, latest addition to NBC's acting staff, appears in her first starring vehicle Thursday in the S. & W. "I Want a Divorce" drama penned by Peter B. Kyne, author.

Walter Kelsey, NBC swing fiddler, started a Saturday 1:30-2 p.m. coast-to-coast series Saturday with a novelty band of a dozen. Kelsey has been heard recently on t. c.'s with the Johnny O'Brien Harmonica High Hat group.

Agatha Turley, KYA singer back from Hollywood, swears the Hollywood studio production pace is too great for her. Recuperating from a nervous breakdown, she won't return for about six months. When she does, contracts will put her soprano on the celluloid.

**PHILADELPHIA**

With elaborate ceremonies, and Dr. Charles Courboin at the console, WFIL will christen its new \$22,000 specially built Kilgen organ on Thursday.

American Communications Ass'n, representing some 90 per cent of WIP engineers, has had a series of confabs with Ben Gimbel, station prexy, regarding a new contract.

A local station for religious broadcasts only is sought by Rev. Percy Crawford.

Marie La Tell is now being heard over WIP in her blues songs.

Mill Spooner is the organist of the new WFIL Kilgen organ.

Bill Lang, KYW announcer, is the father of a boy.

Louis J. Lewis starts a new series of programs over WIP called "Meet Yourself."

Richard W. Weatherill returns again over KYW.

William J. Butler is the newest commentator on the staff of WIP.

Jack Stewart, WFIL sales manager, leaves for the coast shortly to look over the ground for opening of a WFIL coast office.

William Ware, WCAU announcer, was married the other day to Lois Davies of Austin, Tex.

Jerry Stone, WDAS director of publicity, eloped with Virginia Long.

Rupert George returns to WIP's Minstrels.

James "Tophat" Allen, WIP program director, is now doing theatrical commenting.

Leroy Miller is the conductor of KYW's Musical Clock program.

WCAU's Robert Street and wife leave for a short vacation in Havana.

John Facenda switches from his "Football Roundup" at WIP to a new program called Curiosity Court.

Harold "Buzz" Davis is now covering the boxing matches from the Olympia Club for WDAS.

Allen Scott started a "Groan Column" accidentally on his aircast over WFIL and now can't let go if he wanted to.

Powers Gouraud, Boake Carter, Larry Vincent, all heard over WCAU will appear at the Variety Club banquet Dec. 11.

KYW's Norman Sickles is going to Hollywood.

Phil Irving formerly heard over KYW is now heard over the network under contract to Vaughn DeLeith.

Norris West is back at WCAU after a short stay in New York.

**WELL, New Haven**

Kenny Lamont's Sunday noon organ recitals from Dreamland Theater are being fed to Intercity network.

Adam Genet and his Roaming Minstrels and the Branford Croatian Tamboritz ork are back on the air, while Guy Masella, Rhythm Rogues and Theater News are off.

Rocky Mountaineers are being fed to WSPR, WNBC and WATR.

Jimmy Peppe of Ohio is new manager for Sammy Kaye ork.

Ralph Dellaselva, formerly here, is now bringing notables to the mike at WBRV.

Victor Zembruski, Polish ork leader, soon celebrates his 250th week at WATR.



**If it concerns Radio you will find it in the coming 1938 RADIO ANNUAL—now in work and ready for distribution shortly after the first of the year.**



... distributed complimentary to Radio Daily subscribers as part of Radio Daily service.

1	9	3	7
4	5	7	11
17	18	19	20
21	22	23	25
26	27	28	29
30			

**Greetings from Radio Daily**

December 8th  
 Frankie Basch Howard Meighan  
 Elaine Melchior

## COLUMBUS

Thomas Eagleson, OSU student, now appearing over WHKC, is the new rival of Jimmy Scribner and other multi-voiced radio actors. But he has some distance to go to catch up with Scribner, as Eagleson does only 10 different voices in his show.

Larry Lawrence, "Rhyming Rambler," returns over WHKC with his broadcast of news presented in rhyme.

WCOL is making a special effort to build up its local program schedule, concentrating on remotes. To facilitate this, the station will sign off at midnight, instead of 1 a. m., thus allowing engineers to devote more time to their duties on the daylight and evening hours.

## CINCINNATI

Robert G. Jennings of Crosley's WSAI has scheduled Mayor Russell Wilson as emcee of initial Christmas Fund show series, "Miles O'Dimes," in cooperation with Cincinnati Post. Paul Kenney, Post radio editor, will emcee the next day.

Paul Sullivan, WLW's ace news commentator, is handling the second current Remington - Rand program. Additional series runs through Jan. 1, when spot will be occupied by North American Insurance Co., Chicago.

## KFOX, Long Beach, Cal.

Don Alderman, commercial representative, has motored north for a week of hunting.

Hal Nichols, owner, received an award from Mt. Sinai Hospital, Los Angeles, for assistance on the hospital's recent screen star ball game. Norman Masterson, actor, bears a striking resemblance to Jack Benny and even talks like him.

Iola Josephson, actress, does most of the little boy parts in station's dramas.

## KOMO-KJR, Seattle

George Dean, formerly of KVOS, Bellingham, is a new member of the announcing staff here.

A chorus of 75 voices under direction of Owen Williams is presenting a series of Christmas carol programs over KJR for Bon Marche store. All members of chorus are store employees.

## ONE MINUTE INTERVIEW

## MEREDITH WILLSON

"This era of experimentation in music, which has produced new rhythmic approaches in orchestration—new sounds in instrumentation—is, I believe, soon to make way for a new period of serious development, during which time certain gaudy novelties will disappear, leaving new musical Americanisms of substance. These will be legitimized, so to speak, by the composers of this new period, and the general result will be a trend in musical presentation along the lines of a new simplicity."

## ★ Coast-to-Coast ★

**T**HE Iowa Network, which has been broadcasting weekly "fireside" chats by Iowa governors for the past five years, is continuing the series with the talks of Gov. Nelson G. Kraschel. In addition, U. S. Senators Clyde L. Herring and Guy M. Gillette are resuming their transcription broadcasts made in Washington and aired regularly on the Iowa Network. To further inform Iowans of Washington legislation that affects them, weekly transcriptions by Richard Wilson, Des Moines Register Washington correspondent, are rushed to IBS for regular broadcasts.

*With the Harrison print shop contributing the printing, WBIG has distributed placards urging the good folks of Greensboro, N. C., to "join the Goodfellows' Club, tune to WBIG at 1 p. m. daily, and help the Salvation Army help the helpless."*

Dave Nowinson, publicity director and continuity writer of the Iowa Network, Des Moines, landed an article on Schubert's Serenade in the December issue of World Digest.

WVVA, Wheeling, W. Va., again has Stone & Thomas store, for the fifth year, sponsoring Christmas carols over the station daily from Dec. 15 until Christmas.

The Pepperettes, girl trio, will appear as guests on the Dr. Pepper-Dixie Network next Sunday at 5:30 CST.

Mutual on Dec. 26 will air a 45-minute program from London via BBC. His Grace the Archbishop of Canterbury will be heard during the special Christmas program which will start at 3 p. m.

Arthur Boran will emcee at the American Greater Dentist's convention in Hotel Pennsylvania today.

After a tryout, Salco Oil Co. has signed a full-year contract with WBRV, New Haven, for the two-a-week street interview conducted by Jack Henry and Bill Blatchley.

Bill Pope, sports announcer, was emcee Sunday on the first of a series of three special features being aired by WESG, Elmira, in the interests of the local "Arctic League," charity organization.

The Merry Macs last night made their second appearance in two weeks on the Al Pearce show over CBS.

WOR Forum Hour, originated and conducted by S. Theodore Granik, begins its ninth season Sunday at 7-7:30 p. m. Program, originating at WOL, Washington, will be heard over Mutual network.

WIOD and WQAM down in Miami had an interesting week or so in

connection with President Roosevelt's fishing trip down that way. Stations' mobile units were used to good advantage. Special daily newscasts were aired daily for the President.

Chief Engineer Paul Frinke of WJBK, Detroit, has been up to his neck in work, moving all the equipment in the control room. Not such a feat ordinarily, but WJBK stays on the air 24 hours daily, and all work must be done while the station is on the air. Without the help of dual equipment it turns out to be quite a task.

Martha Tilton, the "Sweetheart of Swing" with Benny Goodman's orchestra, has completed her first movie short, for Columbia pictures, titled "Brokers' Follies."

Herbert MacEwen has resigned as manager of the Bradford office of WHDL. David W. Jeffries is successor.

Polling a new high of 4,000 votes for one production, the new "Are You a Writer" program passed its eighth week on KJR, Seattle, by bringing the total number of listener ballots for that time to 20,000.

## SAN ANTONIO

George Johnson, KTSA salesman, has been promoted to assistant to Manager H. C. Burke. Johnson also is commercial manager.

Fred Neidert, formerly of KTRH, Houston, is new control operator at KABC.

Alamo Broadcasting Co. (KABC) will move to the second floor of the Milam Bldg. about Jan. 1, according to report, and after the shift the station joins NBC-Blue network, becoming a unit of Frontier Broadcasting Co.

Pat Flaherty, WOAI sportscaster, also vocalizes.

## WCMI, Ashland, Ky.

Cap, Any and Flip, singers of sacred and sentimental songs, have joined the staff.

Slim Fortier has brought his "Smile Club" here from the coast.

Lew Stubman, announcer and pianist, is now a benedict. Wife says only trouble is he wakes her up in the night reading time spots.

Paul Holton, engineer, formerly at WPAY, has joined technical department here.

## Mario Braggiotti to Marry

Chicago — Engagement of Mario Braggiotti, radio pianist, and Mary Melville (Baby) Clow, Chicago socialite, is announced. Marriage is to take place Jan. 15. A honeymoon in the southwest where Braggiotti will be playing for concerts, is to follow.

TEDDY BERGMAN  
Introduces

## TONY SARG'S Puppet Parade

AN INNOVATION IN THE JUVENILE RADIO PROGRAM FIELD

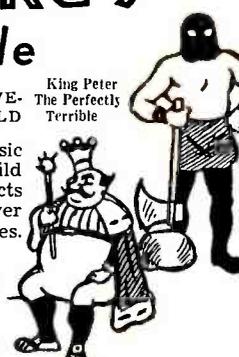
An original fantasy with music composed especially for child appreciation, and sound effects the like of which have never been heard on the airwaves.



Trapeze  
The Thinker



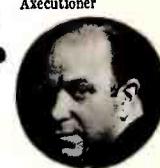
King Jawbone  
The Just  
Formerly  
King Jawbone  
The Just  
Awful



Herkimer  
Headsnipper  
Royal  
Asecutioner



Ali Ben  
Royal  
Magician



Featuring  
**TONY SARG**  
in Every Broadcast

**THE GREATEST RADIO PROGRAM  
EVER DESIGNED FOR CHILDREN**

Sensational Promotional Tie-Up  
A Recorded Audition Ready for Your Approval  
Produced by  
**SOUND MASTERS, INC.**  
TEDDY BERGMAN, Program Director  
1560 BROADWAY, NEW YORK CITY  
Tel.: BRyant 9-2463



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 113

NEW YORK, N. Y., THURSDAY, DECEMBER 9, 1937

FIVE CENTS

# Court Suit by Songwriters

## Looking On ... AND LISTENING IN

**GOSSIPERS** In his Tuesday night broadcast over the NBC-Red network, Jimmy Fidler presented quite a case in defense of the Hollywood gossip dispensers who are currently under fire.

Fidler chided the movie moguls and stars for apparently not being able to stand criticism, and declared that he himself takes more than he gives.

Perhaps he deserves more, who can say?

Anyway, it's hardly a fair way of looking at it.

Fellows like Fidler have far-reaching outlets for their spoutings, while the injured ones who answer back are scarcely heard anywhere.

Fidler speaks of "criticism," but that isn't what the complaint is all about.

It's the sometimes prejudiced editorializing, the often semi-false revelations of private lives and the generally wrong impression given out with respect to public personalities that are the big rub.

Such remarks as "This is Tommy Tattler coming to you from Hollywood, where movie stars get married often but not for long," and similar slandering of the movie capital for the sake of a wisecrack to start off or finish up a radio program, deserve their rebukes.

The top man in news-gossiping, Walter Winchell, gets by very nicely by reporting straight facts only, giving a wide diversity of items, avoiding presumptuous comment, keeping within good taste and topping off with an uplift line instead of a slur.

But perhaps it is the exasperation of not being able to compete with Winchell along his own lines that causes other chatterers to go sensational in order to get attention.

— D. C. G.

### Good Deeds

Long Beach, Cal.—An unusual method of doing good at Christmas time is being followed by Mrs. Essle Lucy, noted evangelist who airs daily on KGER. Instead of soliciting funds for holiday benefactions, she requests needy families to write her, then turns letters over to more fortunate individuals who volunteer to assist the poor.

## MOORE PAINT CAMPAIGN ON 33 NBC-RED STATIONS

Benjamin Moore & Co. (paints) will start its annual spring radio campaign on Jan. 3 over 33 NBC-Red stations, 11:45 a.m. to 12 noon.

Program will offer interior decorating advice with "Betty Moore" serving as the decorator. Contract was placed direct.

## Bristol-Myers "Men Only" Being Revived for NBC

Bristol-Myers, which recently canceled "For Men Only" over the WLW Line, will present same show over an NBC-Red network, Mondays, 10:30-11 p.m., beginning Jan. 10. Contract calls for 52 weeks. Program is musical variety and features band and soloists. Pedlar & Ryan is the agency.

## Heinz Show Is Taking Over CBS "Silver Theater" Spot

H. J. Heinz Co. will shift the Channing Pollock-Mark Warnow CBS show to Sundays, 5-5:30 p.m., effective Jan. 2. Spot is now being used by the "Silver Theater" which signs off Dec. 26.

Pollock program currently is using the Thursday 3:30-4 p.m. spot on CBS. Maxon Inc. has the account.

## "Dr. Dollar" for Network

Chicago—Vocational Training Institute, Los Angeles, which recently started "Dr. Dollar" on WMAQ here and is now also using WEAJ, New York, is expected to extend the series to a basic NBC-Red network.

## Adding 23 Canadian Stations Gives Jell-O Network of 108

### Television News Service Starts Operation Today

First commercial operation of television news service will be demonstrated today by Peck Television Corp. Transmission will take place in the Hotel Lincoln, with receiving equipment at Jack Dempsey's Restaurant five blocks away.

## Legal Action Against Publishers Decided Upon to Determine Rights of Writers in Their Compositions

### Human Nature

Chicago—Due to the popularity of Brooks Connally's "Man at the Mill" interviews on WIND because he supplies free hot coffee to all workers he quizzes, station has increased his "operating budget" so that he can now include doughnuts! And some of the men are now arguing for ham sandwiches.

## RADIO EDUCATION GROUP WILL TAKE UP PROBLEMS

By GEORGE W. MEHRTENS  
Washington Bureau, RADIO DAILY  
Washington—"Radio is becoming more and more an important factor in the American Educational system," says Secretary of Interior Ickes in his annual report, "but the most successful use of it by educators

(Continued on Page 3)

## Radio Manufacturers Discussing Campaign

Representatives of all leading radio manufacturing and merchandising companies are now meeting secretly in a series of discussions on mer-

(Continued on Page 2)

## Wrigley's 64 on CBS

Wrigley will use 64 CBS stations for the "Shaw and Lee" show which debuts Dec. 26 at 6:30-7 p.m.

As a result of the meeting held yesterday at the Hotel Astor by the Songwriters Protective Ass'n, court action will be taken immediately in an effort to get a decision on who actually owns the rights to compositions as administered by the Music Publishers Protective Ass'n and the American Society of Composers, Authors & Publishers. Former organization has been issuing licenses for electrical transcription and motion picture synchronization rights and Ascap, the performing rights.

Irving Caesar, president of SPA, stated after the meeting that despite the resignations on the coast, which

(Continued on Page 3)

## AMERICAN LEAGUE PREFERS SINGLE SPONSOR FOR 1938

Chicago—Plans to grant exclusive broadcast rights to one sponsor, covering all cities except New York and Washington, which do not permit airing of home games, were announced here yesterday by the American Baseball League. General Mills and

(Continued on Page 3)

## NAB Committee Meets: Carrying Through Plan

Washington Bureau, RADIO DAILY  
Washington—NAB reorganization committee held a strictly confidential meeting behind closed doors here yesterday. The committee is carry-

(Continued on Page 2)

### Bowled Over

St. Louis—While KMOX was being eulogized as "favorite radio station" by Edward Shackleton, British explorer, in a lecture at a local high school, the station went off the air for a full hour due to transmitter trouble.

"The equipment just can't stand flattery," said Chief Engineer Graham Tevis.



Vol. 2, No. 113 Thurs., Dec. 9, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Wednesday, Dec. 8)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	150 <sup>3</sup> / <sub>8</sub>	149 <sup>1</sup> / <sub>2</sub>	150 <sup>3</sup> / <sub>8</sub>	+ <sup>3</sup> / <sub>8</sub>
CBS A	18 <sup>1</sup> / <sub>2</sub>	18 <sup>1</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>8</sub>	—
CBS B	17 <sup>3</sup> / <sub>8</sub>	17 <sup>3</sup> / <sub>8</sub>	17 <sup>3</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>2</sub>
Crosley Radio	8 <sup>5</sup> / <sub>8</sub>	8 <sup>1</sup> / <sub>4</sub>	8 <sup>5</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>8</sub>
Gen. Electric	44 <sup>3</sup> / <sub>4</sub>	43 <sup>5</sup> / <sub>8</sub>	43 <sup>3</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>4</sub>
RCA Common	7 <sup>1</sup> / <sub>4</sub>	7	7 <sup>1</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>2</sub>
RCA First Pfd	53 <sup>1</sup> / <sub>2</sub>	51	53 <sup>1</sup> / <sub>2</sub>	+ <sup>1</sup> / <sub>2</sub>
RCA 55 Pfd. B	97	96 <sup>1</sup> / <sub>2</sub>	96 <sup>1</sup> / <sub>2</sub>	+ <sup>1</sup> / <sub>2</sub>
Stewart Warner	10 <sup>7</sup> / <sub>8</sub>	10 <sup>3</sup> / <sub>8</sub>	10 <sup>7</sup> / <sub>8</sub>	+ <sup>3</sup> / <sub>8</sub>
Westinghouse	114 <sup>1</sup> / <sub>2</sub>	110 <sup>1</sup> / <sub>4</sub>	111 <sup>3</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>2</sub>
Zenith Radio	19 <sup>1</sup> / <sub>2</sub>	19	19	—

### NEW YORK CURB EXCHANGE

Majestic	1 <sup>3</sup> / <sub>8</sub>	1 <sup>3</sup> / <sub>8</sub>	1 <sup>3</sup> / <sub>8</sub>	—
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### OVER THE COUNTER

Stromberg Carlson	Bid 7 <sup>1</sup> / <sub>4</sub>	Asked 8 <sup>1</sup> / <sub>4</sub>
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## FCC ACTIVITIES

### EXAMINER'S RECOMMENDATIONS

John S. Allen and G. W. Covington, Jr., Montgomery, Ala. CP for new station. 1210 kc., 100 watts, daytime, be granted.

Mervel M. Valentine, Laredo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited, be granted.

## Wheeling Steel Network

Chicago—Wheeling Steel Corp., Wheeling, W. Va., will air its variety show starting Jan. 2 from WWVA studios over WLW, WOR and WGN, Mutual stations. Program, featuring orchestra, chorus and semi-pro talent from among workers, is set for 26 weeks, through Critchfield & Co., Chicago.

### Cliff Carl at WHO

Des Moines—Cliff Carl, character comedian, has joined the WHO staff. He is appearing in three series.

**WBIG** All the News!  
GREENSBORO N. C. All the Time!  
CRAIG & HOLLINGBERRY, INC. Nat'l Reps

## ★ Programs That Have Made History ★

KDYL's "The Kangaroo Club"

ITS form changing as fashions in broadcasting have changed down the years, "The Kangaroo Club" of KDYL, Salt Lake City, claims to be one of the oldest children's programs on the air. In the course of its development "The Kangaroo Club" has exchanged sponsors many times, currently being used by the W. T. Grant Co. as a Christmas-business builder. It was in 1928 that the idea of using Kangaroo as an unusual symbol of energy, thrift and intelligence first occurred to Bennett Larsen, then a staff member at KDYL. (Larsen since has formed connections with Ruthrauff & Ryan's radio production department.) The name "Uncle Ben" was chosen, and the "Kangaroo Club" went on the air as a children's talent show, one hour daily except Sunday. Within a year the club had a roster of over 30,000 signed membership cards and sponsorship was on a participating basis.

When Larsen left, the name "Uncle Ben" was taken over by various of his successors, the current Uncle Ben being George Snell. Total membership probably runs well over 50,000; although, since many of the original "Kangaroos" have come to maturity

in the 10 years of the club's existence, part of that number has become inactive.

During the summer months the show is conducted in the Liberty Park Outdoor Theater, with specially trained talent, under the supervision of Carol Hall.

For over three years KDYL maintained at its own expense a "Kangaroo Club Band" of 45 pieces which was used not only on the air but in the interest of many civic affairs and entertainments.

In five seasons the Club conducted Saturday matinees from the stage of various downtown theaters. Among the graduates of the "Kangaroo Club," in addition to Larsen, are the Bryan Sisters, working in Hollywood and starred in many musicals, Shirley Davis, vocalist with Bob Young's Orchestra, Gordy Gudmunson, now with Fred Waring, and many others.

At present the show is a tri-weekly quarter-hour stanza, musically supervised by Carol Hall, presented in semi-formal style and called "The Kangaroo Artists' Revue," a far cry from the catch-as-catch-can manner of the early days.

## Radio Manufacturers Discussing Campaign

(Continued from Page 1)

chandising and advertising methods in the radio industry at the Astor. Although sessions are held in strict confidence, it is known that membership includes representatives from RCA, Philco, General Electric and other leading concerns.

Purpose of sessions is to reformulate present advertising and merchandising campaigns conducted by individual members of the industry, with a more or less combined front to be presented. All results of the discussions will be made public at the time the session submits its recommendations to the trade.

## FCC Gag Rule Seen

Washington Bureau, RADIO DAILY

Washington—Sources close to the FCC say that an order will soon be issued making it necessary for all regular press releases to pass through the legal division before being available to the press.

## Hampton Moves Radio Dept.

David B. Hampton, representative of artists and writers, has opened new quarters at 425 Fifth Ave. for the handling of all radio and theatrical activities of his organization. Kenn Randall will have charge of casting problems at the new address. Office is now interviewing people for a new Repertory Company scheduled for early spring opening.

## NAB Committee Meets: Carrying Through Plan

(Continued from Page 1)

ing through plans adopted at the recent meeting in New York, and will present proposals and recommendations at the New York meeting to be held after first of the year.

Sessions continued late into the night and will probably run through Friday. Phillip G. Loucks, committee chairman, caught by a RADIO DAILY representative during "time out", intimated that excellent progress was being made in drafting a preliminary report.

## Sterling Products Renews

Sterling Products has renewed three NBC-Red shows for 52 weeks effective Jan. 3. They are: "How To Be Charming," Monday, Wednesday and Friday, 11:30-11:45 a.m., rebroadcast for coast at 2:30-2:45 p.m., 44 stations; "Lorenzo Jones," Monday through Friday, 4-4:15 p.m., 22 stations; "Backstage Wife," Monday through Friday, 11:15-11:30 a.m., 25 stations. Blackett-Sample-Hummert is the agency.

## COMING and GOING

JEAN HERSHOLT will come to New York from the Coast for the Christmas holidays, and at least two of his Sunday broadcasts will originate here.

WERNER JANSSEN and MRS. JANSSEN (Ann Harding) are in Baltimore, where Janssen will conduct the symphony orchestra for the season.

JULIE BENELL and CARL GLICK leave Friday for Hartford, Conn., where they will be guests of honor at the performance of "Gold in the Hills" or "The Dead Sister's Secret" to be given by the Hartford Masquers.

STANLEY WESSEL of the Wessel Co. is in New York.

DALE ROBERTSON, manager of WIBX, Utica, is a New York visitor.

STEPHEN P. WILLIS, general manager of WPRO, Providence, is in town.

## 11th Inter-City Link Goes on Air Dec. 19

WLAW, new station built by Hildreth & Rogers, newspaper owners, in Lawrence, Mass., makes its debut Dec. 19. It will be the 11th link in the Inter-City Network. Station will be fed through WMEX, Boston. WMCA is the New York station in the web.

## Bachman as WIND Rep

Earl Bachman, effective today, becomes exclusive representative for WIND, Gary, Ind., and has opened his own offices, in this city. Bachman was with Gene Furgason & Co. until his resignation this week.

## Oldsmobile Buys Game

Chicago—Oldsmobile dealers of Chicago area will sponsor the national championship pro football game between Chicago Bears and Washington Redskins over Ralph Atlass' WJJD and WIND next Sunday. Jimmy Dudley will be at the mike.

## Don Johnson to Write

Don Johnson ("Professor Figgibottle") has been engaged as a writer for the "On Broadway" dramatic program which immediately precedes his "Fishface and Figgibottle" show over NBC-Blue network on Sundays. The first performance on which Johnson has collaborated will be broadcast on Dec. 19.

## YOU MUST TALK

to the people of New York State —or else—you are passing up the richest market in the world.

## Reach Them Through

THE MOHAWK VALLEY BROADCASTING SYSTEM

29 West 57th Street, New York  
Telephone: PLaza 5-3269

★ NEW! ★  
**HOWLERS**  
Boners as they have been "pulled" in all walks of life! 13 Five Minute Scripts \$10.  
STAR RADIO PROGRAMS, Inc.  
250 PARK AVENUE NEW YORK CITY

## COURT SUIT IS PLANNED BY SPA AGAINST MPPA

(Continued from Page 1)

was an "out and out double cross" to the other writers, SPA would go ahead and once and for all have legal adjudication and clarification of the writers' status and ownership in songs after having placed them with a publisher. Whether or not the publishers agreed to a pact, or definitely decided to stick with Ascap at least until 1950, one important publisher would be served today through John Schulman of the Arthur Garfield Hays offices. This will be the first suit, and among the items in the complaint will be the request that the 10 per cent deducted by the MPPA be returned on a retroactive basis on all transcription and movie synchronization license fees.

Also a part of the open break between writers and publishers is the intention of the writers not to cooperate with the publishers on copyright matters, but from now on to seek a copyright measure of their own or back one that is intended for their sole interest. Writers were told at the meeting that they can now place songs with publishers, but in each case to get the best contract possible.

## General Mills Renews 3-Hour WMCA Program

General Mills yesterday signed renewal for 3-hour WMCA program for an additional eight weeks. Sponsor has agreed to underwrite entire period pending sale to additional sponsors. Program, effective Monday, will also undergo a change of talent. A new band, to be directed by Lee Grant, has already been set, and station is now auditioning new talent.

## Renew Luckies on NBC

American Tobacco Co. (Lucky Strikes) has renewed its NBC-Red network of 75 stations for an additional 13 weeks, effective Dec. 29. Period, 10-11 p.m. Wednesdays, is now filled by the new Warner Bros. show, "Hollywood Parade," which features Dick Powell. Lord & Thomas is the agency.

## Basketball on WCBS

Springfield, Ill.—John J. Corrigan, program director of WCBS, has lined up quite an interesting basketball schedule including both Mundy League games and those of the four local high schools. Services of Coach Don Anderson also were acquired for the games.

## "Peggy" Using Vocalists

"Hello, Peggy", Drackett Co. program heard Wednesdays and Fridays on NBC-Red, starts Dec. 17 using guest vocalists. Arthur Kass of Kass-Tohrner is lining up talent, with Del Casino as first to be signed. Agency for the advertiser is Ralph H. Jones Co., Cincinnati.

## New WICA in Ashtabula Getting Around

Ashtabula, O.—WICA, new local station which went on air Nov. 22, is getting around fast, it is indicated by fan letters received. Mail has come from as far east as Newark, N. J., and as far west as Milwaukee and Topeka, Kan. Station is a 250-wattler on 940 kcs. C. A. Rowley is owner; R. B. Rowley, manager; Harrison Bailey, program director, formerly with KMOX; George Gautney, chief engineer, formerly at WRBL; Robert Marvin, commercial manager. Howard Wilson, Chicago, is national representative.

Station has three studios, a 220-foot Truscon shunt excited tower, and Western Electric and RCA equipment. Transmitter is located three and a half miles from the studios.

## American League Prefers Single Sponsor for 1938

(Continued from Page 1)

Kellogg both were reported bidding for rights. Protests by Chicago baseball broadcasters and others, however, were said to have put new angle on the situation, and probably will be considered before final action is taken. Baseball headquarters announced that word might be forthcoming today.

Plan is said to be league radio coordinator J. Carle McEvoy's. With exclusive, sponsor could restrict league airings to one outlet in each of 6 cities. Kellogg used Ralph Atlass' WJJD locally last season with John Harrington and "Parade of Baseball Immortals."

## KSD Variety Show

St. Louis—"Yodel's Alpine Inn", an elaborate six-a-week musical variety show, is being readied to start Monday at 6:45 p.m. over KSD. Russ David, musical director, is supervising the orchestra, which will play nightly in the Swiss tavern setting where the show originates. William Shubert, Nancy Fitzgerald and June Curran will be among talent.

## KTOK Expands on Events

Oklahoma City — A new special events department has been established at KTOK to broaden special event activities of the station which has already promoted numerous remote events of interest. Specials are to be played up more, states general manager Joseph W. Lee. Harold Smith and Leslie Beck have been assigned to take charge of the department.

## Worthington Miner's Debut

Worthington Miner, director of numerous Broadway successes, will make his first radio speech today at 5:45-6 p.m. over WQXR, discussing "What's Wrong With the Theater?"

## Harry Campbell Joins KFRU

Columbia, Mo.—Harry Campbell ("Dynamite Jim") has joined the KFRU announcing and entertaining staff.

NEW RADIO SCRIPT FOR IMMEDIATE RELEASE  
**"MUSICAL COURT OF APPEALS"**  
 A sock musical half hour show combining comedy with current song hits. For House Orchestras or Recordings.  
 SAM H. STIEFEL ENTERPRISES INC.  
 1619 Broadway, N. Y.  
 Radio Script Service Department

## Big-Screen Television For British Theaters

London (By Cable)—Clear and brilliant television pictures on a screen 8 x 6 feet are being shown by Baird Television, while Scophony is exhibiting equally good reception on a 6 x 5 screen. Gaumont-British is considering putting television in some halls. Scophony is having equipment made ready for newsreel theaters and small cinemas in three months.

## KOIN "Rainbow's End" Back

Portland, Ore.—"Rainbow's End," a musical production formerly released each Sunday afternoon from KOIN here to CBS Pacific network, is being presented again locally Monday evenings. Highlights on this half-hour of soft music are vocal numbers by Dorothy Rolfness, contralto, and the KOIN male quartet. The musical ensemble is directed by Joseph Sampietro.

## New Victor Bay Series

Victor Bay starts a new "Essays in Music" series on Dec. 10 at 6-6:30 p.m. over CBS. Theo Karle, tenor, will be assisting artist with David Ross as narrator.

## RADIO EDUCATION GROUP WILL TAKE UP PROBLEMS

(Continued from Page 1)

continues to be a challenging experiment."

Agreement as to what are the common problems of broadcasters and educators has been reached in considerable measure in meetings during the year of the sub-committees of the Federal Radio Education Committee, and comprehensive studies of these common problems are to be taken up within the next few months, it was pointed out.

For many years school officials and local broadcasters have been searching for scripts which are both significant and entertaining. To supply this need, the radio project, in cooperation with the NAB, established the Educational Radio Script Exchange, which has filled requests for 54,000 scripts, produced in 42 states, over 114 radio stations. In addition, the exchange prepared and distributed aids to school groups wishing to go on the air. These aids include Manual of Suggestions for producing radio programs and a glossary of terms used in the radio industry.

## More Hollywood Aspirants

Chicago—Truman Bradley, commentator, and Gale Page, NBC song stylist, are latest to get a movie call. Bradley goes to New York on Dec. 15 for an M-G-M. He will fly to New York and commute to Detroit to announce Ford Sunday night series.

Gale Page has left for Hollywood for a second test with Warner Brothers. Florence George and Betty Jaynes are other Chicago singers who have crashed Hollywood in the past six months.

**KNABE . . .**  
 Acknowledged the World's Best Piano!

**WHN**  
 (Dial 1010)

**ACKNOWLEDGED NEW YORK'S BEST SHOWMANSHIP STATION . . . Chosen by Variety—approved by wise advertisers . . .**

**WHN 1540 BROADWAY**  
 The most effective and economical medium for covering the New York market—the richest in the world.

Affiliated with Loew's Theatres and the Metro-Goldwyn-Mayer Studios.

## GUEST-ING

ZASU PITTS, on Al Jolson program, Dec. 14 (CBS, 8:30 p.m.)

BERT LYTELL, LEE SULLIVAN and ALICE MARION, on "Hammerstein Music Hall," Dec. 17 (CBS, 8 p.m.)

FATS WALLER and LIONEL HAMPTON, on "Swing Club," Dec. 18 (CBS, 7 p.m.)

LAURITZ MELCHIOR on "Your Hit Parade," Dec. 18 (CBS, 10 p.m.)

JOHN and ELAINE BARRYMORE, in "Bulldog Drummond's Revenge," on "Hollywood Hotel," Dec. 17 (CBS, 9 p.m.)

ROBERT MONTGOMERY and IDA LUPINO, in "39 Steps" on "Lux Radio Theater," Dec. 13 (CBS, 9 p.m.)

MARY EASTMAN, on "Between the Bookends," Dec. 10 (CBS, 4 p.m.)

SIMON BARER, pianist, on Bing Crosby show, Dec. 16 (NBC-Red, 10 p.m.)

ERNEST McCHESNEY, on "Rising Musical Stars," Dec. 12 (NBC-Red, 10 p.m.)

WALLACE FORD and BRODERICK CRAWFORD in scene from "Of Mice and Men," BILL ROBINSON and RENE CARROLL, on Rudy Vallee show, tonight (NBC-Red 8 p.m.)

CHARLES KULLMAN, on "Voice of Firestone," Dec. 13 (NBC-Red, 8:30 p.m.)

EDMUND LOWE and GLENDA FARELL, on Bakers' Broadcast, Dec. 12 (NBC-Blue, 7:30 p.m.)

JOHN CHARLES THOMAS, return appearance on "Vick's Open House," Dec. 26 (CBS, 7 p.m.)

YEHUDI and HEPHZIBAH MEN-UHIN, on Ford Sunday Evening Hour, Dec. 19 (CBS, 9 p.m.)

GEN. HUGH S. JOHNSON and SENATOR L. B. SCHWELLENBACH of Washington, on "Town Meeting of the Air," Dec. 16 (NBC-Blue, 9:30 p.m.)

MAXINE SULLIVAN, RAYMOND SCOTT, CHAUNCEY MOORHOUSE, JOHNNY CALLI and TONY GATUSO, on "Swing Club," Dec. 11 (CBS, 7 p.m.)

JOAN EDWARDS, on "Magic Key," Dec. 19 (NBC-Red, 2 p.m.)

## Pilot Luncheon on WMCA

First annual luncheon of the Pilot Radio Awards Society at the Waldorf-Astoria on Dec. 15 will be aired over WMCA. Lowell Thomas and Guy Lombardo are among the Pilot awards winners who already have accepted invitations to attend.

## LUCILLE &amp; LANNY

LINWOOD GREY

"2 voices and a piano"

6 times w'kly WJZ-NBC Blue 8:45 A.M. EST

Arrangements by Lanny Grey

Management NBC Artists Service



• • • The George White air show has reached this point: Arguments are on regarding cutting the show from an hour to half....George Beatty is again being groomed for an air spot all his very own....Auditions are in progress on the coast for the Harry Von Zell wordslinging paycheck on the Gulf show because he leaves for N. Y. with Fred Allen.... Roger White will go westward to build a show—and the N. Y. office will undergo drastic changes....Joe Rines, who is not affiliated with any agent, is looking around for a manager....Milton Roemer is building a script show for a ciggie sponsor called "The Charge of the Night Brigade," with Arthur Boran as emcee and Bernice Claire, Rodney McCellen, Deauville Trio and Isham Jones' band....Options were picked up for Al Garr, Earl Towner singers and Oscar Bradley's crew on the Phil Baker show....

• • • Teddy Bergman, program director of Sound Masters Inc., has developed a startling new kids' show which features Tony Sarg and some of his famous speaking puppets....Show, which looks like a natural for a sponsor, is unique in the fact that all blood and thunder has been eliminated, leaving good, wholesome entertainment, with an interesting story and remarkable sound effects. Show has several sponsors angling now....The Boston Traveler took an editorial rap at FCC Commissioner George Henry Payne for his remarks that average radio programs are addressed to 12-year-old intelligence. Without asking directly what has the gov't done for radio, The Traveler points out that in England, where radio is gov't-run, programs can't touch ours for quality.

• • • Edith Dick, who succeeded Alice Marion as vocalist on the Lucky Strike-WOR-"Melody Puzzler" show, will next Tues. be succeeded by Freddie Gibson who sings on "Hit Parade"....Phillips H. Lord's last appearance before the mike (and with "Gangbusters") will be after the first show in Jan....WB are definitely financially interested in the Lombardos-Olman Music firm...."Swing Session" goes into a playhouse next Sat....Willie and Eugene Howard yesterday signed exclusive radio contracts with Wilson, Powell & Hayward....Tommy Riggs signed a deal yesterday for a "Betty Lou" doll to be out before Xmas....Three commercials were turned down for Sammy "Swing and Sway" Kaye because of disapproval in type of show....Norman Campbell resigned from Radio Orchestra Corp. and will go into business for himself. No successor named yet.

• • • Down at WGTM, Wilson, N. C., where the three youngest members of the staff, Jimmie Riser, formerly of WJEJ, Hagerstown, Md., and WBIG, Greensboro, N. C.; Billy Steadman, formerly with WSPA, Spartanburg, S. C., and "Dizzy Liles" studio controlman, present the "Early Risers" show at 7 a.m. Jimmie took a mike over in a chair the other day and accidentally went to sleep.... "Dizzy" however, opened the mike and aired Jimmie's snoring, but Billy soon woke him up....The sleeper wanted to catch some more shut-eye and felt that others had the same idea, so the mike was taken down to the street where they interviewed people en route to work on "whether or not they would have preferred sleeping a little longer," and it wasn't the least bit surprising to the interviewers that the answers all favored more sleep—SO Jimmie went back upstairs and to bed...."that's the life of an early riser".... Howard Jones, announcer down at WIP, Philly, sent two tickets for a roller skating ring to some one ill in the hospital and—is his face red!...."Apple Center Gossip," a sketch similar to "Uncle Ezra" on WWSW, Pittsburgh, is scripted by three 15-year-old students.

## AGENCIES

THOMAS D'A. BROPHY, first vice-president of Kenyon & Eckhardt, has been elected president. Henry Eckhardt becomes chairman.

FRED SMITH, formerly publicity director of BBD&O, has been appointed to the same position at J. Stirling Getchell Inc., succeeding Harry Bercovich, Jr., recently elected vice-president of that agency.

FLETCHER & ELLIS INC., which now occupies the 55th and 56th floors at 500 Madison Ave., has leased additional space in the same building on the fifty-fourth floor.

AIRCASTERS INC., Detroit, is again handling the Father Coughlin account, which returns to the air on an independent network the early part of January, very likely Jan. 9.

## Own Round-Table Series Is Inaugurated by KSTP

St. Paul—Utilizing the faculties of the many colleges and universities in the area, state officials from Governor Elmer A. Benson on down, and leading industrialists of the Twin Cities area, KSTP, Twin City independent, has inaugurated its own round-table discussion series, which will spotlight particularly local and state problems.

Participating in the inaugural address on unemployment problems in Minnesota were Victor Christgau, state WPA administrator; Dr. G. A. Lundquist, head of the sociology department at Hamline University, and Ray Wentz, regional vice-president for the Minnesota State Federation of Labor.

Broadcasts are conducted for half an hour on Sunday mornings and alternately by Thomas D. Rishworth, educational director, and Val Bjornson, editorial commentator. Although state and municipal problems will be spotlighted, the national and international situations will not be overlooked.

## Boake Carter Deal Confirmed

General Foods yesterday, for the first time, officially confirmed the reports that Boake Carter will come under its banner in February. What product Carter will advertise is still undecided, declared a spokesman. Program begins on CBS, Feb. 28.

## Roecker Re-Signed

Edward Roecker, baritone, now heard with Pick and Pat over CBS, yesterday signed a renewal of his contract for one year. This keeps him with Pick and Pat until March 1, 1939.

I will gladly discuss your insurance problems—no obligation

Jules Hanberg  
-INSURANCE-

John 4-2800 BEEKMAN 3-0375  
80 JOHN ST., NEW YORK

**PROGRAM IDEAS**

What Local Stations Are Doing

**"New Voices of 1938"**

Air auditions of new singers in a search for good vocal talent are being conducted over WTMJ, Milwaukee, in a new series of Sunday programs aptly titled "New Voices of 1938."

William J. Benning, WTMJ musical director who is father of the idea, makes it plain that these shows are in no sense amateur shows as such. All talent appearing on each show is qualified by preliminary auditions before singing into the ether, and they must conform to a high standard.

The auditions are open to both men and women, with one of each appearing on a program, and all vocalists who win favor with the air audience will be rewarded with sustaining or commercial engagements, or both, over WTMJ during the coming year.

**Vox Pop—For Jewelry**

Airing with more snap than its title, new vox - pop commercial over KCKN, Kansas City, provides awards of costume jewelry to willing microphone subjects at the jewelry counter of a Katz Drug Store. Title is "Meet Me at the Katz Jewelry Counter," where special-eventer Owen Balch is on hand with his questions. Those who speak may select their own awards from stock.

**Limerick Contest**

Limericks about Irma Serra, song stylist, and her accompanist, Lee Authier, both airing over WSPR, Springfield, draw dollar cash prizes for winning listeners. Limericks are written by Ed Tacy, emcee of the show, with last line dropped. Dialers in good number attempt to finish them.

**Crime Quiz**

All five of station's trunk lines were heavily overtaxed by listeners phoning in "crime" solutions in new contest started over KDYL, Salt Lake City. Program is divided into two sections. First five-minute spiel offers details of mythical crime. Listeners are then given an hour in which to phone in whodunnit. Solution comes in second spiel, and winners get classy neckwear, contributed by sponsoring Firmage clothing store.

**BRINCKERHOFF**

makes good records  
29 W. 57th St. PL 3-3015

**'ORCHESTRAS - MUSIC**

ROBERT A. SIMON has been commissioned to write the libretto for the opera of 29 minutes' length that Vittorio Giannini is to compose as one of six composers named to write music for radio by the second Columbia Composers Commission. Simon is music critic for the New Yorker and is connected with J. Walter Thompson.

Pianists Al and Lee Reiser have written two new songs which will be published by Stansy-Lang Music Co., the same company which published "Heavenly," the last song written by the Reisers.

Henry Busse and band will be heard from the stage of the Earle theater, Philadelphia, next week.

Tevia Gorodetsky and his Russian Gypsies are now heard nightly from the Russian Kretchma over WDas, Philadelphia.

Charlotte Kay, formerly heard with Jack Delamars' La Casans, will soon be with Jan Savitts Top Hatters in Philadelphia.

Eddie Barry, the tenor star of many of the "Blackbird" revues, has been signed by Jack Stutz to vocalize with The Rhythm Kings at the Game Cock Cafe.

Phil Catena and his orchestra replaced the Jack Wright aggregation at Nick Toce's Village Brewery. Catena, who has been popular on the West coast, is making his New York debut at this restaurant.

Shirley Rust, a blues singing protege of Rudy Vallee, is the latest addition to the revue at the Village Barn. Miss Rust will shortly offer her repertoire of song material on the Johnny Johnson orchestra's WOR-Mutual airings from this night club.

Addison Bailey, pianist for Eddie Davis, is introducing an innovation at Leon and Eddie's where he is behind the console and offers an electric organ for dance music. The electric organ is in addition to Lou Martin and his Music Makers, and it is the first time in the history of night life entertainment that an electric organ is used solely for dance music.

Ted Weems is to play the Chicago theater the week of Jan. 7; he goes to Detroit Jan. 14; Pittsburgh Jan. 21; Washington Jan. 28 and Philadelphia, Feb. 4.

Leith Stevens and his CBS "Saturday Night Swing Club" ork open today at Loew's State Theater on Broadway.

Shep Fields and his "Rippling Rhythm" orchestra have made a Bluebird recording of "This Little Ripple Had Rhythm," which they

feature in the forthcoming Paramount picture, "Big Broadcast of 1938." On the other side of the platter will be "You Took the Words Right Out of My Heart" from the same picture. Fields, who leaves for Chicago this weekend, made six other recordings for future release. He will be back on the air next Tuesday on Mutual, seven times a week, from the Palmer House.

Joseph Littau, NBC staff conductor, will direct the Hartford Symphony Orchestra in a specially arranged concert over the Colonial network on Dec. 14 at 8:30 p.m. The program will originate in Hartford through facilities of WTHT.

Chappell Music Co., handling English rights to "Let's Pitch A Little Woo," had a cable that the song is catching on and that they're planning to exploit it over there because it promises to become the No. 1 song of England. Writers Sam Mineo and Sid Prussin have received offers to work for musical productions in London.

George Hall and his Hotel Taft orchestra are currently celebrating their one-hundredth consecutive month in the Taft Grill. This is the longest run enjoyed by any band in a New York night spot.

Billy Swanson, whose dance programs are heard via WOR, is resting comfortably at the Medical Arts Hospital, where he underwent an emergency nose operation. He is expected to be well enough to direct his orchestra for his Monday broadcast.

**KDYL, Salt Lake City**

Floyd Farr, announcer, seeing 'how it's done' at recent Pontiac Varsity Show, broadcast from local Brigham Young University.

George Provol, formerly with KFKA, Greeley, recently joined sales staff here.

Newest member of technical staff is Art Munker, from Prescott, Ariz.

Jack Gregson writing and producing new show, "Swing 'n' Stuff," 15-minute stanza of the new music, with commentary on the 'swing' manner.

Harriet Page, 'heart talk' spieler, off for month's vacation in Honolulu.

John Baldwin, chief engineer, perfecting new three-way remote control tuning system for Transradio shortwave pickup.

Florence Huntzinger of traffic department busy getting out 'complete availability' sheets, a weekly service to agencies and clients.

**DON KERR**

Master of Ceremonies  
WMCA  
Fox-Fabian Amateur Hour  
Six Star Revue  
Zeke Manners' Gang

**PROMOTION**

**Boosters Club**

Tested for nearly a year, Boosters Club of CKTB, St. Catharines, Ontario, has been found of practical benefit to both station and all who use it. Listeners desiring to join must state their willingness to boost all products advertised over the station, and in return they are given membership cards and a small souvenir. Membership qualifies dialers for ten local theater tickets, given daily to five selected members. Selections are announced over the radio, so members wishing the tickets must be consistent tuners-in to the station. Since 95 per cent of the winners have reported for their tickets, inference is that same percentage of huge Boosters Club membership is listening regularly to CKTB.

**Musical Gag**

Seattle radio fans were puzzled last week by a contest gag advertising Seattle Recording Studios Inc. The winners were to name correctly the instrument used to play the theme music. Though it sounded exactly like a banjo, actually it was a piano.

The secret—first recordings were made at a slow speed, then played back at a higher speed. Naturally no one guessed the correct name, so prizes were given to the first ten who phoned.

**Making It Easy to Order**

Universal Radio Programs Inc. has devised a novel promotion stunt for its Christmas feature, "Holiday Greetings." Each station receives a Telegraph blank that orders the show, and all that is necessary for them to do is give the blank to their local telegraph office. It is then forwarded to Universal, collect.

**INDIANAPOLIS**

Woodrow Magnuson, WIRE announcer, will be married Jan. 1 in his home town, Rock Island, Ill.

Russ Rennaker, chief studio engineer at WFBM, forsakes control room dials long enough to write a short story, "Guest Artist," for "Under Control," radio technicians' mag.

WIRE will air bulletins on extreme weather conditions in Indiana during winter, in cooperation with state department of safety.

**HELENA BLUE'S NOVELTY STRINGS**

An all girl orchestra playing in a modern, distinctive style

NOW AVAILABLE

FOR RADIO HOTELS THEATRES

Circle 7-4124

New York



**D**ON GORDON, the Jenny Peabody announcer, taking rabies preventives after being bitten by own dog.

Dr. George H. Gallup, head of research for Young & Rubicam and sampler of public opinion, here over the weekend.

Jack Fulton, Wrigley "Poetic Melodies" tenor, sick Monday and missed his first broadcast, first one in more than 330 consecutive performances.

Beth Bodenweiser is now using her own name in her "Art of Living" broadcasts over WJJD instead of the nom de radio, Bette Lee.

Verne Carter of the Alka-seltzer "Barn Dance" trio (Verne, Lee and Mary) is enrolling in Northwestern's Medill School of Journalism.

When Les Weinrott, who writes "Aunt Jemima's Cabin at the Cross Roads," invented the character Homer Q. Weatherby he didn't know there was a singer in Nobel Cain's chorus, which appears on the show, by the name of Homer Q. Snodgrass. Snodgrass doesn't care much for the Weatherby character.

Cupid had a busy weekend at WIND, Gary. The Rev. William L. Clark, who broadcasts on the station, tied the knot for Engineer Daniel Munroe and Lucille Noyes of Chesterton, Ind. Pianist Henry Yohannan and Mable Peters of Enid, Okla., and Announcer Carl Erickson and Marie Fox of Rockford were other romantic casualties.

### KMOX, St. Louis

France Laux, chief announcer, on two-week vacation in Oklahoma.

Lenna Thomas has been added to sales promotion department, handling art work.

Merle Jones, g.m., and Ken Church, commercial manager, were in Cincinnati lining up new business.

Pappy Cheshire, hillbilly impresario, is resting a few days for his health. Louis Shumate pinch-hitting.

Sid Saunders, announcer, is father of a boy.

Paul Wilson of the Radio Sales offices in Chicago, was here for a couple of days.

Hyde Park Brewing has switched its show from Sunday to Monday night.

1	9	3	7
4	5		
6	11	2	
17	18	19	20
21	22	23	
24	25	26	27
28	29	30	

### Greetings from Radio Daily

December 9th  
Eddie Dowling  
Jerry Lesser  
Bob Murray  
Rosine Tremmer

## RADIO PERSONALITIES

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

### R. MORRIS PIERCE

**A**T 22. R. Morris Pierce held the rank of Captain in the Cleveland Police Department. No rookie who had fought his way up to promotion from the pavement. Pierce was accorded the captaincy in his position of chief engineer of Police Radio WRBH, the construction of which he supervised.



Was a police captain at the age of just 22....

Today, seven years removed from that palmy period, Pierce no longer has the shiny badge, but he does have the laurels of distinguished radio research contributions, and is chief engineer at WGAR, Cleveland.

Pierce left Cornell University in 1926 to join the engineering staff of WJAZ in Chicago which he left within the year to be assistant chief of the newly constructed WJAY in Cleveland. From Cleveland he went to WXYZ, Detroit, to hold a similar post; thence to WJR in the same city, which he left to supervise construction of WRBH, Cleveland. This station on the air, Pierce returned to WJAY as general manager and chief engineer. But management interfered with engineering and Pierce

resigned to accept the post of chief engineer at WWVA, Wheeling, W. Va., only to leave within a short time to handle construction of WGAR, Cleveland and remained as chief engineer.

Notable among Pierce's many contributions to broadcasting are his collaboration with Harold Gray, chief engineer of American Airlines, in perfection of a practical grid bias modulation system in 1927; and more recently, his design for the uniform cross section  $\frac{3}{8}$  wavelength vertical antenna, the first of which type was erected at WGAR, and which has given Cleveland's Friendly Station one of the highest field strength measurements in the country.

Pierce is an avid fan of all sports: rides, swims and plays golf.

### KGER, Long Beach, Cal.

"News Laughs," written and produced by Barbara Owens and Paul Masterson, is being aired each Wednesday. Members of Long Beach Players Guild, including Ardis Long, Dorothy Irvin, Robert Carey, Ethel Gibson, Ed Mitchell, Melvin Johnson, Ruth Wolfson and Jack Fenn, appear in the shows.

Helene Smith, staff organist, has been presented with a musical bracelet by an admirer. Actually it's Turkish dancer's bracelet.

With A. Belden Gilbert as emcee, activities of the L. A. board of supervisors are being aired from the hearing room each Tuesday.

### WHO, Des Moines

Dalton Norman, singing cowboy, is being featured on three weekly programs.

Stuart Steelman and Carlos Fessler, members of The Songfellows quartet, are recovering from an auto accident last week. Jan Williams and Richard Neher, the other two members of the group, had to duet for a while.

### WXYZ, Detroit

Harry Golder, the genial "chef" of "Sunrise Breakfast Club," completes his 1,000th broadcast next Monday.

All stations of Michigan Radio Network will carry the one-hour presentation of Handel's "The Messiah" originating in Flint on Dec. 16. Combined Flint and Owosso choral unions of 250 voices with Flint Symphony orchestra of 100 pieces will be featured.

### KSL, Salt Lake City

Union Pacific R.R. picked KSL for third time to air its winter sports season program.

Latest evidence of distant reception of KSL's 50,000-watt signal was reported by S. S. Michigan from 6,050 miles at sea.

Earl J. Glade, managing director, on his return from eastern business trip, was given family dinner reunion on birthday.

Ralph Hardy, continuity editor, chosen emcee at U. of Utah annual varsity play assembly.

Gene Halliday, producer of "Search for Talent," Deseret News amateur hunt production, auditioned 200 for first performance. He expects to pick 10 acts.

Barbara Ross, new "Fireside Reveries" songster for Independent Coal, is giving show a semi-classical theme.

### WOKO-WABY, Albany

Betty Roberge Weir, concert pianist and wife of studio manager Snedden Weir, did a Mendelssohn group over WOKO the other night.

Straud Theater is using live talent for its WABY spots.

Forrest Willis, WOKO announcer, adds a new twice-weekly vocal sustaining, on which he'll include some of his own compositions.

New control room at WOKO is being completed under supervision of Harold E. Smith, g.m.

Billy Rose, who succeeded Forrest Willis as emcee of WABY amateur shows from Fabian Grand Theater, is doing a good job.



**B**ILL GOODWIN now becomes emcee of the KHJ-Music Corp. of America "Tunetwisters," heard Tuesday nights at 8. Sustainer previously had Benny Rubin and Buddy Rogers. Lou Bring's orchestra, Frances Hunt, Kenny Allen and The Playboys continue on the program.

Oscar and Elmer are back on the air with a KFVB mid-afternoon program, Mondays, Wednesdays and Fridays at 3:30.

KHJ initials a new safety program called "Stepping on the Gas" today under auspices of Los Angeles Traffic Bureau.

Los Angeles Radio Oldtimers Club will hold its first 1938 meeting the first week in January. Unique organization has no by-laws, no officers, no dues, and tolerates no speeches at meetings, according to Walter Bid-dick and "Doc" Power, founders.

Bradley Roberts, KFAC baritone, has been switched from a 6:30 spot on Wednesday and Friday to an 8:45 groove on the same evenings because of listeners requesting a later time for the young singer.

Dorothy Lamour, Mary Astor and Jon Hall, stars of the film "Hurricane," were obtained as guests of Bernie Kane, orchestra leader, when he made his bow on KEHE last night at 10. Murray Grabhorn, KEHE manager, and Howard Esary, production manager, also officiated. Kane's music will be heard nightly, except Tuesday, on KEHE at 10:15 p.m.

KFVB has a new Monday night show at 8:30 called "The Stars Return," written and produced by Arthur Q. Bryan. Film stars of yesterday are featured.

Jacques Renard is giving a dinner to Stoopnagle and Budd, the Jimmy Wallingtons and other friends in radio at his home tonight . . . and promises to cook the entire dinner himself.

Robert Clemens offers "Hollywood Scrapbook" over KEHE each Tuesday night at 8. Warren Stokes mutes his "Hollywood Newsreel" on the same station, and moves his "Hollywood Question Box" from the Saturday spot formerly occupied to a new groove on Friday at 8:45 p.m., but continues his "Pick of the Pictures" as is.

Harriet Lee, KFI contralto, and The Two Keys, Edythe Griffith and Helen White, have had their 15-minute Monday musical program switched from 5:15 to 5 o'clock.

Lal Chand Mera inaugurates a new series, "Story of India," over KECA on Wednesday nights at 7:15-7:30. The American educated Hindu philosopher also has a weekly program on KFAC called "Lal Chand Mera at Home," on which he discusses timely topics with distinguished visitors in extemporaneous, unrehearsed, scriptless, across-the-table style.

**PROGRAM REVIEWS**

**"YOUR HOLLYWOOD PARADE"**

American Tobacco Co.  
(Lucky Strikes)

WEAF—NBC-Red, Wed., 10-11 p.m.  
Lord & Thomas

**REAL VARIETY SHOW BUILT FOR RADIO CLICKS NICELY IN DEBUT.**

Lucky Strike's new variety hour, originating on the Warner Bros. film lot, is a genuine radio show, produced with first consideration for the ear, and consequently it got off last night to a very favorable start. If there were any weak spots, they didn't amount to much by comparison.

Of substantial help in giving the show a personality and in linking the various specialties was Dick Powell's presence as emcee. Powell earned his radio spurs some time ago, and he makes a welcome return here as singer as well as emcee. There is an easy-going and disarming geniality about the way he handles himself and the way he pilots things around that makes Powell a valued asset to a program.

Variety entertainers on the program also included Rufe Davis with his imitations and sound effects, and Rosemary Lane, who graduated from Fred Waring's crew into film stardom, and who warbled "Roses in December" very neatly. Gary Cooper appeared in a western piece that was chiefly monologue, plus musical background, and also served for the product testimonial that is a familiar part of Lucky programs.

An insight into the Central Casting Bureau, where Hollywood extras get jobs when and if there are any; a tribute to Mr. and Mrs. Eddie Cantor as a couple who typify Hollywood and show business as its domestic best, with Powell singing "Ida"; vocal work by a group called the Lucky Seven, and scenes from the film "It's Love I'm After", with Bette Davis, Olivia De Havilland, Basil Rathbone, Eric Blore and Patric Knowles were other items on the bill.

The orchestra under Leo Forbstein did grand service, displaying ample pep and tunefulness and contributing largely to the snappy manner in which the program moved along. Bob Sherwood handled the announcements in his able fashion.

**"DR. DOLLAR"**

Vocational Service Inc.

WEAF-WMAQ, Tuesdays, 7:45-8 p.m.  
Critchfield & Co.

**INFERIOR DRAMATIZED SUCCESS STORIES WILL DO THE TRICK FOR THIS SPONSOR.**

In this day when all best sellers are of the vocational guidance or "how I made my success" type, this new series built along the same lines will do a job. Program is offering vocational guidance in three new fields, airplane construction, Diesel motors and air conditioning. Enter-

**BOSTON**

Bill Williams, WBZ-WBZA commentator, will do a Sunday evening series of news programs for Remington-Rand.

Billy Payne, after an absence of several months from local airwaves, is back with a Sunday afternoon program over WMEX.

Hanley's Ale has expanded from five-minute spots to 15-minutes, thrice weekly, over WBZ-WBZA.

**KFRU, Columbia, Mo.**

Chet Thomas, g.m., invited to speak at next banquet of Alpha Delta Sigma at U. of Mo. School of Journalism. Mrs. Harry Campbell added to office staff.

Walter Weiler, sales manager, to Chicago to close contracts.

George Guyan, program manager, and Chet Thomas visited K. C. and St. Joseph recently.

KFRU and WGBF of Evansville, Ind., have arranged new night broadcasting periods that extends the KFRU Monday night sign-off to 9 o'clock, Tuesday night to 9:30, and instead of signing off at midnight on Saturdays, KFRU leaves the air at 8 o'clock but stays on the air right through its late afternoon sunset sign off time at 4:45, broadcasting continuously from 6 a.m. to 8 p.m. The new schedule allows WGBF to cover the Indiana University basketball season of 1937-38.

tainment portion of the show dramatized the success stories of the 24-hour phone answering service and the Hunter Chinchilla Farm in California.

Script is very rough in spots, but the person to whom this program is directed probably will not notice it. A mythical character, "Dr. Dollar," serves as the emcee throughout the program.

Program is offering free booklets on the mentioned industries, with follow-ups made by mail.

**Ernst Wolff**

In a program entitled "A Little Night Music," Ernst Wolff, German baritone was heard in a group of Schubert songs on WABC-CBS network, 10:45-11 p.m., Tuesday. Wolff played his own accompaniments on the piano, while David Ross acted as narrator. All of the selections were in German, but this did not detract from a very entertaining quarter-hour of songs. Wolff has an extremely fine voice of even quality, has the diction to bring out the value of the lyrics, and incidentally is not a slouch at the piano. Songs, of course, were short and rendered in lively manner. If Wolff can sing in English, he is a safe bet for a program using vocals.

Booking Direct  
**D'ARTEGA**  
AND HIS  
**ORCHESTRA**  
Admiracion Shampoo  
Sunday 6:30-7 P.M. MBS—WOR  
1441 B'way, New York CH 4-5155

**KANSAS CITY**

Webb Witmer, WDAF staff announcer, is the father of a boy.

KCKN will air thrice daily weather reports and highway conditions during winter.

Lowell Lawrance, K. C. Journal-Post movie and drama editor, has gone on WHB with a thrice weekly "Behind the Footlights". He also is readying a movie gossip program for a local sponsor.

**WBAL, Baltimore**

More than 1,200 turned out to see the first airing of "Cremo Treasure Hunt" (formerly station's "Scavenger Hunt") from Ridgely Hall.

"In Town Tonight," handled by Garry Morfit, has moved from Sunday to Wednesday.

**Procter & Gamble Shifts**

Procter & Gamble on Jan. 3 will realign a number of its NBC programs. Time shifts occur in four cases with a shift from the Blue to Red network concerned in one case.

"Life of Mary Marlin" on the Blue switches to 11-11:15 a.m. spot. Now heard at 10 a.m. The same show on the Red network at 4:30-4:45 p.m. goes to the 4:15 p.m. spot on the same web.

"The O'Neills" now on the Blue goes to the Red, 12:15-12:30 p.m., period.

"Pepper Young's Family" shifts from the 10:30-10:45 a.m. period to the 11:15 a.m. spot on the Blue.

"Guiding Light" on the Red network at 4:15-4:30 p.m. shifts to an earlier spot, 3:45 p.m.

**Coming Events**

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Dec. 20-31: Ohio's Third Annual High School Radio Festival, in cooperation with WOSU, Columbus.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

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

June 12-15: Advertising Federation of America's annual convention, Detroit.

**Janssen With Baltimore Ork**

Baltimore—Werner Janssen is here to conduct the Baltimore Symphony Orchestra for the season. He replaces Ernest Schelling, who is laid up by poor health. Mrs. Janssen (Ann Harding) is with the conductor.

**CARL BIXBY**

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

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

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 Castello
- 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.

**625 MADISON AVE., NEW YORK**

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

## OKLAHOMA

All eight stations of the Oklahoma Network will carry a special evening program December 15 dedicated to KGFF (Shawnee) on its seventh anniversary.

KTUL (Tulsa), for "Fun Bug" Sunday show, is advertising in newspapers presenting free ticket of admittance for broadcast from huge Akdar Temple. Featured will be a cast of 100, Michael Cooles and ork, Tulsans Male Chorus, Nine Singing Girls and comedy skit by Billy Franz before the broadcast. Program director Eddie Coontz is emcee.

Cain's Coffee has started a 15-minute musical five-weekly on KTUL (Tulsa) featuring Marty and the boys.

## WESG, Elmira

Florence Rowan, station's stylist, visited CBS and NBC studios on a recent New York trip.

"Woody" Ott suffering from a severe attack of the grippe, but managing to appear for most of his shows.

One-year-old Sandra Taylor, daughter of Manager Dale and Mrs. Taylor, successfully effected a one-act performance recently, throwing the Taylor household into pandemonium by swallowing a safety pin.

Ernest Oliver, local sales manager, went back to announcer's staff for a 10-min. skit on recent charity show. Ernie played "Jergen" to John T. Calkins' "Charlie McStarchey."

Norman Meserve, featured pianist and vocalist on a two-a-week commercial, leads his own 10-piece band at a local night spot.

## WTMJ, Milwaukee

Nancy Grey, commentator, back from two-week sojourn at Arizona's smart resorts and dude ranches, is relating her experiences in a new program idea, "Sun Country News."

Sunday concerts of Heinie and His Grenadiers have been renewed for another 52 weeks by Alka-Seltzer.

Clyde Lucas and his band come to Hotel Schroeder for the holidays, with the usual WTMJ wire.

## ONE MINUTE INTERVIEW

## VICTOR ARDEN

"Whether the networks have been getting the most out of the possibilities of radio has long been a topic of discussion. There can be only one answer—yes. Every conceivable phase of educational and musical endeavor has been undertaken. The ablest and most recognized authorities and experts go into the making of the radio industry and general radio fare. Choice nuggets of quality are being mined, and presented to the public in a cavalcade of excellence. Radio is only as good as the men behind it, and it will be a long time before better ones than those who hold the reins at present come along."

## ★ Coast-to-Coast ★

**F**IVE new courses in radio training, including speaking, writing, music, management and broadcasting, are being added at Ohio State University. The university station, WOSU, and Ohio Educational Ass'n are sponsoring the state's third annual high school radio festival, Dec. 20-31, in Columbus.

Janice Lifson, metropolitan diving champ, makes her debut as a singer on tomorrow night's "Pontiac Varsity Show" over NBC-Blue at 9 p.m.

Larry Thomas, young vocalist at WIBG, Glenside, Pa., and Peggy Gale, accompanist, are now heard Fridays at 1:45.

The Buddy Clark series on CBS every Thursday night will be off the air for the next two weeks to make time for a series of speeches by Ex-President Herbert Hoover. The program will return Dec. 23 and until that time Clark will be heard via CBS on Mondays at 6 p.m.

Hockey games of the Cleveland Barons in the International American League are being aired over WHK as well as WGAR.

At the suggestion of Herb Kenney, radio editor of the Indianapolis News, Tim and Irene will satire the NBC "Grand Hotel" next Sunday on MBS, 6:30-7 p.m.

WICC, Bridgeport, for the third successive season, will conduct its jail rehabilitation broadcasts from the Fairfield County Jail. Joseph Lopez and Edward A. Platt will supervise.

"Judd and J. P.," a new script show with rural locale, is being prepared for audition by Dan Siaworth, author-director of "Dan and Sylvia," and Allan Wilson of Conquest Alliance Co.

Carl Frank is the new emcee on WMCA's "You Don't Say" word contest. He replaces Sidney Walton.

Alice Frost, one of radio's busiest actresses, will again be heard in "On Broadway" next Sunday over NBC-

## WHBC, Canton

"The Adventure Reporter," series for boys heard Monday through Saturday, is being conducted by Ced White, former newspaper man.

"Stratosphere Club," new presentation written by Dale Mayers, becoming popular.

Tiny Tigges, emcee on Timken Roller Bearing hour, recently came through and sang for the audience. Fred Freeland, announcer, back on the job after a visit with homefolks in Indiana.

Vic Decker, sports announcer, picked the all-county football team from letters and cards sent in by listeners.

Blue at 3 p.m. Also in the cast are Frank Provo, Ed Jerome and Adele Ronson.

Curt Parker, 65-year-old humorist featured for the past four years by WHAM-Rochester, has just completed four sample recordings of his five-minute monologues, according to Allan Wilson of Conquest Alliance Co. A sponsor is being sought in New York.

Feg Murray is working on a book compilation of his "Seein' Stars" cartoons to be published with a Hollywood commentary by Edwin G. Grandy, book reviewer, song composer and feature writer. "Seein' Stars" airs over NBC-Blue at 7:30 p.m. Sundays.

Welcome Lewis, John Herrick and Howard Phillips have been signed for guest appearances on the Chevrolet-Victor Arden "Musical Moments" series, heard in New York over WOR.

Reg. M. Dagg of Western Broadcasting Co. Ltd., operators of CKWX, Vancouver, B. C., wants the world to know that no coverage of the Canadian northwest is complete without the use of CKWX. Vancouver is Canada's third market.

## BIRMINGHAM

Joe Ford, WSGN mikerster, is now emceeing at Pickwick Nite Spot.

Frank Israel, cousin of Columbia's Melvin Allen, joins WAPI staff.

John Connolly, manager of WBRC, returned to old announcing job recently to do commercials on Auburn-Georgia Football game, which was aired from Columbus, Ga.

Bill Edwards, WBRC special events announcer, scooped all Alabama on news of Alabama's invitation and acceptance of Rose Bowl bid. Bill flashed the news at 8:30 Tuesday nite. Other stations and newspapers followed suit.

Bill Terry, WSGN's ace sports announcer, finished season with Alavandy game on Thanksgiving Day at Nashville, Tenn.

Lionell Baxter, WAPI veteran announcer, leaves station for parts unknown, and is succeeded by Frank Israel from WJRD, Tuscaloosa's new station.

## WADC, Akron

Allen T. Simmons, owner-manager, is cutting his time in the air between points. An example is one of his recent flights to New York which he completed in two hours and ten minutes in his recently purchased cabin plane.

"Ayer on the Air" is a program that is creating plenty of comment. A great satirist, Fred E. Ayer, dean of engineering at Akron University, goes before the mike every Sunday evening and talks about affairs in general. He doesn't mince words.

TEDDY BERGMAN  
cordially invites advertising agencies to  
hear audition recordings of

## TONY SARG'S Puppet Parade

AN INNOVATION IN THE JUVENILE RADIO PROGRAM FIELD

An original fantasy with music composed especially for child appreciation, and sound effects the like of which have never been heard on the airwaves.



Trapeze  
The Thinker



King Peter  
The Perfectly  
Terrible



King Jawbone  
The Just  
Formerly  
King Jawbone  
The Just  
Awful



Ali Ben  
Royal  
Magician



Herkimer  
Head-snipper  
Royal  
Ass-crotoner



Featuring  
**TONY SARG**  
in Every Broadcast  
THE GREATEST RADIO PROGRAM  
EVER DESIGNED FOR CHILDREN

Sensational Promotional Tie-Up  
A Recorded Audition Ready for Your Approval  
Produced by  
**SOUND MASTERS, INC.**  
TEDDY BERGMAN, Program Director  
1560 BROADWAY, NEW YORK CITY  
Tel.: BRyant 9-2463



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 114

NEW YORK, N. Y., FRIDAY, DECEMBER 10, 1937

FIVE CENTS

## Music Code Tentatively Approved

### KGAR IN TUCSON, ARIZ. JOINS CBS ON DEC. 24

KGAR, Tucson, Ariz., on Dec. 24 will join the CBS network as a bonus station for all CBS advertisers using KOY, Phoenix.

Station is owned by Tucson Motor Service and operates on full time with 250 watts daytime and 100 at night. Frank Z. Howe is president and general manager of the new CBS affiliate.

### Standard Brands Renews 3 More Network Shows

Standard Brands on Jan. 2 will renew the Chase & Sanborn show with Charlie McCarthy, Edgar Bergen, Nelson Eddy, Don Ameche, Stroud Twins, Dorothy Lamour and Robert Armbruster's orchestra for another 52-week run on 60 stations.

Renewals on the other Standard Brand shows, namely, the Feg Murray program and the Rudy Vallee Hour, will be signed today. J. Walter Thompson Co. has the account.

### Rural Radio Set Sales Topping City Business

Chicago—With farm purchasing power on the up-grade, from 60 to 70 per cent of Zenith Radio's business is now provided by small towns and rural districts, E. F. McDonald, president, reveals. The reversal is due largely to introduction by Zenith a few years ago of farm set consuming little power, the battery for which is charged by a Wincharger, similar to the windmills used for pumping water. More recently the company has extended this principle for the generation of electric power for home lighting plant use.

#### More Success

Oklmulgee, Okla. — Johnnie's Food Palace, which broke into print just recently when it installed its own broadcasting studio in its shop, rates mention again by being forced to double capacity of its store and add clerks in order to accommodate trade. Studio also has been enlarged. Johnnie airs over KHBC, managed by T. R. Putnam.

#### Q. and A. Dept.

Waterloo, Ia.—Michael McElroy, who conducts a daily question man stint from here over WMT, got a new slant on a biblical character this week. Questions for the day were based on incidents in the Bible. "Who was Ezekiel?" Elroy asked a bewhiskered gent. "Don't know," was the reply, "unless he's one of them thar Cedar Valley hillbillies."

### VADSCO TAKING "COURT" ON 18 MUTUAL STATIONS

VadSCO Sales Corp. (Quinlax cough remedy) on Jan. 9 will sponsor the "Court of Human Relations" on 18 Mutual stations (WCAB, WDG, WHB, WOR, WGN, WLW, WGR, WOL, WHK, CKLW and 8 Don Lee), Sundays, 4-4:30 p.m.

VadSCO has bought the radio rights of the Macfadden True Story show currently heard on NBC. NBC show will be changed shortly. Albert M. Ross is the agency for VadSCO.

### Gen. Electric Renewing For Another 26 Weeks

General Electric on Jan. 10 will renew the "Hour of Charm" with Phil Spitalny and his all girl orchestra for 26 weeks on 56 NBC-Red network stations, Mondays, 9:30-10 p.m. Maxon Inc. is the agency.

## Radio Royalty to Turn Out At Pilot Awards Luncheon

### WORC Prexy Must Appear Before Nat'l Labor Board

Worcester—Alfred F. Kleindienst, owner of WORC, has been summoned to appear before the National Labor Relations Board on Monday on charges of intimidation and coercion of union employes as the outgrowth of alleged discharge of an announcer and a transmitter engineer last August.

The discharged employes are Albert  
(Continued on Page 3)

## Federal Trade Commission Expected To Make Formal Report by Next Week on Fair Practice Rules

### FILE ACTION OVER TITLE OF RADIO'S 'FIRST LADY'

The title of "First Lady of Radio" yesterday became subject of a court action whereby Vaughn De Leath applied to the Supreme Court for a "show cause order" as a first step toward seeking a temporary injunction to prevent Kate Smith from using the phrase in connection with any branch of the entertainment field in which she is now appearing or may appear. Attorney Reuben Caidin, representing Miss De Leath, received the necessary paper from Supreme Court Justice William Har-

### Henri, Hurst & McDonald Makes Ferrin Radio Dir.

Chicago—Henri, Hurst & McDonald agency has appointed Frank Ferrin, for past five years v.p. of Midwest Recordings Inc., Minneapolis, as radio director. Since Edward Weiss resigned two months ago to join new MacDonald & Weiss agency, Nate Pumpian has been radio director as well as director of media. Ferrin currently is handling national campaign for Ralston Purina, St. Louis, featuring Chick Martin's "Sing, Neighbors, Sing".

Radio royalty will turn out in force Dec. 15 for the first annual luncheon of the Pilot Radio Award Society to be held in the Jade and Basilidon Rooms of the Waldorf-Astoria at 12:30 p.m. Roster of the award society group is composed of leading radio stars who, in the course of the past year, have won the Pilot Radio Award of Merit for outstanding performances. The awards are made weekly.

Among the leading radio artists  
(Continued on Page 3)

Washington Bureau, RADIO DAILY  
Washington—Federal Trade Commission has tentatively approved the popular music publishers' code of fair trade practices and will make its formal report by Monday, according to George McCorkle, chief of the Trade Practice Section of the FTC.

Chief rules in the code drawn up pertain to bribery of artists in radio and other entertainment fields where-  
(Continued on Page 3)

## FURTHER PROGRESS MADE ON NAB REORGANIZATION

Washington Bureau, RADIO DAILY  
Washington—Further progress in drafting a preliminary report on reorganization of the NAB was indicated last night after the second day of deliberations by the reorganization committee.

Only the NAB reorganization subject is being taken up at the meet-  
(Continued on Page 3)

### 200 Tele News Clients Expected in Six Months

Peck Television Corp. yesterday inaugurated the first commercial television transmission in this country when its news service began operation. Announcement was made at initial transmission that service will have 200 clients within six months. Transmission of news bulletins will be directed to public and  
(Continued on Page 3)

#### Little Coincidents

Kansas City—D. W. Newcomer's Sons, funeral home, has a daily program over WDAF, featuring the Newcomer Quartet. Program is aired from the funeral chapel, with crematory on one side and embalming room on the other. On a recent program, one of the numbers warbled by the quartet was "I Love Life."



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

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## FINANCIAL

(Thursday, Dec. 9)

### NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	150 1/2	149 3/4	149 3/4	— 5/8
CBS A	18	18	18	— 1/8
CBS B	17 3/4	17 1/2	17 1/2	— 1/8
Crosley Radio	8 3/4	8 5/8	8 5/8	— 1/8
Gen. Electric	44	43	43 1/8	— 5/8
RCA Common	7 1/8	6 7/8	6 7/8	— 1/8
RCA First Pfd.	53	51	51	— 2 1/8
Stewart Warner	11	10 1/2	10 3/4	— 1/8
Westinghouse	113	109 1/4	110 1/4	— 1 1/2
Zenith Radio	19	18 1/2	18 1/2	— 1/2

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 3/4	14 3/4	14 3/4	— 1/2
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### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7	8

### Heidt Scoops "Newsreels"

Horace Heidt, leader of The Brigadiers, displayed some alert showmanship this week when he scooped the radio's "newsreel" programs by interviewing Captain Eyston, who recently broke all land speed records on the salt beds near Salt Lake City. Captain Eyston, who is a shy, retiring gentleman, was spotted at a supper party in the Biltmore Hotel, where Heidt supplies music for the night. The maestro made his acquaintance and gained the Captain's permission to put him on the air in Heidt's weekly WOR-Mutual "Rhyme Night".

### Sixth Year for Lew White

Lew White, organist, has been signed for the sixth successive year on the Thomas Cook & Sons program which begins over NBC-Red network Dec. 12 at 2:15-2:30 p.m.

### MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

## RADIO PERSONALITIES

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

### L. S. FROST

**A** FORMER Denver boy who pored over office ledgers in the daytime and studied amateur theatricals when night fell is Lewis S. Frost, executive assistant to the v. p. in charge of Western Division of NBC. As a result of his dual efforts he is fortified to carry out his duties in the second most important position in the web's western division by a knowledge of sound business tactics, coupled with a flair for writing, producing and directing theatrical and radio productions.



Studied theatricals while balancing books.

Frost was born in Denver, Aug. 1, 1899. First job was with Continental Oil Co. By day he balanced the books; by night he took an active part in amateur theatricals, studying, writing, producing and directing. When he left the company after 14 years Frost was assistant chief accountant, and also had won for himself no mean reputation as a showman. Coming to San Francisco in 1929, Frost joined RCA as advertising manager. When that company sponsored a program on NBC he became interested in radio, and immediately selected that as his future work. How well he carried out his determination is best illustrated by his record with NBC. Joining the network in April, 1930, in charge of program traffic, he was made assistant production manager in December, 1931. In May, 1932, he was promoted to production manager; in October, 1932, he was named western program manager. In July, 1936, Don E. Gilman made Frost his assistant, and recently he was transferred from San Francisco to Hollywood to accept increased responsibilities at Gilman's headquarters. He's a six-footer and married.

### Grombach Joins Gaige In Stage Producing Firm

Jean V. Grombach, radio program producer for the past eight years, is joining forces with Crosby Gaige, legitimate stage producer who also has done a bit in radio, in a new Broadway producing team. Their first offering will be J. B. Priestley's "Time and the Conways", with Sybil Thorndike, scheduled to open Dec. 31.

Grombach says his main interest is to learn two-dimensional entertainment for future television use.

### Burns Sues to Stop Disks

West Coast Bureau, RADIO DAILY

Los Angeles—Radio Transcription Company of America, operated by C. C. Pyle, must file an answer to an injunction suit filed in Los Angeles Superior Court by Bob Burns to restrain the defendant company from dubbing records made by him into transcribed programs without his authorization or knowledge. Petition also asks accounting of profits on waxes already distributed.

### N. J. Dropping Disks

State of New Jersey, which has been sponsoring ET programs on New York and New Jersey stations for the exploitation of the state, will discontinue the transcriptions immediately. Radio, however, is scheduled to play a large part in the advertising campaign of the state during 1938, with present indications calling for a live show on a network. Purpose of program will be to attract tourists to state during coming year.

### Membership of 350,000 In Junior Nurse Corps

"Sunbrite Junior Nurse Corps" network program now has a membership enrollment of more than 350,000 girls, according to Stack-Goble agency, Chicago, which handles account.

Angelo Patri, noted authority on child guidance, supervises the program, designed to be interesting, entertaining and inspirational for girls of school age.

### AFRA Board Meeting Off

National board meeting scheduled for yesterday afternoon was called off by the American Federation of Radio Artistes, due to a prolonged session of the Associated Actors and Artistes of America board meeting which held forth well into the evening. Officials of the AFRA in attendance at the AAAA included Mrs. Emily Holt, executive secretary, who planned to take up important matters as a result of her visit to the coast. She returned on Monday.

### Writers for Bernie Show

Parke Levy, Allen Lipscomb and Al Miller, writers, have been signed to do the new United States Rubber Co. show on CBS, headed by Ben Bernie.

Spent yours  
Where the Money is!

COVERS THE  
CAPITAL DISTRICT

WABY  
ALBANY, N.Y.

## COMING and GOING

W. O. PAPE, president of WALA, Mobile, Ala., returns to his desk tomorrow after spending several days in New York discussing promotional plans for the New Year.

MORTIMER C. WATTERS of the West Virginia network, Charleston, W. Va., visited New Orleans last week with his wife, calling on Vince Callahan.

RED NICHOLS goes to Hollywood to appear at a nite club there beginning Dec. 23.

BARNEY RAPP and his vocalist-wife are in New York for a few days visiting his brother, Barry Wood.

LARRY KELLY leaves today for Cleveland via United Air Lines.

GLADYS SWARTHOUT arrived in New York yesterday from the south. She'll spend ten days shopping and then return to the coast.

JANE FROMAN arrived in Hollywood to appear in an RKO picture.

HERMAN BESS, sales manager for WNEW, is back from a tour of midwestern agencies.

DAVE RUBINOFF returns to town today after a week's engagement in Cleveland. DAVE GREEN, Rubinoff's advance man, arrived in New York yesterday after a five month road trip.

F. R. RIPLEY, vice-president of WSYR, Syracuse, is in town.

WALTER SCHIMMER, partner in Schimmer & Scott, Chicago, is a New York visitor.

JULES STEIN, president of Music Corporation of America, is expected in New York from the coast and Chicago about the middle of next week.

ARTHUR and NORMA PETERSON, Chicago radio players, visiting New York this week-end.

### Caidin Admitted by FCC

Reuben Caidin, New York attorney, has been admitted to practice before the FCC in Washington. Caidin, who has a theatrical and radio clientele, stated that he planned to make his headquarters in Washington shortly and specialize in a new angle before the FCC.

### New WFAS German Program

White Plains, N. Y.—The latest advance of the German Broadcast Hours over WFAS, directed by Bruno Klohoker, is the institution of a weekly evening broadcast by Jackel Beckmann and his well-known Bavarian Ensemble from the Bavarian Gardens, Scarsdale, Thursdays at 9 p.m. Klohoker, as usual, presides at the microphone. The program is available for participating sponsorship by advertisers interested in the German-American populace of Westchester County.

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

## MUSIC PUBLISHERS' CODE IS TENTATIVELY APPROVED

(Continued from Page 1)

in inducements are offered to plug songs. Adoption of the code will also make it unfair to discriminate in price in any respect contrary to Section 2 of the Clayton Act.

## File Action Over Title Of Radio's "First Lady"

(Continued from Page 1)

man Black, said paper being returned Monday morning.

Defendants in the action are Kate Smith, CBS, Columbia Artists Inc. and Ted Collins. In her affidavits attached to the show cause order granted by Justice Black, Miss De Leath set forth that she has been on the radio since 1919 and since 1932, has used the term "First Lady of Radio" continuously. Also, that CBS artist bureau, in its billing and advertising of her appearances, used this particular phrase. Various exhibits, photostats and wires from prominent artists also were attached to the complaint.

According to attorney Caidin, defendants had not been served with any papers until late yesterday afternoon but he had advised CBS of the situation in order to allow time for the defendants to desist from using the name and in effort to break the proposed tie-up for last night's program with the appearance of Mrs. F. D. Roosevelt, who talked on the show by long distance from Washington. Miss Smith, he quoted from the complaint, has been using the phrase for the past few weeks.

Ted Collins, Kate Smith's manager, said yesterday afternoon that she did not plan to use the phrase again, under the circumstances, until the matter was adjudicated.

## Further Progress Made On NAB Reorganization

(Continued from Page 1)

ings, and no discussions are being held on the prospective congressional probe of the radio industry and the FCC, according to Phillip G. Loucks, chairman of the committee. Other committeemen in conference include John Shepard 3rd, Boston; Edwin M. Craig, Nashville; Ed Craney, Butte; Mark Ethridge, Louisville, and Walter J. Damm, Milwaukee.

## WDNC, Durham

Erwin Darlington from Greensboro is a new staff announcer, succeeding Al Harding, who went to WCCO.

Lew Gogerty's ork, currently featured at Washington Duke Hotel, is playing Monday through Saturday over the station.

### TRANSCRIPTION & RECORDING SPECIALISTS

INTERNATIONAL PRODUCTION STUDIOS  
33 W. 60th St., N.Y.C. COI. 5-7366-7

### FOTOTONE SOUND SYSTEM

## Cincy Post's "Save 'Holy Night' " Campaign

Cincinnati—A one-man campaign to save the Christmas hymn, "Holy Night," from extinction through too many performances via radio, has been begun by Paul Kennedy, radio editor of The Cincinnati Post. Explaining in his column that "very soon radio will reduce this grandest of Christmas songs to the state of 'Music Goes 'Round,'" Kennedy is offering a \$5 first prize to the listener submitting the longest list of times the song has been performed by midnight, Dec. 26.

Underlying idea is that the result of the contest will be brought to the attention of radio producers. When they see the overwhelming number of times the song has been massacred by orchestras, baritones, sopranos, and piccolo players, they will be more judicious in giving permission to admit it to various programs.

## NEW PROGRAMS—IDEAS

### Christmas Festival

A choral assembly of more than 10,000 persons will participate in the first of an annual series of old-time Christmas carol festivals, originating December 23 at WHK, Cleveland, and airing over the coast-to-coast NBC-Blue network. The group will be composed of all organized singing groups in Cleveland, including school groups, special choruses, nationality singing societies, and church choirs, brought together through the combined efforts of the Come-to-Cleveland Committee and WHK.

The show will go on at 7:30-8 p.m., EST, from the Cleveland Public Auditorium. The general public has been invited to attend and participate. With the trained choral group and selected vocalists, who will take the lead in special arrangements, the event is expected to mark the performance of the largest singing group ever heard on a national network. The three Cleveland daily papers are cooperating in promotion of the festival, which will be under the supervision of Russell Morgan, music supervisor of the Cleveland public schools.

### Bests of the Week

Radio shortly is due to get a "Court of Critics". New program idea is the brainchild of Emanuel Manheim and G. Carlton Brown, former Syracuse, N. Y., newspapermen now located in Hollywood. Lyons, McCormick & Lyons agency is setting a sponsorship deal. Copyright plan calls for a "best of the week" program, with competent, established critics picking the week's outstanding play, film, book, magazine story, tune, performances in all fields, etc.

### "Under the Christmas Tree"

Adding to their daily three-minute interviews with department heads, Mullett Kelly Co., clothiers, have started weekly 15-minute stanza on their Christmas program schedule over KDYL, Salt Lake City. Idea is distribution of gift ideas, titled "Under the Christmas Tree." Suggested gifts, of course, are all at sponsoring store. Orchestra and dramatic Christmas skits round out program.

### Airing Xmas Letters

Little more than a week old, new kid Christmas program, in which youngsters detail gift preferences to Santa, is already drawing about 75

letters daily at KCKN, Kansas City. Program consists simply of reading the letters over the air, with the name and address of each sender. Apart from the usual parent interest, the letters usually are composed by elders, adding appeal for adult listeners.

## 200 Tele News Clients Expected in Six Months

(Continued from Page 1)

semi-public meeting places such as hotels, bars and eating places.

At the same time it was also learned that Peck Television will place a 441-line television receiving set on the market within six months to retail at approximately \$250, marking the first time such a set has been placed before the listening public in this country. Sets will be equipped with 14 x 16-inch screen.

News service is capable of being transmitted over either coaxial cable or leased lines. At present Peck is using lines, and power of 50 to 30,000 cycles. Peck will apply for short-wave channel shortly, and when accepted, will be able to send bulletins 72 miles.

Reception witnessed yesterday was still far from perfect. Attempts to use colors other than black and white were not successful.

### "20 Years Ago" on Network

"Twenty Years Ago—and Today," sponsored locally on WOR by Hearn's department store, will be fed to the MBS network as a sustainer beginning tonight, 10-10:30 p.m. Program is produced by Fanchon & Marco.

### Lyman for French Casino

Abe Lyman and his orchestra were signed last night by Billy Rose to open at the French Casino in a new show scheduled for the latter part of the month. Another orchestra is still to be signed.

### The name HAROLD STEIN

on a photograph  
is like  
Sterling on Silver

### COSMOPOLITAN STUDIOS

145 WEST 45TH ST. NEW YORK

## AIR ROYALTY TO ATTEND PILOT AWARDS LUNCHEON

(Continued from Page 1)

who already have signified they will be present are: Benny Goodman, Parks Johnson and Wally Butterworth (Vox Pop), Guy Lombardo, cast of The March of Time, Helen Menken, Professor Quiz, Rubinoff, Lowell Thomas, the cast of "True Story Court of Human Relations," Benay Venuta, Mark Warnow, Henny Youngman, and others. Maurice Van Praag, personnel manager of the Philharmonic Symphony Society, will represent this organization.

In addition to the winners of the Pilot Radio Award of Merit, representatives of every field of radio will be present—as well as figures of public importance, and newspaper columnists. These include: Nick Kenny, Bide Dudley, Bert Lebar of WMCA, G. W. Johnstone of WOR, Ben Grauer of NBC, Fred A. Willis of CBS, and others.

The proceedings at the luncheon will be broadcast over WMCA at 1:15-1:45. S. T. Thompson, vice-president of Pilot Radio Corp., will officiate as emcee, with Henny Youngman as toastmaster. Guest speakers on the program will include Dr. Rollo Reynolds, professor of Education at Teachers' College, Columbia University, whose topic will be "The Educational Aspects of Radio," and Helen Menken, who will touch on "Radio and the Theater." Messages of greeting have been received from the winners of the Pilot Award who are presently in Hollywood or other parts of the country outside of New York. These greetings, commenting upon the work of the Pilot Radio Award Society, will be read at the luncheon.

The group present will be a cross-section of the top layer of radio today, assembling leading artists, studio executives, announcers, technicians, newspaper writers and publication representatives.

## WORC Prexy Must Appear Before Nat'l Labor Board

(Continued from Page 1)

J. Handlin Jr., announcer, who is a national representative of AGRAP, and Herman Gruzin, transmitter engineer and operator.

## APPEAL TO THE RICH!

New York State is the richest market in the World.

Reach its people through

### THE MOHAWK VALLEY BROADCASTING SYSTEM

29 West 57th Street New York  
Telephone: PLaza 5-3269

## PROGRAM REVIEWS

## Eve Veverka

Among the more pleasant voices in the field of feminine commentators, beauty and fashion experts, health advisors, and other women who discourse on the radio is that of Eve Veverka, whose "Let's Talk It Over" stint is heard in the Thursday editions of Hecker's "Information Service" program over WOR-Mutual, along with Myra Kingsley's interesting astrological interpretations and Jean Paul King's news parade. There is a nice feminine charm in Miss Veverka's voice, plus clarity of speech, and her material shows good judgment.

## Briefly

Channing Pollock is doing a swell job as emcee of the Heinz "Magazine of the Air" on CBS. Yesterday afternoon's performance, with Sheila Barrett, Morton Bowe and Mark Warnow conducting the orchestra, was a very enjoyable affair.

Another Roosevelt, this time Mrs. Theodore Roosevelt Jr., was heard on the air yesterday afternoon over NBC-Blue in the "Let's Talk It Over" program with Lisa Sergio as emcee. Mrs. Roosevelt told some stories about big-game hunting in the Far East and Africa. She talked very well, though her script was a bit stilted.

Larry Burke, backed by the Jerry Sears orchestra, did some very agreeable tenor vocalizing on NBC-Blue yesterday afternoon.

## GUESTING

CLYDE BARRIE, on "Magazine of the Air," Dec. 16 (CBS, 3:30 p.m.).

MERRY MACS, third consecutive appearance on Al Pearce program, Dec. 14 (CBS, 9 p.m.).

## WLW, Cincinnati

Bob Newhall, sports commentator, made quite a record in forecasting gridiron results the past season. He had 148 winners to 41 losers, with tie games disregarded.

Betty Burns, dancer, is being given a chance as a singer Dec. 14 on "Mid-western Stars."

BARRY  
McKINLEY

IN

"CHEVROLET  
MUSICAL MOMENTS"SUNDAY 6:30-7 P.M. EST  
WABC-CBS Network

● ● ● Little Shots About Big Shots: Sid Gary swears by all the hi-saints that this tale is the McCoy... Some years back when he was a vaudeville act with George Burns (without Gracie Allen), they were appearing in San Antonio, and one nite decided on having a home-cooked meal. The boys went out and bought two live chickens and got two girls to prepare the meal, after which they left for the theater to do a show... The young ladies didn't know how to kill the chickens, so they went into a local drug store, got some ether and etherized the poultry—then plucked the feathers off... When Gary and Burns returned to the apartment (the girls had left for business), turned on the lights. Before their eyes pranced two nekkiid birds—who had just come out of the ether... Rumor has it that Lew Lehr, the Fox Movietone newsreel's comic commentator, will be Ben Bernie's heckler on his U. S. Rubber series.

● ● ● KHJ-MBS has made application for rain insurance from Lloyds covering broadcast of the Pasadena Tournament of Roses Parade on New Year's Day. Policy will pay off on one-sixteenth of an inch of moisture within four hours preceding the two-hour spectacle... If you could hiss a radio program, which program would you choose to hiss most, was asked by Hank Marks on his "Man on the Street" program via WLBC, Muncie, Ind. A man said "The Old Ranger"—and several minutes later was fighting his way into the studio to watch the "Old Ranger" broadcast... The Goodyear program on WADC, Akron, O., interviewed a deaf mute the other day. He is Park Myers, who was a winner in some contest. Bob Wilson, who conducts the show—used an interpreter for the man.

● ● ● Eddie Cantor will definitely arrive in N. Y. for his Jan. 5 airing. Bobby Breen will rejoin the troupe during this sojourn here—replacing Deanna Durbin. The entire company have been assured eight weeks of personals... March of Time is filming the NBC mail section for a section in their next issue devoted to radio broadcasting... Barry Wood has been given two of his own spots weekly on CBS (Mon. and Wed.) besides his vocal chores on the Harry Conn Show... Richard Humber, himself, brought that lovely sign space and had his picture painted on—beneath Fraudway's most dazzling liquor sign... Helpful press-agent: George Lottman, who handles Wing Mannone, figured there must be some attraction to get customers to the Swing Club—instead of Louis Prima's Famous Door—so with Wingy he wrote a tune along the "Music Goes 'Round" idea called "Where's the Waiter"—which may make more dough than the club—it's that swingy!

● ● ● Charles Crutchfield, program director for WBT, Charlotte, had so much fun airplane riding last Sunday—he almost didn't get back to town. The plane "hesitated a moment" over Charlotte and continued on to Washington—not landing because the visibility was poor and the pilot couldn't find the airport... Last week our editor handed us a note with the news that the Al Donahues became parents and he wanted us to discover the weight and sex... We called the bandleader's mentor who said he didn't know about the event yet. His press agent said he was holding it for Winchell. However, we discovered the hospital (gosh, this is a "sickening" column) she was in and phoned asking for Mrs. Donahue. The nurse asked our identity, switched our call to the floor she occupied and then spoke to what sounded like an elderly woman. "We'd like to speak with Mrs. Donahue," we said. "You can't!" came the reply. Assuming that she was still in ether, we asked the sex of the child. "Don't know yet," was the further information. "She went out to the movies!"

★ F. C. C. ★  
ACTIVITIES

## HEARINGS SCHEDULED

Dec. 20: Colonial Broadcasters, Inc., Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

Seaboard Broadcasting Corp., Savannah. CP for new station. 1310 kc., 100 watts, 250 watts L.S., unlimited.

Dec. 21: Santo Sottile, Charleston, S. C. CP for new station. 1200 kc., 100 watts, 250 watts L.S., unlimited.

Jan. 6: Warren B. Worcester, San Diego. CP for new station. 1400 kc., 250 watts, 1 KW. L.S., unlimited.

Philadelphia Radio Broadcasting Co., Philadelphia. CP for new station. 1570 kc., 1 KW., unlimited.

Abraham Plotkin, Chicago. CP for new station. 1570 kc., 1 KW., unlimited.

Jan. 7: Tri-City Broadcasting Co. Inc., Schenectady. CP for new station. 950 kc., 1 KW., unlimited.

Thum Broadcasting Co., Sandusky. CP for new station. 950 kc., 500 watts, 1 KW. L.S., unlimited.

## APPLICATIONS RECEIVED

WIBW, Topeka. Auth. to transfer control of corp. from Marco Morrow to Capper Publications, Inc. 196 shares common stock.

KCKN, Kansas City, Kan. Auth. to transfer control of corp. from Arthur Capper to Capper Publications, Inc. 95 shares common stock.

KICA, Clovis, N. Mex. Authority to transfer control of corp. from J. L. Nunn to Charles C. Alsop, 25 shares common stock.

## EXAMINER'S RECOMMENDATIONS

KQW, San Jose, Cal. CP to increase power to 1 KW., 5 KW. L.S. be granted. 1010 kc., unlimited.

Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime, be denied.

## KDKA, Pittsburgh

The Strollers will be pretty busy next week. In addition to their two regular broadcasts, the entire unit, Glenn Riggs, Al Egizi and his ork, and a group of entertainers will appear at the Charity Ball in William Penn Hotel on Thursday evening. Jean Galbraith, Bill Gibson, Dale Jackson, Freda Lazier, Paul Gannon and Bob Keller are among the members of the troupe.

Bill Beal, announcer, is pretty proud of the fact that a piece of mail addressed merely "Bill Beal, Pittsburgh," was delivered to him.

## George Nobbs a Father

George Nobbs, CBS program producer, yesterday became the father of a boy. Nobbs was notified of the birth during the airing of the Emily Post program which he produces, and Miss Post was forced to apologize to listening audience for commotion in studio.

HELENA BLUE'S  
NOVELTY STRINGSAn all girl orchestra playing  
in a modern, distinctive style

NOW AVAILABLE

FOR

RADIO HOTELS  
THEATRES

Circle 7-4124

New York



**DAVID BROEKMAN**, conductor of the KHJ-Don Lee "Presenting David Broekman" series, will feature highlights of his past 13 programs on the concluding broadcast of the series, tonight at 7. The popular maestro is leaving KHJ to devote his entire time to NBC's "Thrills" and other commercials which he has coming-up after the first of the year.

Ben Sweetland, KHJ's "Friendly Counsellor," who recently inaugurated a new one, "What's New Under the Sun," over the same Lee net, will have Albert G. Burns, president of the National Inventors' Congress, on the program Thursday at 7:30.

Adolph Busch, violin soloist with the Los Angeles Philharmonic Orchestra, will be the guest of Alfred Leonard on his KMPC "Concert Previews" at 12:45 Thursday.

"Doc" Hall, veteran radio emcee who recently stepped into the spotlight again with his "Discoveries of 1938" on KFVB, is doing a worthwhile job in providing professionals a show window for their talents. Many former vaudevillians who really have something to offer radio never have had a proper opportunity to display their wares heretofore. Doc is currently conducting a contest on the show, with Warner screen tests and contracts as rewards to the winners.

Don Wilson and Ken Carpenter will double at the NBC mike for the annual Rose Bowl gridiron classic on New Year's Day. Wilson thus returns to his first chore on the air, football, on which he used to do an outstanding job not so many years ago.

Edward Klauber, executive vice president of CBS, out here from New York, answered questions of local newspaper men at a Vendome party at which Donald W. Thornburg and other CBS execs played host. John Royal, NBC vice-president in charge of programs, also out from New York for a few days, made his a morning session.

The Board of Supervisors of Los Angeles County has renamed historic "poverty row" at Sunset and Gower. Because of the new CBS studios and Columbia Pictures, the corner hereafter will be "Columbia Square" officially.

"Six Hits and a Miss" is another name that was fastened to the "Lucky Seven" chorus of six boys and one girl which made its debut Wednesday night on the Warner Bros.-Lucky Strike show. The group is under the direction of Dudley Chambers and will appear regularly on the program.

Olsen and Johnson continue their itinerant broadcasting with a program from Long Beach Municipal Auditorium on Dec. 22, the penultimate for Richfield.

## ORCHESTRAS - MUSIC

**MAREK WEBER** will play for the Eli Bates House benefit ball at Stevens Hotel, Chicago, on Dec. 20. Ball is a salute to the Princeton Triangles, who will be in that city to put on their show.

*Eugene Jelesnik's ork at the Hotel Taft, New Haven, ends its engagement today in favor of Sy Byers and his crew.*

Paul Whiteman is designated as His Rhythmic Highness in a full-page layout of Drake-A-Day, Hotel Drake mag in Chicago. Other members of the Whiteman aggregation also have suitable titles as members of the King's Court. Marian Manners is Duchess of Tone, Jeanne Ellis is Princess of Song, Jimmy Brierly is Count of Charm, Jack and Charlie Teagarden are Sultans of Swing, Roy Bargin is Earl of Ivory, Bob Lawrence is Baron Baritone, Mike Pingatore is Prince of Pick, and the Bad Habits are the Jesters.

*Eddie Barry, tenor star of many of the "Blackbird" revues, has joined The Rhythm Kings at Jack Stutz's Game Cock.*

Phil Catena and his orchestra replaced the Jack Wright aggregation at Nick Toce's Village Brewery Restaurant. The Catena orchestra, which

### MIAMI

Vincent Sorey and his CBS orchestra were obtained to provide music for the ball topping off the International Radio Club party here before moving on to Havana.

WIOD's vagabond mike goes sight-seeing on Sunday afternoons to places of interest in this area.

Leslie Harris of WQAM special events department claims three scoops in the past week.

### WESG, Elmira, N. Y.

Eddie Pettigill of the WESG engineering staff leads his own band nightly at a local night spot. Eddie is an accomplished violinist.

The show must go on—So Glenn Williams and Hal Wagner continue to quiz pedestrians at the city's busiest corner in spite of blizzards and sub-zero temperatures. The "Quik Quizz" is a quarter-hour, five times weekly commercial.

Frances "Junior" Broich of the engineering department brought home his limit of rabbits and birds while on a recent hunting trip to northern New York.

### KTUL, Tulsa

Milton Slosser, organist, just back from Hollywood engagements, and Jack Hoffman, tenor, will be featured in a new thrice-weekly program for Imperial Sugar.

Compagne Parisienne (perfume) has started an ET series.

As a Christmas season program, short wave broadcasts from downtown section, describing window displays and sights, are being aired.

gained popularity in the West, is making its New York debut at the Village Brewery.

*Turnabout: Bandsman Oscar Bradley, who last year scored musical pictures for three film firms, has just been offered roles in pictures being produced by these same companies.*

A nomination for the successor to the Big Apple dance will be introduced by Mark Warnow on the "New York on Parade" program over WEOF on Monday. It is called the Alligator Dance, and was written by Ben Baron, student at New York University, and Ralph Wilkinson, 23, one of Warnow's arrangers.

*Maurice Spitalny, brother of Phil ("Hour of Charm") and of H. Leopold, also a radio personality, goes to Pittsburgh from Cleveland after first of the year to conduct the KDKA studio orchestra.*

Jimmy Dorsey and his ork will air a part of their Dec. 12 benefit swing concert from Congress Casino, Chicago, over NBC-Red network. Concert, at 4 p.m., is sponsored by Down Beat, musical magazine, to aid Jimmy Cannon, former member of Ray Noble's orchestra, now convalescing in a New York sanitarium.

### OKLAHOMA

Lester Tucker, WKY control room engineer, marooned from his home for more than three weeks. Daughters caught scarlet fever and he found himself locked out.

Jack Wilson, former WKY singing star, is now on WNAD (Norman) in "Thoughts to Music," poetry readings, with Ruth Verne Davis at the organ.

Glenn A. Williams now doing two 15-minute news broadcasts daily for KCRC, Enid.

### WICC, Bridgeport

Mack Parker plans a Christmas vacation "back home" in Plattsburgh, N. Y.

Dolores Hanford returns from out-of-town broadcasts and will be on next Thursday's Toy-Fund-Campaign program.

Portion of the 25th annual concert of Carol Society of New Haven will be fed by WICC facilities to Mutual and Colonial webs.

### Wesley Burke to Coast

Chicago—Wesley Burke, who has been playing leading character roles on WLS in "Big City Parade," has received an offer from Los Angeles, and will be heard from the coast in the near future.

### JIMMY ALDIN

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BE N 6-4759



**JULES STEIN**, president of MCA, coming to Chicago next Sunday from Los Angeles for two-day stay and then plans to go on to New York. Will return to coast at Christmas time where his family is now living.

Charles Barney Cory, handling promotion for McCann - Erickson agency, laid low by bronchitis while visiting Canada. Has been in bed for several days at home.

Bob Brown has supplanted Don McGibeny as master of ceremonies on the Salerno-McGowen Question-Air program on WMAQ.

Arthur Peterson and his wife, Norma, are taking a belated honeymoon to New York this week-end. They were married six months ago but have been too busy with "First Nighter," "Guiding Light," "There Was a Woman" and other shows.

Nate Pumpian, radio director of Henri-Hurst & McDonald, and Bob Boneel of the Edward Petry staff are planning a Florida vacation to start at Christmas time.

Ethel Owen of the "It Can Be Done" show is trebling as president of a dog biscuit company and the proprietor of a Milwaukee dog and cat hospital.

### WLBC, Muncie

E. Pierre de Miller, news editor, and Ottis Roush, chief announcer, latest to catch the candid camera craze.

Francis "Jake" Higgins, WLBC special events and sports announcer, very secretive about new type of sports program he is developing.

Jimmy Fidler, Weatherman, at last has a sponsor.

Henry "Hank" Marks, WLBC mike-man, wearing double pair of socks while handling Man-On-The-Street broadcasts.

Don Russell, local salesman, over cold.

C. X. Castle, WLBC engineer, has nearly completed new ham transmitter.

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STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Sound Is Photographed With Electric Camera

Cincinnati—A sound recording camera, which makes it possible to reproduce natural effects, has been developed at WLW by Don Winget Jr. and his corps of experts in association with Arthur Young of Crosley Radio laboratories. Under the old system, the producing of a gunshot by using a slapstick only imitated the impact but did not retain the reverberation that is necessary to make the sound natural to the ear.

By using the shadowgraph method, Winget and Young took pictures at one-ten-millionth of a second, photographing bullets in various stages. When the collection of films was developed, Winget and Young found they had recorded the complete sound of gunshots.

Removing the initial impact and retaining the reverberation of one shot may sound impossible, Winget explained, but his department has accomplished the feat by constructing a mechanical filter which absorbs the initial impact but leaves the reverberation unimpaired.

The electric camera has been used in photographing sound waves of various other devices and will mean that radio sound technicians at WLW will be able, by analysis, to reproduce naturally on the air virtually every sound.

## It Happened One Night

Syracuse — At midnight, WSYR signed off. And the engineers got busy. A minute and a quarter before the 6 o'clock sign-on, they had: changed complete control facilities of the station to a 14-channel mixer of their own design; installed a system of relays and warning lights for studio speakers; put in two recording machines and associated equipment. Everything worked, too—first shot!

## Tip to Sound Men

Long Beach, Cal.—For the "most blood-curdling groan in the world," Lou Huston, sound-effect artist of KFOX, offers this one: play a baby-rice 78 RPM record at 33 1/3 RPMs.

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## Station Improvements

Stockton, Cal. — The following changes by WTAW now await Federal approval: new location for transmitter; installation of new equipment; change in frequency from 1100 kc. to 1150 kc.; power increase to 5 KW., and change in hours to limited time.

Lancaster, Pa.—WGAL application, shortly to be heard by FCC, asks installation of new equipment and directional antenna system; change in frequency from 1500 to 1510 kc.; power increase from 100 watts night, 250 watts day to 1 KW. unlimited time, using directional antenna system for night operation. Station also seeks to move transmitter to Marietta Pike, Lancaster.

East St. Louis—Installation of new equipment and directional antenna system are sought by WTMV in an application to the FCC. Other changes asked are: frequency shift from 1500 kc. to 1501 kc.; increase in power

and time of operation from 100 w. night, 250 w. day, unlimited, to 1 KW. night, 5 KW. day, employing directional antenna for both day and night use.

Boston—W1XAL has applied to the FCC for permission to make changes in equipment and increase power from 20 kilowatts to 50.

San Antonio—Boost in power from 100 watts to 100 watts night, 250 watts day is being sought by KONO here. Station also plans changes in transmitting equipment and installation of new vertical antenna. Transmitter-move, from Milan Building to 317 Arden Grove waits Washington approval, with other changes.

Lawton, Okla. — Application to make changes in equipment and increase power from 100 watts to 100 watts night, 250 watts day, has been sent to the FCC by KLAH here.

## Poor Demand in England For Television Receivers

London — Demand for television sets in Great Britain is proving a disappointment, it was brought out at the annual meeting of Electrical & Musical Industries Ltd. Small sales are blamed on the still poor entertainment quality of most programs.

## New Police Radio System

Columbus, Ga.—Designed and built by Westinghouse, new police radio system just completed here has remote control transmitter located two miles from headquarters in a specially constructed vault-like building on the campus of the new high school. Hundred-watt transmitter operates on frequency of 2414 kilocycles under call letters WPFJ. One-way communication is maintained between the transmitter and ten cars and two motorcycles equipped with receivers tuned to headquarters. Application to FCC seeks authority for 250 watts power.

## Push Plans for CBS Power Unit in Hollywood

Hollywood—With new KNX transmitter for CBS' new layout here expected before Jan. 1, CBS Vice-President Donald W. Thornburgh announced that building plans are being perfected for structure to house the RCA 50,000-watt electrical equipment, model 500. Arrangements to deliver power to new transmitter site at 190th St. and Hawthorne Blvd. are being completed and bids and estimates for construction are being received. New KNX transmitter is expected to augment present signal strength where KNX programs now are heard throughout the eleven western states, Alaska, Hawaii and Australia, and greatly increase reception efficiency south of Los Angeles and to all seaboard points.

## New Mike Perfected

Inglewood, Cal. — Universal Microphone Co. here has started production of an airport land station dynamic-microphone finished with an attractive chrome stand, and an aluminum microphone case mounted at telephone height. Instrument will be manufactured in 33 ohms.

## Tests Prove Efficiency of W2XAE in Short-Wave

A six months' series of exhaustive tests recently completed by the Union Internationale de Radiodiffusion in Brussels has established the superior efficiency of directional antenna systems employed by W2XAE, CBS international short-wave station in New York, according to reports just received by E. K. Cohan, CBS director of engineering.

The tests were conducted by expert radio technicians to determine relative increase or decrease of signal intensities of a large number of short-wave stations when they switched to and from antennas directed toward Europe and other points of the world while employing the same frequency band. According to Cohan, graphs of signal intensity disclosed that W2XAE consistently showed a greater increase at Brussels when it switched from South American to European antennas than did any other station cooperating. The tests were arranged at a session in Bucharest early this year of the Technical Committee of the U.I.R. in order to provide the Cairo Conference next February with more detailed information on high frequency transmitters. Results will be used to determine whether the efficiency of directional antennas is now great enough to permit more than one short-wave station to occupy the same or adjacent frequencies while broadcasting in different directions. If such proves to be the case, present congestion and interference in this area should be greatly diminished.

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## LOUISVILLE

Harry Lukens, WAVE announcer and actor, is directing a Christmas play to be given by the Young People's Commission, religious group.

Curtis Rhodes, tenor, airing under Goodwill industries auspices, is heard over WHAS, Thursdays; WAVE, Tuesdays, and WGRC, Tuesdays.

Thixton Sprenger, who formerly sang over both WHAS and WAVE, back in town after absence of a year and a half, as emcee with International Ice Revue at Jefferson County Armory.

## WMT, Cedar Rapids

Art Shepherd, conductor of "Curbstone Forum," is completing his sixth year of street corner broadcasting, six days weekly, which he thinks is about the record.

Allan McKee, who does the "Did You Know?" program daily for Leibsohn's store, finds he has to spend a lot of time researching for items.

## WELI, New Haven

"Gift Councillor" is a special daily feature up to and including Dec. 24. Connecticut Refining Co. has scheduled a two-week trout for the Sunday "All in Fun" featuring WELI choral group directed by Arthur Hoyt. Golly, the Roving Reporter, produces and emcees the program, which is also fed to WATR.

## WBRY, New Haven

Jack Henry is crowing about a Polish comedian discovery, Peter Bomba, who panics even fans who don't understand Polish. Peter is sponsored and fan mail is big.

Italian scrambled words are the latest feature of "L'Ora Italiana," sponsored by Italian food dealers who distribute market baskets and other prizes.

## Again Heard in Havana

Havana—Following a change in frequency by Station CMBL, Havana listeners again are enjoying programs from WLW in Cincinnati, according to an article by Rene Canizares in "Advance." The radio columnist pointed out that the frequency shift was brought about through the complaints of dialers that they were unable to hear the American station. The radio commission finally took action.

## ONE MINUTE INTERVIEW

## HELEN MENKEN

"Long overshadowed by personalities and production details in motion pictures and on the stage, lines of the actual dramatic script come into their own in radio. The words the author gives us are, in the last analysis, the only concrete tools we have to work with on the air. Through our voices we can place each word in its proper emotional setting and so make it live, but it is to writers that radio must look if it is to maintain its position as one of the vital branches of the living theater."

## ★ Programs That Have Made History ★

## KHJ's "Help Thy Neighbor."

GOOD Neighborliness is the keynote of a Pacific Coast one-station radio program that currently produces jobs for the unemployed at the rate of 100 or more per week. "Help Thy Neighbor," inaugurated last January, presented on Sundays at 4 p.m. over KHJ, Los Angeles, has to date placed more than 3,000 people in remunerative positions at a cost to employer or employee of only a postage stamp.

Hal Styles, originator of the program and air mediator for the jobless, conceived the idea that a work seeker might sell his or her services via radio to several hundred thousand potential employers as easily as he could talk a single individual out of a job. The first broadcast brought 35 jobs to five people interviewed on the air. The remaining 30 were parceled out to those who didn't get to the mike. That average of jobs still holds on the actual broadcasts, with a steady stream of follow-ups during the ensuing week.

The format is simple. Applicants write stating type of work sought, together with qualifications and a brief biography of background and experience. Letters are graded according to employability and the applicant's need. Auditions are held

at the studio on one day each week to sift the microphone wheat from the chaff, since a faltering or boring speaker might easily cause thousands of potential employers to dial out. The Sunday visual audience is restricted to those job seekers for whom no work has yet been found. During the broadcast a bank of telephones is busy accepting offers of work for the different interviewees—who, of course, get first selection of them. The balance are handed out to those in the audience qualified to accept them, or are later filled from office files listing approximately 20,000 previous applicants.

"Help Thy Neighbor" has gained top rating in Southern California over all programs—local or transcontinental—for its air period. It has generated a definite "good neighbor" spirit among the listeners as reflected in the steadily increasing offers of jobs, and in the friendly cooperation with the service given by state, civic and social organizations.

Baring the needs of the unemployed by air bulletin to "neighbors" in every community from coast-to-coast may someday be instrumental in solving the national re-employment problem.

## ★ Coast-to-Coast ★

JOHANNES STEEL, WMCA's international commentator who discusses world events, will inaugurate in his broadcasts a group of interviews with foreign consular offices. The date of the series has not yet been announced, but among those to be heard are the Czechoslovakian, Spanish, English, French, Chinese and Soviet embassies.

Universal Radio Programs Inc. reports it has signed 43 stations for its Commercial Announcement Service. Stations receive 80 announcements per week, covering 24 lines of business.

Big Jim Thorpe, one time athletic star, stormed into Indian politics via radio this week in Shawnee, Okla., like he once did on the gridiron. In a broadcast over KGFF, the former all-American and decathlon champ talked against adoption of the Thomas-Rogers bill and the adoption of a separate constitution by the Sac and Fox tribe, of which he is a member.

Elliott M. Sanger, general manager of WQXR, will go to Bridgeport, Conn., and be the guest of Jud LaHaye of WICC at the study meeting of the local Musical Research Club on Dec. 13.

Genevieve Rowe, featured soprano of the "New York on Parade" programs, who has been renewed for an additional 13 weeks by Consoli-

dated Edison, also is heard on WOR Sunday nights with Alfred Wallenstein and on both the NBC and CBS editions of the "Johnny Presents" airshows.

Each Tuesday at 3:15 p.m. over WBNX, the New York Association for the Blind presents gifted students from the organization in a series of amazing recitals. Program is presented strictly on its merits with no attempt to create sympathy.

A. M. Sullivan, vice-president of the Poetry Society of America, will begin his sixth annual series of poetry broadcasts over WOR-Mutual on Sunday at 2:30-3 p.m.

WBT, WWL and WHIO are among the batch of stations which last week became accounts for the script service offered by Karl Zomar, Springfield, Mo.

The Roy Campbell Royalists, currently featured on NBC's "Time of Your Life" show, will make a vaudeville tour immediately after the program leaves the airwaves.

Ted Collins, producer of the Kate Smith Thursday night shows, is experimenting with a new lighting effect for television broadcasts.

Bob Murray, WHN vocalist, is a radio and electrical engineer. He

## NEW ORLEANS

G. "Jack" Pipitone, business agent of musicians' union, has no opposition for renomination to that post. But Leo Broekhoven will run for president, which office Pipitone also holds now.

Louella Richards, daughter of E. V. Richards, theater owner and head of WSMB, will be married Jan. 3 to Elwood Roger Clay.

took to singing after making good on an amateur hour. First vocalizing job was with Roy Campbell's Continentals at the Roxy. Then with Paul Ash at French Casino.

A new string quartet makes its debut over WOR-Mutual on Sunday at 1:30-2:15 p.m., known as the Gotham Quartet, composed of Joseph Coleman, Harry Farbman, Milton Katims and Ossip Giskin. Floyd Neale will act as announcer.

General Electric's two international stations in Schenectady, W2XAD and W2XAF, both will be on the air for 40 hours from 9 a.m. on Dec. 31 to 1 a.m. on Jan. 2, so short wave fans all over the world may enjoy special New Year's programs.

KFIZ, Fond du Lac, and KAND, Corsicana, have bought "Organ Treasures" from Standard Radio.

Evans Fur Co., large user of local time in Chicago, bought the Radio Features series, "Donald Novis Sings," for use on WMAQ, three times weekly. Sale was handled through Auspitz & Lee and Standard Radio Chicago office.

W. A. Wilson, Manager of WOPI, Bristol, Tenn.-Va., divides his time equally by spending mornings at the Bristol Studios and afternoons at the Kingsport place, alternating his schedule weekly.

Felix Knight, Morton Bowe and Barry McKinley set for Chevrolet recordings Dec. 20. Victor Arden's orchestra will be used with all three artists. NBC Artists Bureau set the deal.

Maurice C. Coleman, manager of WATL, Atlanta, will speak this evening on "Optimism As We See It Today" before the Optimist Creed Society.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

## Greetings from Radio Daily

December 10

Lew Brown      Jean Dickenson  
Morton Gould      Lawrence Jacoby  
Dorothy Lamour      Adele Rosenberg  
Claire Sherman      William Weisman

December 11  
Donald FlammDecember 12  
Allen Massey      Martin Starr



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 115

NEW YORK, N. Y., MONDAY, DECEMBER 13, 1937

FIVE CENTS

# Warners Buying Muzak

## NEW EXECUTIVE SETUP RECOMMENDED FOR NAB

By GEORGE W. MEHRTENS  
Washington Bureau, RADIO DAILY  
Washington — Recommending that NAB hold its 16th annual membership meeting at the Willard Hotel here Feb. 14-16, and asking that the membership pay into the association \$250,000 annually in lieu of the present \$125,000, the committee on re-organization of the National Association  
(Continued on Page 8)

## John Royal Concerned About Future Talent

West Coast Bureau, RADIO DAILY  
Los Angeles—Concern over future supply of radio talent, now that vaudeville, burlesque and other theatrical sources of development have dwindled away, was expressed by John Royal, NBC v.p. in charge of  
(Continued on Page 8)

## New Armco Band Series Will Originate at WLW

Cincinnati—American Rolling Mills, which returns to the air Jan. 2 for the ninth season with a series of 13 Sunday afternoon concerts by the 50-piece Armco band conducted by Frank Simon, will definitely key the show from WLW. It will be heard over NBC-Blue at 3:30-4 p.m. Program will feature outstanding instru-  
(Continued on Page 5)

## Ford Billings in Chi

Chicago—Ford Billings, formerly of Hearst Radio on the coast, has been here for the past week, and report has it that he is talking a deal to join Van Cronkhite Associates Inc.

**First Tele Sponsor**  
Calvert Distillers Corp. on Saturday became the first commercial sponsor to use television when the first of a series of advertisements was transmitted over the new Peck Television news service. Utilizing the facilities inaugurated last Thursday, Calvert advertising copy was interspersed with news bulletins throughout the day and evening.

**Radio Limitless**  
Comparing radio with the stage and screen in presentation of drama. Percival Wilde, whose "Blood of the Martyrs" was given its premiere in the WPA Federal Theater Radio Division "Contemporary Theater" series over WQXR last week, said radio offers the greater scope of the three mediums. One reason is that the radio listener becomes co-author and co-actor, he says. Wilde is author of 116 plays, including 107 one-acters, and more than 80 per cent of them have been broadcast in various parts of the world. His "Finger of God" was done three times on the Rudy Vallee program.

## GENERAL MILLS PLANS NEW DRAMATIC SERIES

Chicago—General Mills has signed Joan Blaine for a new five-weekly dramatic series, probably to take over one of the present periods in "Gold Medal Hour" shortly after first of the year. Though present show is handled by Blackett-Sample-Hummert and Russel Seeds agency, new item will be handled direct, with production in New York. Ed Smith,  
(Continued on Page 6)

## Schedule Is Revised On Chevrolet Disks

Slight revision in guest star schedule of the new series of Chevrolet-WBS "Musical Moments" disk releases, on a two-a-week basis, makes the lineup now as follows:  
This week's guests are: Virginia  
(Continued on Page 2)

## ★ THE WEEK IN RADIO ★ ... SPA Starts Something

By M. H. SHAPIRO  
**OPEN** break between the majority of the song writers and the pop music publishers may ultimately develop into some fancy court proceedings brought by the writers . . . with the potential ramifications of extreme interest to all music users, radio especially . . . Precipitated over the question of so-called small rights, such as transcription licenses and movie synchronizations, the contemplated court action is to get a clarifica-

## Expansion of Wired Radio Music Service Planned by Film Company—Seen as Step Toward Television

### TWO SUITS ARE FILED BY SONGWRITERS ASS'N

Song Writers Protective Ass'n filed two suits against publishers on Friday as the first step toward obtaining a court decision as to what rights an author and composer retains in his composition after turning it over to a publisher whose practice it is now to vest the copyright ownership in himself.  
Papers were served on Irving Berlin Inc. and Jack Mills Inc., but it is understood that actual complaints  
(Continued on Page 5)

### Klauber Sees Over-Stress On Hollywood Date-Line

West Coast Bureau, RADIO DAILY  
Los Angeles—A Hollywood date-line of itself is perhaps a presently over-rated factor, declared Edward Klauber, CBS v.p., here last week for a look-around. He declined to commit himself, however, on whether or not Hollywood would continue  
(Continued on Page 6)

### Boston Mikers in AFRA

Boston — Announcers of WBZ, WNAC and WAAB have been enrolled in American Federation of Radio Artistes, following a meeting presided over by Ben Grauer and George Hicks from New York. The WEEI and WHDH mikers are signed with AGRAP.

Control of Muzak, heretofore a subsidiary of Wired Radio Inc., supplying direct wired radio music to places of business, homes, etc., is being acquired by Warner Bros. Pictures Inc., which plans to launch the entertainment service shortly on a national scale. Preliminary formalities have been completed between H. M. Warner, president of the film company, and Waddill Catchings, head of Muzak, although the final  
(Continued on Page 2)

## UNION PACIFIC RAILROAD STARTING DISK SERIES

Union Pacific Railroad next month will start a large disk spot campaign in Union Pacific territory. John Hix ("Strange As It Seems") has been signed for the series. Stations on the list include WCCO, KNX and KSFO.

## Brazil's Use of Radio Shows Marked Increase

Washington Bureau, RADIO DAILY  
Washington—Use of radio broadcasting as an advertising medium in Brazil has increased greatly in the last three years, it is shown in a survey of advertising in that country by Secretary of Commerce Daniel C. Roper. Brazil has 63 broadcasting stations, of which at least 55 sell advertising time. There are 15 stations in Rio de Janeiro and 11 in Sao Paulo. Effective chain broadcast-  
(Continued on Page 6)

**Late—or Early**  
Chicago—Kay Kyser, who puts on a post-midnight "Prof. Quix" type of sustainer, "Kollege of Musical Knowledge," over MBS on Tuesdays at 2 a.m. from the Blackhawk, is getting more than 2,000 fan letters weekly—from listeners at that hour who contribute questions and solutions for the week's five musical queries.

(Continued on Page 2)



# ★ THE WEEK IN RADIO ★

## ... SPA Starts Something

(Continued from Page 1)

Vol. 2, No. 115 Mon., Dec. 13, 1937 Price 5 Cts.

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

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## FINANCIAL

(Saturday, Dec. 11)

### NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	150	149 1/2	149 3/4	- 1/4
CBS A	17 1/2	17 1/2	17 1/2	.....
Crosley Radio	8 1/2	8 1/4	8 1/4	- 1/8
Gen. Electric	43 1/2	42 3/4	43 1/8	+ 1/8
RCA Common	7	6 3/4	6 7/8	.....
RCA First Pfd.	51 1/8	50 1/2	51	.....
Stewart Warner	10 3/8	10 1/8	10 1/8	- 1/4
Zenith Radio	18	17 3/4	18	.....

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 3/4	14 3/4	14 3/4	+ 1/4
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## Orrin Towner Named WHAS Chief Engineer

Louisville—Orrin W. Towner, for 11 years with Bell Laboratories, has succeeded the late Howard E. Campbell as chief engineer of WHAS.

Towner won his degree in electrical engineering at U. of Kan. in 1927. He was chief engineer of Towner Mfg. Co., Kansas City, and served as operator of KFKU and chief engineer of WREN.

## Two-Hour Musical Show Signed for Run on WCAO

Baltimore—McCarthy-Hicks Inc. has signed with WCAO for a two-hour Saturday night program for an indefinite period. Show is a musical and runs from 11 p.m. to 1 a.m. It is without commercial announcement and is said to be the first program of this character and that length that has ever been contracted for in Baltimore.

**WOPI** "The Voice of the Appalachians"  
**BRISTOL - TENNESSEE**  
**VIRGINIA**

al, in preparation for drafting a preliminary report . . . excellent progress is reported. . .

One thing off a great many minds is the fact that the Segal-Smith case is finally over . . . with the former being suspended for two months, while the latter had his charges dismissed by the FCC. U. S. Court of Appeals affirmed five decisions by the FCC concerning applications for radio facilities . . . RCA ran into difficulties with the musicians' union over its proposed sponsorship of the Met. Opera, when the local sought full commercial rate over the grand opera scale. . .

CBS plans to open its new coast plant early next March . . . WLLH successfully synchronized its two transmitters, 10 miles apart, apparently opening new fields for increased use of existing facilities. . . General Foods for Jell-O will add 23 Canadian stations after the first of the year, making the show the

largest commercial hook-up with 108 outlets . . . Tele organization in New York gave a demonstration of televising news items, a service which is to be sold like news ticker stuff. . . Music publishers' code of fair trade practice received tentative approval of the FTC and will probably be okayed shortly . . . KGAR, Tucson, joins CBS as a bonus station to KOY users . . . Paul H. Raymer Co. appointed to represent the Michigan Network, effective Jan. 15, with Raymer expanding his organization as a result . . . Anti-Ascap measure is introduced in Georgia legislature . . . AFM will not license the disk makers until the IRNA biz is settled . . . the IRNA contracts are beginning to arrive each day . . . and held in escrow . . . Father Coughlin returning about Jan. 9 on 27 independent outlets . . . Ruthrauff & Ryan named Prof. Stevens of Northwestern University its official drama advisor . . . particularly on child programs. . .

## Schedule Is Revised On Chevrolet Disks

(Continued from Page 1)

Rea and Ross Graham, and Lucy Monroe and Barry Wood; Dec. 26, Phil Duey and Shirley Howard, Ruth Carhart and Walter Cassel; Jan. 2, Alice King and Ralph Kirby, Lois Bennett and Morton Bowe; Jan. 9, Doris Kerr and Walter Cassel, Dorothy Dreslin and Jan Pearce; Jan. 16, Josephine Antoine and Larry Taylor, Helen Morgan and Howard Price; Jan. 23, Evelyn Case and Robert Weede, Marion Shelby and Stuart Churchill; Jan. 30, Jane Froman and Howard Phillips, Annette Hanshaw and Bromley House; Feb. 6, Willie Morris and Hal Gordon, Josephine Huston and Ray Heather-ton; Feb. 13, Lois Ravel and Robert Steele, Patti Chapin and John Herrick; Feb. 20, Welcome Lewis and Phil Duey, Arlene Jackson and Ross Graham; Feb. 27, Walter Cassel and Nola Day, Helen Morgan and Leonard Warren.

Victor Arden's orchestra and the Songsmiths Quartet appear throughout the series.

## WHK-WCLE Promotions

Cleveland—Beverly Dean, former WHK-WCLE publicity director and continuity chief, becomes jointly responsible with Gene LaValle at the stations for program production Dec. 15. Neil Collins, secretary of the Cleveland Community Fund radio bureau, joins the publicity staff replacing Milton Hill, who goes in the WHK-WCLE continuity department.

## Renewals for Heidt

With his switch Dec. 28 from CBS to NBC-Blue, Horace Heidt and his Brigadiers get a new 52-week contract from Stewart-Warner on the air, and a similar agreement with Brunswick to continue making disks.

## Warner Bros. Acquire Wired Radio Service

(Continued from Page 1)

agreement had not been consummated up to Saturday.

Muzak service, available via either telephone or electric light wires, has been used by New York hotels and restaurants for some time. A few homes also have had it installed.

This new move by Warners, who already control Transamerican Radio & Television and own KFVB in Hollywood, besides being producers of the new Lucky Strike network hour, is regarded as a likely step toward television by wire. Development of wired radio programs for various industries, where "occupational and recreational music" may be used to advantage, also is being considered.

## Hoppes Returns to Erpi

W. L. Hoppes, who has been on leave from Electrical Research Products for a year to serve World Broadcasting System as station relations manager, returns to Erpi the first of the year, it is announced by P. L. Deutsch, president of WBS. Hoppes will be assistant to D. C. Collins, v.p.

## "Birth of Nation" for Air?

Chicago—Conferences held here last week by Harry Aitken, veteran film man, and John Van Cronkhite of Van Cronkhite Associates Inc., has given rise to rumors that radio rights to "Birth of a Nation," famous silent film, are being acquired by VCA.

## COMING and GOING

MILTON BLINK, head of Chicago office of Standard Radio, leaves today for week in Canada at the firm's Toronto branch.

STAN ZUCKER, general manager of CRA, is back at his desk after trip to Middle West and South to Atlanta.

RICHARD PATTISON, director of publicity at WSPA, Spartanburg, S. C., plans a New York visit after the holidays.

WILFRED PELLETIER, the conductor, and wife in Chicago for couple of days last week.

HENRY WEBER, WGN musical director and opera conductor, and MARION CLAIRE, his wife, planning a Caribbean cruise shortly after Christmas.

JAMES SHOUSE, general manager of WLW-WSAI, and ROBERT JENNINGS, of WLW, returned to Cincinnati on Friday.

HARRY M. SMITH, general manager of WBBM, Chicago, was in New York over the week-end.

GLENN SNYDER, vice-president of WLS, is in town.

JOHN C. GUDE, CBS manager of station relations, is off on a two-week trip through the mid-west.

PAUL WHITE, CBS director of public affairs, was in Washington Friday to attend the Grid-iron dinner.

DR. J. H. DELLINGER, chief radio engineer of the U. S. Bureau of Standards, returned Saturday aboard the Washington from a London conference.

J. K. WILSON, director of Erwin, Wasey & Co., returned from Europe on Saturday.

JOHN MORRIS PERRY, director of the Metropolitan Opera Co., arrived Saturday aboard the Washington with MRS. PERRY.

JOHN ROYAL is back east from his trip to Hollywood.

DON STAUFFER of Young & Rubicam is back in his New York office after attending to Coast business.

AL PEARCE and DINTY DOYLE left Friday evening for Chicago, and then to Detroit last evening. Will return to New York tomorrow.

JACK ROBBINS returned today from Worcester, Mass., where he spent the week-end visiting his family.

W. E. MacFARLANE, president of Mutual and v.p. in charge of WGN, Chicago, to Washington on business.

TINY RUFFNER left Hollywood over the week-end to confer with Ruthrauff & Ryan execs in N. Y.

JACK VAN VOLKENBURG, assistant to H. Leslie Adams, CBS v. p. in Chicago, is in N. Y. on business.

HELEN GLEASON, singing star, is back in N. Y. from a western vacation.

JESSICA DRAGONETTE, who has been making personal appearances, left Saturday for Hollywood to divide her time between movies and concerts.

HENNY YOUNGMAN was in Albany over the week-end to attend the dinner to Si Fabian, theater operator.

## LEE GRANT

AND HIS ORCHESTRA

★★★★★

SIX-STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY WMCA 2:30-5:30

The PERFECT MARKET'S  
**LOUDSPEAKER** **WAKO**  
ALBANY, NY  
Newly Equipped for Super Power

# THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

## GUEST-ING

ERIN O'BRIEN MOORE, LEE SULLIVAN and ALICE MARION, on "Hammerstein Music Hall," Dec. 17 (CBS, 8 p.m.).

EDWINA EUSTIS, on Radio City Music Hall program, Dec. 19 (NBC-Blue, 12:30 p.m.).

MORITZ ROSENTHAL, on "Magic Key," Dec. 19 (NBC-Blue, 2 p.m.).

JEANNE MADDEN, JOHN SEAGLE and FLORA NEILSEN, on "Metropolitan Auditions of the Air," Dec. 19 (NBC-Blue, 5 p.m.).

VERA BRODSKY, pianist, on "Voice of Firestone" today. (NBC-Red, 8:30 p.m.).

DAVE RUBINOFF, and FRANCES FARMER and LUTHER ADLER of "Golden Boy," on Rudy Vallee program, Dec. 16 (NBC-Red, 8 p.m.).

PAT O'BRIEN, HENRY FONDA, WAYNE MORRIS and JANE BRYAN, in "Submarine D-1," on "Your Hollywood Parade," Dec. 15 (NBC-Red, 10 p.m.).

ANNETTE KING, on "Fun in Music," Dec. 14 (NBC-Red, 2 p.m.).

GEORGE GRIFFIN, interviewed by Nellie Revell, Dec. 21 (NBC-Red, 5 p.m.).

H. G. WELLS, on "As I See It," Dec. 21 (NBC-Blue, 4:20 p.m.).

ALAN HALE, interviewed by Elza Schallert, Dec. 16 (NBC-Blue, 11:15 p.m.).

JOY HODGES interviewed by Radie Harris, Dec. 15 (WOR, 6:45 p.m.).

AL DONOHUE and JOHNNY MERCER, interviewed by Powell Clark, on "Six Star Revue," today (WMCA, 2:30 p.m.).

LILY PONS, with Andre Kostelanetz on the Chesterfield program, Dec. 22 (CBS, 9 p.m.).

LEO CARRILLO, Al Jolson show, Dec. 21 (CBS, 8:30 p.m.).

POLLY MORAN, on "30 Minutes In Hollywood," Dec. 19 (MBS, 6 p.m.).

## Hurleigh's News Idea

Washington Bureau, RADIO DAILY  
Washington—Robert F. (Bob) Hurleigh, 25, one-time attache RKO-Keith's, now a star newscaster at WFBR, Baltimore, is producing a new idea for a program—a cause-effect angle to outstanding news stories.



## PETTY CASH VOUCHER

Week ending Dec. 10th

● ● ● Saturday... From KSFO, Frisco, comes the exclusive note that the janitor there received a bottle of wine from a sponsor because, during a Thanksgiving Day show of the sponsor's, a turkey was the guest of honor and forgot to behave—so the wine was to settle the "ruffled" nerves of the janitor.

● ● ● Sunday... A visit to the Hipp, where Kate Smith's basketball team is inspected for the first time—and as a "surprise" for us—the Celtics WIN their first game of the season. Sylvan Taplinger wants to give us a season-pass—figuring we're luck. How silly!

● ● ● Monday... From U.S.A.'s "forgotten state," Vermont, word arrives that Lansing Lindquist, program director of WNBX, Springfield, aired the ceremonies of a station opening in which Gov. Aiken tossed a football containing the station's key to the capt. of the Dartmouth football team—who kicked the pigskin into the Conn. River—signifying that the doors would always be open.

● ● ● Tuesday... At the Park Central, Jerry Blaine shows off his watch presented him by the music boys... In the Swing Club Wingy Mannone is entertaining Cafe Society plus Mickey Alpert, Geo. Lottman and boys from the Dorsey and Lombardo crews... Later to the Famous Door, where Louis Prima is holding court, Jack Eigen is there with his wife and Bert Lebar. Also Mirror ed. George Clark waiting for his wife, Kay Parsons, who arrives with word that she's signed a contract for Miami opening Xmas day.

● ● ● Wednesday... Though it's Belle Baker's songplugging brother Murray's birthday, it's also Freddy Martin's opening at the Ritz-Carlton and Jack Robbins is throwing a party entertaining Bernie Wolfson, coast attorney, etc. Everyone's there with their wives—because it's "dress" and women look so stately walking down the grand staircase showing off their furs and stuff... Later to Bill's Gay '90's, where Charles King sings in grand voice—and brings tears to the eyes of many because he isn't on top... Baker's wife chides him that he lied about his age—because he remembers so many OLD songs!

● ● ● Thursday... KCKN, Kansas City, Kan., pulled a neat trick the other day, when Ralph Nelson and Russ Davis of the special events staff donned hip boots, slickers and sou-westers, borrowed from the Fire Dept., in order to air a play-by-play report of the city's first MUD-wrestling match... En route to view the Sid Schwartz play, "Something for Nothing," which we truly enjoyed, we see Harry Hershfield walking in to see "Last Gangster" at the Capitol.

● ● ● Friday... During lunch Al Pearce gets "I hope, etc." flung at him a dozen times. Johnny Augustine is talking to some execs as James Peppe walks in with an agent... It's been so cold on account of this "unusual California weather" that we bought a hot-water-bottle to warm the tootsies home.

TOTAL EXPENSE: 98 cents for a hot-water-bottle.

AUDITOR'S REMARKS: Request denied. Why doncha move into a steam-heated flat—or get married!

ORCHESTRAS  
MUSIC

ANSON WEEKS, now playing at the Trianon Ballroom, Chicago, is ballyhooing a new baritone, Jack Wells of Irving, Kan., for whom he sees a good future.

Herbie Kay, who was to have followed Dick Stabile at the Wm. Penn. Hotel, Pittsburgh, on New Year's, will not do so after all. He follows Whiteman at the Drake, Chicago.

Ted Weems plays the Stanley Theater, Pittsburgh, week of Jan. 21. Perry Como, Weems singer, was born near Pittsburgh.

Jack Winstone, band leader at the Bal Tabarin, S. F. and heard over NBC network on the coast, gives singing lessons on the side. One of his prize pupils is a California radio editor.

Del Milne's orchestra at the Ranch, near Seattle, will play to a coast-wide audience today over KIRO and CBS. KIRO will also carry the orchestra on two additional nights a week for its local audience, broadcasting direct from the resort which is eight miles north of the city limits.

George Hall's Hotel Taft orchestra has been given additional time on CBS, adding Wednesday, 6:15-6:40 to his other spots. The orchestra is now heard Mondays- 6:35-6:45; Tuesdays, 6:35-6:45 and Saturdays, 12:30-1:00 p.m.

Emery Deutsch's contract at Detroit's Book-Cadillac has been extended again, this time past the New Year. This marks the third time Deutsch's original booking has been advanced at the Detroit hotel.

Phil Harris is set to follow Jan Garber into the Palomar on Jan. 15. Incidentally, if the Garber business at this spot continues as at present, the mark set by Benny Goodman may be shattered.

CRA bookings Lee Allen and his ork into Irianon Ballroom, Cleveland, Dec. 14, with WTAM and NBC wire... Mike Riley crew into Raymond Ballroom, Boston, Jan. 2, followed by Harold Stern... Carvel Craig and ork at College Inn, San Diego, Cal., starting Dec. 20... Harry Candullo at Half Moon Inn, Steubenville, O., opening Dec. 16.

Lou Carroll and his orchestra opened at Nick Toce's Village Brewery, as a last minute replacement for the Phil Catena aggregation.

## NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station  
WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CT 6-2200

ARTISTS MANAGEMENT  
Bob Lawrence wins all  
Hearts, Drake Hotel,  
Chicago.  
17 EAST 45TH ST., New York MU 2-1888



**ELZA SCHALLERT** has a brand new NBC ticket for one year from Feb. 7, 1938. Option on Mrs. Schallert's sustainer was exercised two months in advance of expiration of current contract.

Rosalindi Morini, soprano of the Chicago Civic Opera Co., was guest with Frederick Stark on his "Matin Promenade" program Sunday, over Don Lee-Mutual. First time a singer has appeared on the hitherto entirely orchestral program.

Jimmy Doyle, formerly of KIRO, Eugene, Ore., has been added to the announcing staff at KHJ.

"What Would You Have Done?", Walter Johnson production for Music Corporation of America, written by Joe Hoffman, and heard over KNX and CBS Pacific Coast on Friday nights at 10:15-10:45 from the CBS Playhouse, will employ an "applause meter" to determine winning contestants offering best solutions to the dramatic, humorous and tragic situations dramatized. Delmar Edmundson, former commentator on "Magazine of the Air," will handle the show, and Wilbur Hatch will supply the music.

Lee Cooley, air reporter for CBS "Hollywood in Person," now has credentials as radio reporter No. 1 from the Motion Picture Producers and Distributors, issued by Tom Petthey of the local Hays office.

National Labor Relations Board in Washington has certified the ARTA, Local No. 15, as the exclusive collective bargaining representative of the employees of Los Angeles Broadcasting Co.

Roderick Mays, former continuity chief at KYA, San Francisco, and Paul Pierce, formerly at KFWB, have been added to the KNX-CBS script-writing staff.

**PITTSBURGH**

When Maurice Spitalny takes over as conductor of the KDKA orchestra, Umberto and Al Egizi return to the ranks as musicians.

Leonard Kapner, manager of WCAE, and Dorothy Yellig, formerly an employee of the station, married recently.

If reports are true, WWSW loses the Pirate baseball broadcasts next summer. William Benschwanger, President of the Pittsburgh Baseball Club, said to have sold exclusive rights for recreation of Pirate games to General Foods, WJAS. Atlantic Refining has for years sponsored games on WWSW.

**WALT FRAMER**  
*Freelance originator of*  
**RADIO SWAPS HEARD DAILY OVER WWSW**  
 Pittsburgh, Pa.

**New Armco Band Series Will Originate at WLW**

*(Continued from Page 1)*

mental students from various sections of the country to be selected by a special board of music school teachers. Bennett Chapple, Armco v.p., will be the "Ironmaster" on the broadcasts. N. W. Ayer & Son is the agency.

**Call Letters Assigned**

St. Louis—Call letters KXOX have been assigned to the new station to be operated here by St. Louis Star-Times. It's a 1,000-watter on 1,250 kcs.

**Keep Santa at Home**

Springfield, Vt. — City dads here were warned that WNBX was going to sell Santa's programs cooperatively in the 45 towns in which they sell local time. To keep it exclusive for Springfield, local Chamber of Commerce bought Santa and a half hour nightly for three weeks.

Full page in local newspaper announcing Santa's official arrival in town attracted less than a dozen kids. Santa's own radio buildup from the North Pole giving correct arrival on train as 4:15 attracted over 4,000 kids and parents.

Show going over big with over 3,000 letters thus far and WNBX has found it necessary to refuse admittance to kids without parents. Nick Carter, recent newcomer to WNBX from WSYR, Syracuse, is the Santa.

**Mac Davis Joins Universal**

Mac Davis, author of the current volume, "They All Are Jews" has joined the writing staff of Universal Radio Programs Inc. Davis has been writing sport material for commentators and columnists, and will take over writing and supervision of new sports scripts to be released by Universal in the near future.

**Manning Hall Joins WPEN**

Philadelphia — Manning Hall, formerly in the newspaper and theatrical fields, has been signed by George Lasker, managing director of WPEN, as director of publicity and promotion.

**Norman Made KTHS Chief Eng.**

Hot Springs, Ark.—Appointment of J. Clinton Norman as chief engineer of KTHS is announced by the Chamber of Commerce, owners and operators of the 10,000 watt station. Norman replaces J. M. Moran, resigned.

**WCAO, Baltimore**

William Paulgroves, formerly in Hagerstown, has been added to the announcing staff. He has specialized in newscasts.

Kenneth Fertig Jr., another of the latest additions to the announcing staff, is putting on an interesting three-times-weekly Hollywood chat. Station's news room has installed a short wave receiver that is tuned constantly to local police calls. All calls giving promise of news stories are followed up.

**Two Suits Are Filed By Songwriters Ass'n**

*(Continued from Page 1)*

have not yet been filed in the Supreme Court. Whether or not the suits just begun will seek only a clarification judgment on the small rights, or will include the demand for the return of the 10 per cent deducted from the writers on royalty statements for collection of electrical transcription and motion picture licenses, apparently has not yet been decided. The 10 per cent re-distribution sought is the fee taken by the Music Publishers Protective Ass'n for clearing and administering the transcription and other licenses. SPA declares this should be paid by the publishers, and it is estimated that since 1931 the MPPA has collected some \$1,200,000, part of which has gone to the writers, but from which gross the 10 per cent has been deducted.

Irving Caesar, president of the SPA, stated that the organization intended to bring its test cases without undue hullabaloo and that it would be conducted in dignified and methodical fashion. Meantime a meeting is scheduled for next Wednesday between John Schulman of the law offices of Hays, St. John, Abramson & Schulman, representing the SPA, and Howard E. Reinheimer and Abe Berman, representing different factions of the writer ranks. Meeting will endeavor to arrange a by-law setup of the SPA which will be satisfactory to every type of member, including those who resigned the past week.

**KNX Again Leads in L.A.**

West Coast Bureau, RADIO DAILY  
 Los Angeles—KNX, the CBS outlet here, again led in popularity with listeners last month, according to findings of the W. R. Penney Market Research Corp. Rating for November was 235, representing number of quarter-hour periods in which station had the greatest audience, compared with 116 for its nearest competitor, KFI. First 11 months' figures give KNX 2,050; KFI, 1,233; KHJ, 266.

**More Response on Kid Shows**

St. Louis—Among the many sponsors and others who are joining the move for better children's programs is Falstaff Brewing Corp., which has "Public Hero No. 1" on NBC-Red every Monday night. Alvin Griesedieck, v.p. and g.m. of Falstaff, has wired Commissioner George Henry Payne of the FCC endorsing his views on kid shows and calling attention to "Public Hero" as in line with the Commissioner's ideas.

**Commissioner Payne Satisfied**

By GEORGE W. MEHRTENS  
 Washington Bureau, RADIO DAILY  
 Washington—Reported to be satisfied that he had won a moral victory regarding his disqualification from the Segal-Smith case, Commissioner George Henry Payne, is said here today to have abandoned his plan to file an answer to the FCC's decision in the case.



**QUIN RYAN**, manager of WGN, has acquired a rowing machine and gymnasium bicycle with a view of cutting down at the chin and elsewhere.

Stephen Rouch and Mary Ann DeVay, who play Buddy and Ginger, due here for personal appearance party at Eighth Street Theater at 300th consecutive broadcast on WGN. Program is a transcribed feature.

Harry Lawrence, who writes "Kaltenmeyer's Kindergarten," has presented Bruce Kamman, the professor, a set of artificial fingernails. Bruce is a fingernail biter and usually consumes one or two during each broadcast.

Clark Dennis is subbing for Gale Page on her singing programs while she is in Hollywood being tested by Warner Bros.

Irene Wicker arrived here Friday and was written into "Today's Children" in her old role as Eileen Moran for one day.

Charlie Lyon, NBC announcer, has presented Mrs. Lyon a new dachshund labelled Mr. Sniffer on the occasion of her birthday.

Bob Zuppke, Illinois football coach, here to introduce midwestern players chosen by All American Football Board in a special broadcast over CBS.

The Rummage Exchange, a department of the Famous Foods program of Martha Crane and Helen Joyce on WGN, is being revived. Feature was discontinued through the summer months. An unusual item of last spring was a request from an Indiana woman who wanted to adopt a baby. A baby was secured for her.

Attilio Baggiore is singing a concert at Michigan City on Dec. 16.

**BOSTON**

WBZ-WBZA "Musical Clock" has been renewed for another 52 weeks by Spencer Shoe Co.

National finals of the Diamond Belt competitions, the Hearst All-American Championship Bouts from the Boston Garden, will be aired over WAAB and the Colonial and Mutual networks. Gerry Harrison will do blow-by-blow, with Bill O'Connell handling color.

**Hurst Buys in Frey Agency**

R. L. Hurst, former president of Batten, Barton, Durstine & Osborne Inc., Chicago, and later associated with Lord & Thomas, Chicago, has acquired a partnership in the Charles Daniel Frey Co., Chicago.

**ATTENTION VOX-POPPERS!**  
 Would you give a dollar a week for 50 real questions and gags? 107 leading broadcasters are using them. You get exclusive rights in your territory. May we send audition? Thanks.  
**SCRIPT SERVICE**  
 Karl Zomar, director  
 Springfield, Missouri.

## PROGRAM REVIEWS

**G. H. Combs, Jr.**

This commentator, heard three times weekly on WHN, has a pleasing vocal delivery and a crisp style, but he makes the mistake of getting flowery and oratorical as he warms up to his stint. Program is called "Editorial Slant on the News," but, after an opening summary of the late headlines, it goes in more for human interest sidelights than for editorializing. This, however, is quite all right, because he makes some interesting observations. It's only the declamatory pitch that sounds off-key.

**"Good News of 1938"**

A creeping improvement is noted in the MGM-Maxwell House program over NBC on Thursday nights. But the show is still too much a kaleidoscope of "names" and flash that don't prove sufficiently satisfying to the ear. A novelty last Thursday was the assigning of little Freddie Bartholomew as emcee. The youngster gave a noble account of himself. Fannie Brice and her popular "Baby Snooks" were brought in for two sequences, both good. Lewis Stone, grand old character actor, was a joy to the ear in his short bit.

**Arthur Godfrey**

The prolific Arthur Godfrey, in his latest quarter-hour series for Barbasol on Fridays at 8-8:15 p.m. over WOR-Mutual, puts on pretty much the same kind of a show as he does at 8 a.m. over WABC. Cheery chatter, singing and strumming, organ accompaniment, and commercials interpolated more or less informally, make the routine easy to take.

**Briefly**

Victor Bay's "Essays in Music," Friday at 6-6:30 p.m. on CBS, are really what the title implies. The music is of "essay" quality, rich and full, smooth and restful. Theo Karle did some fine tenor vocalizing last Friday. David Ross is the appropriate narrator.

Ida Bailey Allen and her "Home-

## ONE MINUTE INTERVIEW

## ETHEL SHUTTA

"The surest sign that radio is a young and growing industry is the fact that it is still in the squawling stage. Progress is always given the incentive of near-sighted criticism, and, amazing as it may seem, there still exists a strong faction which is opposed to the progress of the industry. These squawlers, because of their inability to understand what the future has in store for radio, point the finger of criticism at it and succeed only in goading it on to greater achievements."

## NEW PROGRAMS—IDEAS

**"Pot of Gold"**

Accurate listening test, calling upon dialers to draw up list repeating with as much exactitude as possible phraseology of special announcements, is drawing big response over WPAY, Portsmouth, Ohio. Program goes on Monday through Friday at 9:30 a.m. and 9:30 p.m. It's a prize contest, titled "Pot of Gold."

**Quizzing the Quizzer**

Contestants on the Salerno-Megowen "Question-Air" over WMAQ, Chicago, are given a chance to get even with the quizzer. Toward close of program, they step up to the microphone, and shoot some questions at Bob Brown, the interrogator. Show is handled by Cecil Widdifield for Schwimmer & Scott.

**Klauber Sees Over-Stress On Hollywood Date-Line**

(Continued from Page 1)

to be important as an origination point for bigger network shows, though he pointed out that emanations must necessarily be from points where talent and production facilities are greatest.

Commercial television, in Klauber's opinion, is still a long way around the corner.

**More Human Interest In 1938 WMCA Shows**

Additional stress on human interest programs is planned by WMCA for next year, according to Donald Flamm, president. Two such shows now in production are "The People's Forum," in which the radio audience will be invited to discuss problems of national interest, and "New York Town", dealing with interesting points in Manhattan.

**High School Contest**

A nationwide contest for the best 15-minute broadcast planned and produced entirely by high school students is being launched immediately by NBC. Drama, music, talks or variety entertainment may be offered in the shows. After local and zone eliminations, finals will be aired over the network next May.

makers" sail merrily along these mornings over the WHN airwaves as one of the best programs of the kind on the air. Dramatized household incidents with a human interest touch, Charles Premmac in vocals and French definitions, ET musical background, and plenty of useful and helpful information in the domestic science line make the program both helpful and very entertaining.

There is still no quiz program that comes anywhere near the CBS "Professor Quiz." He has a knack for this sort of thing that isn't possessed by other question-askers. And the program is given a dash of freshness by occasional innovations.

**Oregon on Parade**

KOIN, Portland, Ore., has started a series of Sunday evening programs called "Oregon on Parade," presented to advertise the natural beauties and commercial possibilities to be found in Oregon. Offered in co-operation with the Portland Chamber of Commerce, the new program features short dramas based on the desirability of living in Oregon.

**Take-Off On Book Show**

Margaret Hillias, continuity writer for KXBY, Kansas City, is airing a new quarter-hr. burlesquing "Between the Book Ends." Broadcast thrice weekly, show offers nonsense verse against usual background of organ music.

**General Mills Plans New Dramatic Series**

(Continued from Page 1)

radio director of G. M., is in New York ironing out details. A name writer will be used for new show.

William Morris agency set Miss Blaine deal and also has a half-hour night spot with another sponsor in view for her.

**Brazil's Use of Radio Shows Marked Increase**

(Continued from Page 1)

ing is a comparatively recent development in that country, but it promises to become more important. Scarcity of studio talent has led to extensive use of transcriptions for programs.

**Testimonial to Feldman**

Bobby Feldman, v.p. of WMCA and well known for his charity work, will be given a testimonial dinner Jan. 9 at the Hotel Astor. Dan Healy is chairman of the committee for the dinner, which will be attended by celebrities of radio, stage, screen and other fields, also by representatives of numerous welfare organizations in whose behalf Feldman has been active.

**New WOR-Mutual Series**

"Famous Fortunes," tracing the lives of great American tycoons, will be heard over WOR-Mutual starting Feb. 8 at 7:45-8 p.m. Mark Hawley will do the narrating.

Another new WOR series, "Headlines," dramatized reenactments of the day's news, starts tomorrow at 7:30-7:45 p.m., sponsored by P. Lorillard (Muriel cigars). Program also will be heard Thursdays.

**Mrs. Buddy Clark Convalescing**

Mrs. Louise Clark, wife of Buddy Clark, radio singer, is convalescing after an appendicitis operation at Polyclinic Hospital last week-end.

## PROMOTION

**Give Schools Radio Sets**

Radio is now in daily use in Montgomery, Ala., public schools, a result of the combined efforts of WSFA and the Montgomery Rotary Club. With Montgomery merchants cooperating, the two organizations presented radio receiving sets to the city's twenty-six schools, both white and negro, as a Rotary community service project. Much of the credit for success of the venture goes to John B. DeMotte and Joe Petranka of the station's staff.

**Eager for Brioschi Calendar**

Nearly 22,000 requests have come in thus far for the calendar offered in connection with the Brioschi program over WOV at 4-4:15, Monday through Saturday. Armondo Rossi is the news commentator and Charles Berry is the announcer and also writes the continuity. The calendar is being distributed from Nov. 23 to Dec. 8.

**28 Quarter-Hours Weekly Sold on WNBX Xmas Show**

Springfield, Vt.—WNBX has sold 28 quarter-hours weekly on its "Christmas Express." The club car is utilized for a stage show with proper atmosphere and settings. The conductor is the emcee and the butcher boy is the salesman for the various advertisers bankrolling the individual trip. Show runs for one hour with each sponsor taking an individual trip via train sound effects. S.R.O. sign out on this show.

Station giving a turkey away daily for best letter answering the question, "What do you want most for Xmas?" Sponsors selling large items are taking advantage of letters for "sales leads."

**WFAS Installs Amplifier**

White Plains, N. Y.—Chief Engineer Harry C. Laubenstein has completed installing a Western Electric 110-A Program Amplifier at WFAS. Initial tests show that an effective signal strength increase of nearly one hundred per cent has resulted from this new technical addition. The station recently installed a 190-foot vertical antenna, and this, together with the newest forward step in WFAS engineering, provides the station with a dominant signal in the entire Westchester, lower Connecticut and Rockland County area.

**CBC 50,000-Watter's Debut**

Montreal—CBL, the new 50,000-watter of Canadian Broadcasting Corp. at Hornby, Ont., will make its debut Christmas Day.

The new CBS 50,000-watter at Vercheres, Quebec, went on the air Saturday.

**NEW PATENTS**

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,101,068—Method of and Means for Controlling the Flow of Electric Current. Merion J. Huggins, Upper Saddle River, N. J.

2,101,137—Wave Modulation. Karl Fritz, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,101,139—Visible Detector of Invisible Radiation. Clarence W. Hansell, Rocky Point, N. Y., assignor to RCA.

2,101,153—Electrical Condenser. Herbert Muth and Wilhelm Runge, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,101,436—Directive Signaling. August Leib, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,101,438—Neutralized Coupling Circuit. Nils E. Lindenblad, Port Jefferson, N. Y., assignor to RCA.

2,101,440—Short Wave Radio Transmitting Apparatus. Alfred A. Linsell, London, England, assignor to RCA.

2,101,462—Grid. Russell H. Varian, San Francisco, Calif., assignor to Farnsworth Television Inc.

2,101,520—Oscillator for Use with Kinescope Deflecting Circuits. William A. Tolson and Justin R. Duncan, Camden, N. J., assignors to RCA.

2,101,525—Linear Amplifier Circuit. Hans Bartels, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,101,529—Radio Transmission and Reception. Harry B. Breedlove, Memphis.

2,101,549—Silencing Circuits for Radio Receiver. James J. Lamb, West Hartford, Conn., assignor, by mesne assignments, to Alan N. Mann, Trustee.

2,101,563—Triode Oscillator and the like. Yves Rocard, Paris, France, assignor to Compagnie Generale de Telegraphie Sans Fil.

2,101,610—Electric Discharge Tube. Walter Dallenbach, Berlin-Charlottenburg, Germany, assignor to Maschinenriemen-Apparaten Fabriek "Meaf."

2,101,633—Antenna Belt. Sidney F. Mashbir, Washington, D. C., Frank C. Kear, Minersville, Pa., Gomer L. Davies, Cleveland, Ohio, and William H. Orton, Washington, D. C., assignors to Washington Institute of Technology.

2,101,668—Radio Communication System. John B. Bishop, Bloomfield, and William M. Knott, Fairlawn, N. J., assignors to Bell Telephone Laboratories Inc.

2,101,669—Device for the Deflection of Electron Beams. Ernst Bruche and Walter Henneberg, Berlin-Reinickendorf-Ost, Germany, assignors to General Electric Co.

2,101,670—Radio Frequency Amplifier. Maurice Byk and Jehan de Mare, Paris, France, assignors to General Electric Co.

2,101,674—Antenna. Robert B. Dome, Schenectady, N. Y., assignor to General Electric Co.

2,101,688—Tone Control Device. Rudolf Rechnitzer, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,101,703—Phase Modulation Receiver. Murray C. Crosby, Riverhead, N. Y., assignor to RCA.

2,101,785—Apparatus for Signalling with Ultrashort Waves. Ernst Wilckens, Berlin-Sudende, Germany, assignor to Julius Pintsch Aktiengesellschaft.

**Martin Starr in New Program**

Martin Starr, WMCA drama critic who is heard daily at midnight, starts a new 15-minute series Dec. 15 devoted to a resume of highlights in the legit theater and gossip of Broadway.

**12 Best Stories on CBS**

Twelve leading stories of the year, as selected by a poll of the country's city rooms, will be aired in the third annual CBS "Twelve Crowded Months" on Dec. 24 at 9-10 p.m.

★ **Coast-to-Coast** ★

**PAUL SULLIVAN**, newscaster over WSAI, Cincinnati, has been renewed by his sponsor, Capitol-Barg Dry Cleaning Co., for 100 more broadcasts, daily except Saturday at 6:30 p.m. This will make 300 broadcasts in the series. Frederic W. Ziv Inc. is the agency.

**Garnett Marks, Gotham sportscaster of WOR and WMCA, was sports guest of honor of Jocko Maxwell, sportscaster of WLTH, on his "Sports Parade" last Saturday evening.**

Westinghouse Electric & Mfg. Co. has supplied a new police radio system just completed at Columbus, Ga. One-way communication is maintained between transmitter and ten cars and two motorcycles.

**Arthur Boran, CBS mimic-comedian, has been signed by Educational Pictures to make a series of radio shorts. Shooting on Boran's first film "Air Parade" begins this week at the Educational Studios in Astoria, L. I.**

Jane Pickens will headline a special holiday show at the Brooklyn Strand Theater, Dec. 25-26.

**Jean Ellington, NBC songstress, featured in a new Sunday program with Norman Cloutier and his orchestra at 4:30-4:45 p.m. over the Blue network. Program started yesterday.**

Col. Hubert Fauntleroy Julian, the colorful "Black Eagle" who flew for Haile Selassie early in the defense of Ethiopia and who is remembered for his attempts to promote a good will tour from Harlem to Africa, will be the first guest on the "Tales of Harlem" series which inaugurates its weekly broadcasts next Saturday at 5:30-5:45 p.m. over WMCA.

**A new series of Jules Verne dramatizations of "A Trip to the Center of the Earth" started over WHN last Saturday evening at 6. WPA Federal Theater actors and actresses take part in the productions.**

Christmas is still around the corner, but Ray Block received his present this week when his "Swing Fourteen" singing group was renewed for the entire year of 1938 on the twice-weekly "Johnny Presents" programs via NBC and CBS.

**Paul Foucreau, favorite of the Canadian radio listeners who recently concluded a five-year commercial for the Leduc Drug Stores on CKAC in Montreal, had inaugurated a new series over New York's newest 5,000-watt, WBIL, every Thursday at 6:30-6:45 p.m. Foucreau presents a program of Parisian and English songs.**

Martha Deane, whose WOR program has had the Morrell & Co. (Red

Heart Dog Food) account on its list continuously since Oct. 14, 1935, deserves some of the credit for the increased sales of the dog food this year despite the fact that sponsor last June discontinued program which came out of Chicago.

**King George VI will be heard over CBS, NBC and Mutual networks on Dec. 25 at approximately 10 a.m. in a Christmas message, addressed to his subjects throughout the world.**

Al Bernard, the Minstrel Man, has lined up quite an array of radio and other talent with which he is producing and coaching minstrel shows for theaters, banquets, clubs and churches, as well as radio programs.

**All three major networks will carry play-by-play accounts of leading football games New Year's day. NBC will have an exclusive account of the Rose Bowl game and parade from California. CBS is set to describe the Orange Bowl classic from Miami and MBS will present description of the East-West game, which is the annual game played for charity and sponsored by the Shriners. Ted Husing set to announce for CBS and Don Wilson for NBC.**

Ned Wayburn, Ziegfeld Follies producer, whose hobby is astrology and who has written a musical play called the "Year 'Round," which has astrology as its theme, will be interviewed by Myra Kingsley, astrologer, on the daily service program over WOR on Dec. 17 at 11:45 a.m.

**John Broderick, salesman with WSPR, Springfield, Mass., has resigned to manage a chain of auto agencies for Mayor Anthony Stonina of Chicopee.**

Forrest Willis, announcer at WOKO, Albany, has been confined to his home for a few days with laryngitis.

**Alice Cornett missed Friday's "Song Shop" broadcast on CBS, due to being indisposed, but she is expected back this week.**

A preview of the film "Tom Sawyer" on the special "Hollywood Hotel" broadcast at 4-5 p.m., and another appearance of Lionel Barrymore as Scrooge at 5-5:45, will be part of the CBS schedule on Christmas Day.

WMAS, Springfield, Mass., dedicated its new studios, transmitter and tower in a special hour broadcast Friday night, when many noted guests were present. Station Manager Al Marlin was emcee, assisted by Program Director F. Turner Cooke, and announcers Warren Greenwood and Carl Raymond.

★ **F. C. C.** ★  
**ACTIVITIES**

**APPLICATIONS GRANTED**

Commercial Radio Equipment Co., Kansas City. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 250 watts.

Philco Radio & Television Corp., Philadelphia. CP for new television station. 20400-210000 kc., 15 watts.

**SET FOR HEARING**

Frank Ray, Dickinson, N. D. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Jonas Weiland, New Bern, N. C. CP for new station. 1370 kc., 100 watts, unlimited. Larry Rhine, San Francisco. CP for new station. 1150 kc., 1 KW., daytime.

**APPLICATIONS RECEIVED**

WQDM, St. Albans, Vt. Vol. assignment of license from Regan and Bostwick to F. Arthur Bostwick.

Jonas Weiland, Goldsboro, N. C. CP for new station. 1500 kc., 100 watts, daytime.

**HEARINGS SCHEDULED**

Dec. 13: WMPs, Memphis. Auth. to transfer control of corp. to Memphis Press-Scimitar Co., 1430 kc., 500 watts, 1 KW. LS., unlimited.

KRGV, Weslaco, Tex. Auth. to transfer control of corp. to O. L. Taylor, Gene Howe and T. E. Snowden. 1260 kc., 500 watts, unlimited.

Dec. 16: Press-Union Publishing Co., Atlantic City. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Ann Arbor Broadcasting Co. Inc., Ann Arbor. CP for new station. 1550 kc., 1 KW., unlimited.

Summit Radio Corp., Akron. CP for new station. 1530 kc., 1 KW., unlimited.

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

**CALL LETTERS ASSIGNED**

John W. Haigis, Greenfield, Mass. WHAI.

**NEW BUSINESS**

WGN, Chicago: E. Fougere & Co., "Frank's Play Games," ETs, through Small & Seiffer.

WPN, Philadelphia: Procter & Gamble (Oxydol), "Album of Love," Italian program, through Blackett, Sample & Hummert.

WHN, New York: Savings Banks of Brooklyn, Queens, L. I., S. I., news, through J. Walter Thompson Co.; Washington State Apples, Inc., spots, through J. Walter Thompson.

WNEW, New York: Peruna, "Make Believe Ballroom"; Frank H. Lee Co., "Thornton Fisher-Sports," through Bermingham, Castleman & Pierce, Inc.; Frank Special Cleansing Cream, "Make Believe Ballroom," the McCord Co.

KFRC, San Francisco: E. Fougere Co. (Vapex), ETs, through Small & Seiffer; Campagne Parisienne, Inc., ETs, through Northwest Radio Adv.; Bayuk Cigar, Inc., announcements, through McKee Albright & Ives.

1	9	3	7
4	5	7	11
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

**BIRTHDAYS**

Greetings from Radio Daily

December 13

Florence Baker  
Phil Mayer

## New Executive Setup Recommended for NAB

(Continued from Page 1)

tion of Broadcasters closed its preliminary meeting Saturday.

The committee also suggested that the board extend invitations to Senator Wheeler of Montana, chairman of Interstate Commerce Commission; Chairman Frank R. McNinch of FCC, and Commissioner T. A. M. Craven of FCC to speak at the meeting.

The recommendations of the committee released here by Philip G. Loucks, counsel, contain a provision abolishing the office of managing director now held by James W. Baldwin. However, the present board of directors has contracted until next June for that office, and the committee recommends that the incoming board fulfill the financial requirements of this contract. Baldwin, it is understood, will take over one of the offices of the new board.

Terms of all officers and directors also will be terminated, the report states. The board of directors is empowered to select an executive committee from its membership.

It is further recommended that the board assign immediately to the executive committee all copyright matters. The committee is of the opinion that the Bureau of Copyrights be divorced from the Association, and that the Association, should in future refrain from engaging in any private business enterprise of any nature whatsoever.

Another recommendation of the board would cause the Copyright Bureau to issue stock for all of the money so far advanced and that said stock be issued to a board of trustees to be held in trust for the members of the Association in such proportions and their dues payments during the period of the bureau's existence bears the whole amount advanced.

Management of the Association is concentrated in a board of directors of not less than 21 members, 15 of whom shall be from the districts created by Article 111 of the by-laws. The six additional directors are to be elected at large by the membership. Terms of all directors shall be for one year.

The proposed plan contemplates the creation of the following standing committees: Program, Labor, Sales, Law and Technical. Each district shall have the right to appoint one member to each of these committees and should any district fail to do so within 60 days following any annual meeting the president is empowered to make appointments.

## WHK-WCLE Scoop on Accident

Cleveland — United Broadcasting Co. stations WHK and WCLE scored another news beat Friday when both flashed news of a street car accident a few minutes after it happened. The car was filled with persons going to work and they were trapped when car overturned after getting out of control on a downhill run. Through a standing arrangement with the Cleveland Fire and Police departments, WHK-WCLE officials are instantly notified of all such accidents.

## WBT, Charlotte

Dewey Long, ad mgr., on return from Birmingham and Atlanta, laid out a few days by flu. Ditto Dottie McAllister, secretary to W. A. Schudt Jr., g.m.

Governor Olind Johnston of S.C. will air another "Fireside Chat" on Dec. 16.

D. E. Henderson, local attorney, is doing a twice-weekly series on the federal government tax program.

Charles Crutchfield, program director, will handle the newly signed series of 10-minute programs, five weekly, for Astor Coffee.

## WHKC, Columbus, O.

The Guild Players, a new dramatic group being formed at WHKC by Bob French, production chief, will present outstanding plays especially adapted for radio. The group is composed of staff members and prominent members of the city's leading dramatic school.

Abram Ruvinsky, musical director, has been selected to direct a 16-piece orchestra and weekly guest soloists on a series of transcribed programs for a Ft. Wayne cosmetic company. Fred Sample, head of continuity dept. will go there to plot the music and commercials for the show.

## John Royal Concerned About Future Talent

(Continued from Page 1)

programs, while here last week. Most of radio's top names came from the theater, where they learned the entertaining trade thoroughly, Royal pointed out.

"Belly laughs don't come simply by holding up an 'applause' card in front of an audience," Royal observed.

Because of big demand for writers and talent, Royal said there would be no lessening of programs originating here.

# Going Places!

*tion received throughout the duration of the trip... And, while 2500 miles north of metropolitan New York, WOR was received at good program level in broad daylight.'*

**5** 12,405 WOR listeners pack WOR-Mutual Playhouse during month of November and an average of 600 requests per week roll in for tickets to WOR sustaining shows.

**6** WOR set to establish new record for "musical styling" as Josef Cherniavsky and his "Musical Camera," Vic Irwin and his "Musical Cartoons," and Ernie Fiorito's new revue step into line with WOR's illustrious Morton Gould.

**7** With three weeks remaining to complete the year, WOR strikes a new top in total time sold.

**1** WOR's Ed Fitzgerald holds 41% of northern New Jersey listeners at 9 a.m. and on one day niblicks his total to 54%. Second competing station rates only 20% of audience at Fitzgerald's time.

**2** Nation's greatest dance bands lined up to "swing in" the year 1938 over WOR. Beginning New Year's Eve at 11:30 p.m., Benny Goodman, Shep Fields, Guy Lombardo, Ozzie Nelson, Leo Reisman and a score more will carry on till 3:45 a.m., when in comes music from Honolulu.

**3** WOR letter-to-station mail passes 1,000,000 mark.

**4** Bartlett Expedition to arctic dubs WOR's signal "...the strongest and most consistent of any broadcast sta-

# WOR



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 116

NEW YORK, N. Y., TUESDAY, DECEMBER 14, 1937

FIVE CENTS

## Treaty is Agreed Upon at Havana

### Looking On ... AND LISTENING IN

**RADIO POLL** For the past ten days or so, radio editors and other authorities on newspapers and magazines throughout the country have been casting their votes in the inaugural of Radio Daily's annual Radio Poll.

The response is enthusiastic.

Within another fortnight the complete returns will be in and soon thereafter the industry will know what the critical appraisers of air entertainment regard as the outstanding programs, performers, sports announcers and commentators.

As in the case of Film Daily's "Ten Best Films" poll, which for years has been the recognized consensus on the best in artistic and entertainment value among films, the radio poll will reflect national opinion as viewed through the eyes of trained observers who collectively speak for practically the entire army of dial fans.

Yearly check-ups of this kind are an invaluable service not only for their crystallized information on tastes and trends, and the recognition they give to worthy achievement, but also because they provide inspiration and incentive to strive for continually higher standards.

### STAR SPLURGE

The first few MGM-Maxwell House shows were classic examples of the futility of trying to make radio entertainment out of a prodigal parade of trailerized movie stars.

On the other hand, the new Warner-Lucky Strike program last week demonstrated the efficacy of employing a radio format—though even this program could have dispensed with a few of the atmospheric "names."

In the theater or on the screen, a glamorous star may be able to save a poor story, but on the air the script is more definitely the thing.

—D. C. G.

### Xmas Idea

A move to encourage giving of radio sets as Christmas gifts has been launched by Radio Today, whose editor, Orestes H. Caldwell, former radio commissioner, will urge the issue over NBC-Blue network tomorrow at 6:15 p.m. Caldwell also will suggest donating old radios to the needy instead of trading in.

### HEARST GROUP DISCUSSES EXPANSION AND PROGRAMS

Fort Worth—Plans for expansion of the Hearst Radio group, improvement of programs and development of greater public service were discussed at the two-day conference held here last week, with Southwest and Pacific Coast managers attending.

Among those present were Joseph V. Connolly, New York, president of Hearst Radio; Elliott Roosevelt,

(Continued on Page 6)

### Book Film Guest Stars Three Months in Advance

West Coast Bureau, RADIO DAILY

Los Angeles—Probably due to fears of eventual curbs on permitting film stars on the air, and also to the rising demand for talent, movie names are being booked for radio guest appearances as much as three months

(Continued on Page 2)

### John A. Schultz to Spend More Time on West Coast

West Coast Bureau, RADIO DAILY

Los Angeles—John A. Schultz, v.p. of Fanchon & Marco Inc. with headquarters in New York, arrived here last week with intention of dividing his time in future between Hollywood and New York offices, spending six months on each coast. Schultz

(Continued on Page 3)

### Bernie Talent Signed

Lew Lehr, Nicholas Brothers, Jane Pickens and Buddy Clark have been definitely signed for the Ben Bernie-U. S. Rubber program which debuts Jan. 12 on CBS. Herman Bernie set the deals.

## Kellogg Gets Lion's Share In American League Games

### Drama Recommendations Made By Chicago Forum

Chicago—A drama-improvement forum, held last week by program directors, production men and others, made a number of recommendations, including:

Less sponsor interference, more effort by broadcasters to stimulate dra-

(Continued on Page 2)

## Americas to Present Solid Front at Cairo Meet—10 Channels Added to Waveband—Border Stations to be Curbed

(Special to RADIO DAILY)

Havana—The nations of North, South and Central America will present a united front when they reach the world radio conference in Cairo, Feb. 1, 1937, it was revealed here in the closing sessions of the First Inter-American Radio conference which has been convened for the past six weeks.

The list of recommendations, including the problems of voting, press transmissions to multiple destinations, allocation of frequencies, tolerances and spurious transmissions, bands for amateurs, the designation of radio waves in kilocycles, frequencies for aviation in the bands from 6,000 to 30,000 kilocycles and the suppression of interference caused by electrical apparatus, was

(Continued on Page 3)

## 2 PHILADELPHIA STATIONS LICENSED ON PHONO-DISKS

Philadelphia—National Ass'n of Performing Artists has licensed two local outlets, WDAS and WPEN, to play disks made by its members, with two other stations negotiating for licenses and others substituting transcriptions for phonograph records

(Continued on Page 5)

## Glass Container Starting Half-Hour Drama Series

Glass Container Ass'n of America (bottled milk) begins a new series of half-hour dramatic programs over seven NBC-Blue stations Jan. 9, at

(Continued on Page 2)

### 108 for CBS

CBS added 21 stations the past year, bringing its total to 108, a summary of the network's 1937 activities shows. In the broadcasting end, gains were recorded in education, music and public affairs.

## RADIO PRESS IS PLANNING TELEPHONY NEWS SERVICE

Continental Radio Press Inc., supplementary news service recently organized, will enter into an experiment with Press Wireless Inc. on Dec. 15 to demonstrate the practicability of transmitting news by radio telephony. This will be the first such experiment, according to T. L. Christie, executive editor of CRP, who said that he would cooperate in transmitting two 15-minute periods of news daily, Monday through Friday, 9-9:15 a.m. and 5-5:15 p.m., over

(Continued on Page 5)

## Adding Second Program For Pall Mall Cigaretts

American Cigarette & Cigar Co. (Pall Mall cigarettes), sponsor of Dorothy Thompson on Fridays over 29 NBC-Red stations at 10:45-11 p.m., will add a second show Jan. 4. New series, also to feature Miss Thompson,

(Continued on Page 3)

### First Lady

After appearing in a telephone interview from Washington on last week's Kate Smith program on CBS, Mrs. Franklin D. Roosevelt wrote in her syndicated and popular newspaper column that she instinctively took a liking to Miss Smith and hoped for the opportunity of a better acquaintance than a radio connection.

Chicago—Leo Carle McEvoy, baseball coordinator for American League, yesterday revealed League has sold exclusive baseball rights in four cities, Chicago, Boston, Philadelphia and Detroit, to Kellogg. In St. Louis, rights are sold to Kellogg and General Mills, former using KMOX; latter, KWK. Washington road games sold to General Mills, extending

(Continued on Page 3)



Vol. 2, No. 116 Tues., Dec. 14, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Monday, Dec. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	149 1/2	148 3/4	149 1/4	- 1/2
CBS A	17 3/8	17 1/8	17 1/8	- 1/8
CBS B	17 3/8	17 1/8	17 3/8	+ 1/8
Crosley Radio	8 1/4	8	8	- 1/4
Gen. Electric	43 1/4	41 3/8	41 1/2	- 1 3/8
RCA Common	6 1/8	6 1/2	6 1/2	- 3/8
RCA First Pfd	50 1/8	49	49	- 2
Stewart Warner	10 1/4	10 1/4	10 1/4	+ 1/8
Westinghouse	107 1/2	104 3/8	106	- 3
Zenith Radio	17 1/4	17	17	- 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/4	15 1/4	15 1/4	+ 1/2
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OVER THE COUNTER

Stromberg Carlson	Bid 7 1/4	Asked 8 1/4
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## Glass Container Starting Half-Hour Drama Series

(Continued from Page 1)  
1:30-2 p.m. Advertiser is starting off radio campaign in key cities, and program will be heard as far west as Chicago at the beginning. U. S. Advertising Corp., Toledo, has the account.

## Pepsodent Sets Time

Pepsodent will take the 5:30-6 p.m. period on NBC-Red for its "Mickey Mouse" series which begins Jan. 2. Original order called for the 3:30-4 p.m. spot.  
Basil Loughrane of Lord & Thomas is now on the coast arranging the details.

**In Atlanta**  
**THEY LISTEN TO**  
**WATL**

### NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Dec. 11, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Once In Awhile (Miller Music Inc.)		40
Farewell, My Love (Harms Inc.)		25
Nice Work If You Can Get It (Chappell & Co.)		25
Rosalie (Chappell & Co.)		25
True Confession (Famous Music Corp.)		25
There's A Gold Mine in the Sky (Irving Berlin Inc.)		24
Blossoms On Broadway (Famous Music Corp.)		23
Ebb Tide (Paramount Music Corp.)		23
Mama, I Wanna Make Rhythm (Santly Bros.-Joy Inc.)		22
Bob White (Remick Music Corp.)		21
I Still Love To Kiss You Goodnight (Leo Feist Inc.)		21
Everything You Said Came True When the Organ Played		
O' Promise Me (Joe Morris Music Co.)		20
Mission By the Sea (Shapiro, Bernstein Inc.)		19
Sweet Someone (Leo Feist Inc.)		19
Thrill of a Life Time (Marlo Music Inc.)		19
Vieni Vieni (Witmark & Son)		19
If It's the Last Thing I Do (Crawford Music Corp.)		18
Mama, That Moon Is Here Again (Famous Music Co.)		18
You Can't Stop Me From Dreaming (Remick Music Corp.)		18
You Took The Words Right Out of My Heart (Paramount Music Corp.)		18
Roses in December (Irving Berlin Inc.)		17
Rollin' Plains (Schuster, Miller Inc.)		16
Cachita (Southern Music Co.)		15
In the Still of the Night (Chappell & Co.)		15

## Drama Recommendations 4 More 50,000-Watters Made By Chicago Forum Are Planned in Canada

(Continued from Page 1)  
matic enterprise, promotion of good dramatic programs by networks and stations even if they don't sell right away, more experimentation like Columbia Workshop, higher pay for writers so Hollywood won't take them away, educating salesmen to sell ideas and talent instead of just time, heavier exploitation of programs, awards for excellent achievements.

Among those attending session were: Bobby Brown, Stan Thompson, Walter Preston, Kaye Brinker, Orrin Tovrov, Stuart Dawson, Phil Bowman, Dick Lawrence, Ted McMurray, Hal Burnett, Frank Rand and Dick Chindblom, Blair Walliser, Russ Young, Myrtle Stahl, Judith Waller, Miles Reed, Joe Allabough.

From agencies and others: Jack Hurdle, Jack Mathae, Ed Morse, George Fogel, Joe Ainley, Lou Jackobsen, Cecil Widdfield, Arthur Meyerhoff, Harold W. Kent, Albert Crews, and Read Wight.

### WWL-AFM Agreement

New Orleans—With collapse of united station front to musicians' demands, WWL yesterday approved agreement embodying closed shop with modifications protecting station's special events and civic broadcasts. The united conferences broke down as WSMB rejected modified closed shop and WDSU remained silent.

### More Names for Pilot Party

David Ross, Andre Baruch, John S. Young and Ben Gross yesterday were added to the list of names who have accepted invitations to attend the Pilot Radio Award Society luncheon at the Waldorf-Astoria tomorrow.

Montreal—In addition to CBF, which opened Friday in Vercheres, 35 miles east of here, and the companion station opening Christmas morning in Hornby, Ont., four more 50,000-watters are understood to be planned by Canadian Broadcasting Corp. The chain will stretch clear across Canada.

### IBEW Signs WINS Technicians

IBEW Local 913, Radio Engineers & Technicians, recently formed in New York, stated yesterday that it had signed the WINS technicians 100 per cent, and a new contract embracing 40-hour week and wage increases has been drawn up for negotiations upon expiration of station's present deal. The IBEW unit is aligned with AFL. It recently was selected by majority vote at WEVD.

### Emlyn Owen to Marry

Green Bay—Emlyn Owen, production manager and staff organist of WTAQ, CBS outlet, joins the ranks of the benedicts, Dec. 28. The bride will be Gladys Wangen of Superior, where ceremony is to take place.

### WWVA Availability Sheet

Wheeling, W. Va.—WWVA is now issuing a weekly complete availability sheet to facilitate work of agencies in planning schedules. John Blair & Co. is station's rep.

### WARNING!

Radio executives visiting New York are being approached by a photographic service which claims it is assigned by RADIO DAILY. Company operates under a name similar to one of the large press associations.

RADIO DAILY has not authorized the firm to use its name, nor does it condone the practice. Picture requests from RADIO DAILY are sent direct to your station.

Persons approached are requested to communicate with RADIO DAILY, so that proper action may be taken.

### COMING and GOING

ARTURO TOSCANINI arrived in New York yesterday on the Conte di Savoia.

RAYMOND GRAM SWING, MBS commentator on Foreign Affairs, in Washington to deliver an address today at the Carlton Hotel before the Woman's National Party on "Women and Business Cycles."

JOHN VAN CRONKHITE of Van Cronkhite Associates Inc., Chicago, is expected in New York today.

IRVING FOGEL is in New York, accompanied by MURRAY GRABHORN, manager of KEHE, on a deal to set Elliott Roosevelt on NBC with a weekly commentary. Program will come from Fort Worth, where Roosevelt functions as head of the Hearst stations.

HERBERT ROSENTHAL, in charge of CBS artists bureau, returned from Hollywood yesterday with ARTHUR RUSH, in charge of the Coast branch.

BILL LEWIS, v.p. of CBS in charge of programs, returned to his desk after a week's conference away from the office.

MRS. MACK MILLAR leaves for Hollywood tomorrow to take charge of her husband's office on the Coast for six months.

P. J. HENNESSEY, NBC legal counsel in Washington, returns from the Havana conference late this week.

JAMES SHATTUCK, CBS program service division, returned yesterday from an 18-day cruise to West Indies.

IRVING REIS, CBS program supervisor, leaves for Hollywood on Friday to join Paramount Pictures.

## Book Film Guest Stars Three Months in Advance

(Continued from Page 1)  
in advance. J. Walter Thompson office has just signed Adolphe Menjou and Verree Teasdale for March 6. Many similar instances are reported.

### TELL YOUR STORY

to the people who have money to spend. The richest state in the Union is New York.

Reach Them Through

**THE MOHAWK VALLEY BROADCASTING SYSTEM**  
29 West 57th Street, New York  
Telephone: FLaza 5-3269

### School of RADIO TECHNIQUE

America's distinguished school of broadcasting for singers, actors, writers, speakers, announcers. Western Electric Recordings in our studios... programs taken off the air

George Marshall Durante, Dir.  
R.K.O. Bldg., Radio City, New York

## TREATY IS AGREED UPON AT HAVANA CONFERENCE

(Continued from Page 1)  
approved by almost unanimous accord and approved in principle unanimously.

Of primary interest, however, were the agreements on broadcasting among the nations of the North American region, consisting of the United States, Canada, Mexico, Cuba, Haiti and Santo Domingo. Treaty becomes valid when all these countries have signed.

The present broadcast bands between 550 and 1,500 kcs. were increased by at least ten channels, now extending from 550 to 1,600 kcs, and 34 new high-power stations are made possible. The net result is the U. S., when the agreements and allocations are ratified, will have 63 stations of class 1 (50 kw. or more) on clear channels, Mexico will have 15, Canada 14, Cuba 5, and Newfoundland, Santo Domingo and Haiti one each.

Allocations for Class 1 and Class 2 stations has been so arranged that with ratification and engineering adjustments not one of the 700 stations in the U. S. will have to discontinue operation or be materially curtailed, yet the bugaboo of interference is expected to be practically eliminated within the next two years.

Mexico has indirectly agreed to discontinue the troublesome border stations which have caused serious interference.

Elaborate provisions are made, setting up technical standards with which the countries will comply to insure good broadcasting service and to avoid interference. These standards were worked out by the engineering department of the FCC.

An international radio office for the exchange of technical information is to be established here.

One of the recommendations to be made at Cairo is that the greatest facilities be extended for news broadcasts.

The second Inter-American Radio Conference will be held in Santiago, Chile, in 1940.

### Directing U. P. Disks

West Coast Bureau, RADIO DAILY

Los Angeles—Cyril Armbrister will direct the new "Strange As It Seems" series being produced by the Raymond R. Morgan Co. for the Union Pacific Railroad, and starting Jan. 2 on 15 CBS stations in the territory served by the U. P. Felix Mills gets the musical assignment, and the Caples Co. of Chicago is placing the disks in varying Sunday afternoon spots on each station.

### NBC Moving Day

NBC executives in Radio City yesterday held a moving day. Clay Morgan moved down to the fourth floor, Alfred H. Morton moved up to Morgan's former office and William S. Hedges moved into Morton's office.

Shifts were made to place the executives in closer contact with their respective departments.

## NEW PROGRAMS—IDEAS

### "Umbrella Court" Origin

Origination of "Umbrella Court" is claimed by The Minneapolis Journal, which has presented the program over KSTP, St. Paul-Minneapolis, for 60 consecutive weeks. The Journal has the program fully covered by copyrights, according to R. S. Barclay, promotion manager.

Success of the feature has won for it various awards as the best program

of the northwest, and has created a demand for the program in other sections. The Washington Post is now using it over WMAL, and the Granada Theater, Sioux Falls, S. D., has bought it.

Program is sold by the Journal on the basis of 10 per cent per week of the highest published half-hour rate of the station, with a minimum charge of \$10 weekly.

### John A. Schultz to Spend More Time on West Coast

(Continued from Page 1)

has been commuting back and forth regularly during the past two years, but now states that increasing radio activities of the firm, coupled with increasing Hollywood originations, have necessitated longer stays at this end of the line.

Long identified with theatrical production and nationally known for their movie theater presentation of Fanchon & Marco "Ideas," the organization now is aggressively entering the radio field, both as an agency for talent representation and in the production of air shows. Schultz only recently re-signed Al Pearce under F. & M. management for several years to continue on CBS for Ford, and has a coast-to-coaster on the fire at the moment for Olsen and Johnson, who just completed a 26-week series on the NBC Coast Red for Richfield Oil. Pinky Tomlin and many other top-ranking radio performers—also are under F. & M. banner.

### Kate Smith Will Fight "First Lady" Title Claim

Attorneys for Kate Smith, Vaughn De Leath and CBS appeared before Justice McCook of the Supreme Court yesterday and argued about the use of the title "First Lady of Radio," with the final result that counsel for Miss Smith agreed to file papers within five days in order to hasten a decision.

Early in the argument Kate Smith side stated it would exchange letters in which Miss Smith would concede that Miss De Leath, who brought action, was the first lady to broadcast, but would not concede that it was applicable as a title to Miss De Leath's present status as compared to Kate Smith. Attorney Reuben Caidin, for Miss De Leath explained that the title was now considered his client's trade mark. Sidney Kaye appeared for CBS. Engelman & Rosenberg represented Kate Smith and Ted Collins.



**BETTER BROADCASTS**  
for  
**BETTER BUYERS**

**INTERSTATE BROADCASTING CO.**  
730 Fifth Ave., New York

### Adding Second Program For Pall Mall Cigaretts

(Continued from Page 1)

will be aired weekly over following NBC-Blue stations: WJZ, WBZ, WBZA, WBAL, WSYR, WHAM, WENR. Program will be transcribed and aired over WWJ on Sundays beginning Jan. 9. Both shows will be entitled "People in the News." Compton is the agency.

### WIOD Remote from Ship

Miami — An interesting remote broadcast from a ship at sea was aired over WIOD in connection with the International Radio Club party last week. Program came from the S.S. Florida en route to Havana. John Reese of WLW acted as host for the broadcast. Blanca Estrella, Latin-American commentator on WIOD, also appeared.

## KELLOGG GETS BIG SHARE IN AMER. LEAGUE GAMES

(Continued from Page 1)

present contract. Home games not broadcast.

In Chicago, Kellogg will be restricted to two stations on broadcast of White Sox games, Heretofore aired on commercial basis on five stations by six commercial sponsors. Chicago choices of sponsor not revealed. In Boston, Philadelphia and Detroit, Kellogg may elect two outlets. Situation in Cleveland is in doubt, local club not having made known its attitude. Amount Kellogg will pay is detail to be arranged between firm and local clubs.

### Heinie's Christmas Party

Milwaukee—A capacity crowd of some 18,000 packed the Milwaukee Auditorium on Saturday night for the fifth annual Christmas benefit party of Heinie and His Grenadiers, WTMJ star act. Proceeds went to Milwaukee Journal Goodfellow Fund to aid underprivileged children. Orchestra assisting Heinie included Clyde Lucas, Lee Roth, Stan Jacobsen, Frank Werth and Gregg Mannors.

### Buddy Manners Married

Buddy Manners, WHN vocalist, was married Sunday to Bernard Citron, non-professional. Couple leave for Havana on Dec. 27.

## AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

### INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C.



COlumbus 5-7366-7

Mr. Donald S. Shaw  
McCann Erickson, Inc.  
285 Madison Avenue, N. Y. C.

My dear Mr. Shaw:

As vice-president in charge of radio for McCann Erickson, you have, no doubt, found many occasions to use a recording studio.

For this reason, through the medium of advertising, we are calling your attention to the International Production Studios, one of the most up-to-date and completely equipped in the East.

We use high fidelity recording and low noise level within two air-conditioned studios, where each job gets the personal attention of highly qualified engineers and technicians, which enables us to turn out the best in recordings.

A telephone call from your office will bring a free sample of our work, with no obligation to you.

Why not give us a trial?

Very truly yours,

Kenneth W. Howard  
Sales Manager.

KWH/amh

## AGENCIES

GIL GIBBONS has resigned from WHKC, Columbus, to accept the post of assistant production manager in the Radio Division of Lord & Thomas, Chicago.

BASIL LOUGHRANE, Lord & Thomas Chicago exec, is in Hollywood for conferences with Jack Runyon and Tom McAvity on the forthcoming Mickey Mouse show for Pepsi. Supposedly set for a Sunday afternoon spot on NBC Red starting early in January, understood the agency is trying to find a hole later in the day.

ASSOCIATION OF NATIONAL ADVERTISERS INC. has elected American Tobacco Co. to membership. Sherwood E. Silliman will represent the company in the ANA.

THORNLEY & JONES INC., Chicago, handling the Stewart-Warner Alemite account, will place part of the increased advertising budget in cooperating with motor car manufacturers to educate the public on need of correct lubrication of special mechanisms in new type autos. Alemite division holds its annual convention at Edgewater Beach Hotel, Chicago, Dec. 15-16.

H. M. (MIX) DANCER, former v. p. of Henri, Hurst and McDonald, Chicago, has joined Blackett-Sample-Hummert in that city.

R. L. (BUCK) HURST, new-business manager for Lord & Thomas the past two years, has resigned and joined Charles Daniel Frey Agency, Chicago, where he will have an executive post in connection with agency's expansion program.

SMALL & SEIFFER INC., will move to larger quarters at 24 West Fortieth Street about Jan. 31.

## CANADA

Mercer McLeod, CBC program director from Vancouver, is in Winnipeg with his wife to direct some features.

Laurence Gillian, program producer for BBC in London, has been loaned to CBC for six months. Among his main assignments will be special Christmas programs.

An hour of the weekly NBC symphony concerts conducted by Toscanini will be aired over CBC starting Christmas night.

CBC will air "Die Walkure" from New York via NBC on Dec. 18.

## WELI, New Haven

Pat Goode, New Haven postmaster and executive at WELI, was a WBRY speaker on the local notables program.

Frank Garguilo, tenor, married Clara Gianini.



● ● ● Tim and Irene with Hal Gordon have been notified that Admiracion shampoo cancels their MBSHOW Jan. 9—but D'Artega's band hasn't received word yet... Charles Martin has been renewed for 52 weeks on the Phillip Morris CBS-NBC shows... Contract renewals have been awarded the entire cast of the Jolson show... Betty Winkler of "Girl Alone" has been renewed for another year with the show set to go coast-to-coast after Jan... Mary Margaret McBride will do six shows from Florida after Dec. 22—and will return in time to begin her five-weekly series on CBS in Jan... "Nancy Marie" bowed in at the Al Donahues on Sunday weighing eight lbs. Mother and father doing well... George Olsen goes on one-niters this month... Frankie Parrish and Marie Sardi will be Abe Lyman's vocalists at the French Casino... Charles "Mousie" Warren returns to the fold Friday after a nasal operation at Mt. Sinai... Blue Barron goes into the Edison Green Room Dec. 30.

● ● ● At Del Casino's testimonial party in Leon & Eddie's on Sunday, Jean Ellington, Jesse Block and Eve Sully, Patricia Norman, Judy Starr, James (CBS) Appell, Neila Goodelle, Jerry Blaine, Benny and Margie Davis, Jack Bregman, Milton Pickman with Maria Vale, Sidney Piermont and a million music publishers (but Shapiro, Bernstein) turned out... Speaking of early morning sports programs... KFAB, Omaha-Lincoln, had a "Sports Across the Breakfast Table" featuring Harry Johnson at 7:30 a.m. six days a week, sponsored for six months... Catherine Chaloner, latest addition to the cast of Ronald Dawson's "The Yarnspinner" show on WOL, Washington, got mike-fright when the mikes were opened on the show—this despite the fact that she's been a Broadway star for the past two decades... Dawson had to hold her up for the performance and she did a grand job in the end.

● ● ● A petrol company (not Shell) will close a 52-week air contract this week calling for the life-dramatization of the country's leading bandleaders (a sort of "Hall of Fame" idea) with the maestros appearing four weeks each... Belle Baker refused to go into the Hollywood... Freddy Martin goes into the coast's Cocomat Grove June 28... Fred Allen's first show in N. Y. will be Jan. 5... Rubinoff goes to the coast after a Vallee turn Thursday. Why?... Mack Millar is doing Billy Rose's publicity now... Benny Goodman's contract with the Penn. is until May 15—but he may leave for a few weeks' siesta... Blue Drake, a swing singer, goes into the Hickory House Friday... Jean Grombach will not give up his recording business when he goes into the legit set-up... Arthur Rush of the coast's CBS artists bureau, accompanied Herb Rosenthal back east for a once-over.

● ● ● Sol Lesser had to go to a radio station (KGMB, Honolulu) for the title of Bobby Breen's next flicker, "Hawaii Calls," and the screen credits will include "Title inspired by Station KGMB"... Station is represented by Conquest Alliance... Lou Irwin is looking for talent to take to the coast with him... Girls on the staff of KDKA, Pittsburgh, are completing plans for their Xmas party to be held in the studios. Each gal places her name on a slip of paper listing three gifts she'd prefer—then there'll be a drawing to see who gives what to whom—with the donor's identity a secret until packages are opened... The men will supply the refreshments for the shindig... John L. Horgan, w.k. hotel manager, who Ripley said remembers 1,000,000 names and faces, will be Nick Kenny's guest tonite on his WMCA show and will give a success spiel... Jane Withers, 20th Century-Fox juvenile star, reported being signed by Gen. Mills for 26 weeks at \$76,000 for period.

## GUEST-ING

SPENCER TRACY, JAMES STEWART, FANNY BRICE, FREDDIE BARTHOLOMEW, FRANK MORGAN, CORA WITHERSPOON, DOUGLAS McPHAIL, JUDY GARLAND and BETTY JAYNES, on "Good News of 1938," Dec. 16 (NBC-Red, 9 p.m.).

FRED E. BAER of Ghostwriters Bureau, on Edgar A. Guest's "It Can Be Done," Jan. 11 (NBC-Blue, 8:30 p.m.).

MRS. F. D. ROOSEVELT on "Let's Talk It Over," Dec. 16 (NBC-Blue, 2:15 p.m.).

BETTY JANE ATKINSON, violinist, on "Magazine of the Air," Dec. 23 (CBS, 3:30 p.m.).

PAULIST CHOIR, on Kate Smith show, Dec. 23 (CBS, 8 p.m.).

## OMAHA

Jack Wells, romantic singer on KOIL and KFOR, has joined Anson Weeks' orchestra.

Larry Krell has been assigned to read "Wig-Waggin' with Wag," new sports program on WOW prepared by Ralph Wagner.

Edward L. Brant of Chicago, United Press radio man, came to WOW recently to aid in new plans for the "streamlining" station's news casts.

Echo Guiou, former KOIL dramatist, is now in Hollywood carrying a role in the Irene Rich program.

Norval Schneringer, who has been doing continuity for an Omaha agency, has rejoined KOIL and KFAB as news writer.

Harriet Cruise Kemmer, featured KFAB vocalist, is now singing from the coast studios of CBS.

## WSOC, Charlotte

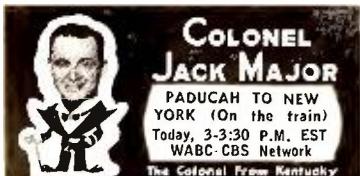
Cliff Williams is a newly appointed announcer, succeeding Dick Faulkner, who went to WAPI, Birmingham, as assistant program director.

The national anthem has been adopted as the nightly sign-off.

Four colleges, one high school, two Parent-Teachers organizations and several intra-school organizations now air on a regular schedule over the station.

## Caswell on CBS Coast Duet

San Francisco—George W. Caswell Co. (coffee) on Jan. 4 will start "Party Bureau" with Mrs. Elsa Latta on two CBS Pacific coast stations (KNX and KSFO), Tuesdays and Thursdays, 2:30-2:45 p.m. (PST). Long Advertising Service placed account.



Give Your Loved Ones a Life Policy for Xmas

Jules Hamburg  
INSURANCE  
John 4-2800 BEEKMAN 3-0375  
80 JOHN ST., NEW YORK

**PROGRAM REVIEWS**

**"Voice of the City"**

Under this O. Henry title, WHN at 8:30-8:45 a.m. yesterday started a new daily series of visits to interesting places around town. Idea is to give New Yorkers aural glimpses of their own city which most of them never see, and listeners are invited to write in and suggest places for future visits.

First excursion was to police headquarters, where the workings were described from the training of cops to the making of arrests with the help of department's radio system.

Program was fairly interesting, but it seems like a pretty early spot to get the kind of attentiveness required for such features.

**Briefly**

Jack Benny had so many big laughs on his last Sunday night program that the finish had to be chopped off some.

Mae West was quite good in her skit on Sunday night's Chase & Sanborn hour, but it took a lot of strain on the imagination to enjoy her even a third as much as seeing her on the screen. This despite some very neatly fitted lines in the Arch Oboler skript.

Lots of folks are beginning to look forward eagerly to those Saturday night quarter-hour chats by Linton Wells on CBS. He is a very satisfying commentator, in speech as well as in subject matter.

**Campus Radio Workshop**

Syracuse, N. Y.—Both Syracuse stations, WFBL and WSYR, are co-operating with Syracuse University in the construction of a campus radio workshop where all future university broadcasts will originate. The layout will include two studios, observation room, control room, reception room and an office for Prof. Kenneth G. Bartlett, director of university radio activities.

**Al Metcalf Laid Up**

Pensacola, Fla.—Al Metcalf, who was in charge of continuity and production for WCOA, has resigned and will spend the next few weeks at his home in Denver recuperating from an elusive ailment that prevents him from working.

**KGFF Birthday Party**

Shawnee, Okla.—Elaborate preparations are under way for seventh anniversary party of KGFF on Dec. 15. Celebration will be observed all week.

**PROGRAM DIRECTORS!**

Strengthen your programs with sure-fire comedy scripts.  
Fifty cents to two dollars!  
Syndication makes these prices possible. Exclusive rights in your territory.  
SAM H. STIEFEL ENTERPRISES, INC.  
1619 Broadway, New York, N. Y.  
Radio Script Service Department

**2 Philadelphia Stations Licensed on Phono-Disks**

(Continued from Page 1)

ords. WPEN signed for a year, while WDAS has a tentative agreement for three months, for fear of further litigation with the NAPA. Although a high Penn. state court decision has upheld the NAPA, WDAS expects that other suits pending in other states may result in a decision favorable to radio and so adjust the situation.

WIP and WHAT, which have not yet signed with NAPA, have replaced records with transcriptions for the present. WFIL, WCAU and KYW, which do not use records, were not approached. KYW, however, is using a special series of RCA Victor Red Seal records on a commercial program sponsored by RCA, but NAPA held that this program was promoting sale of the disks.

NAB had already advised the Philly outlets and others not to sign agreements with NAPA. Outfit on the coast, called American Society of Recording Artists, has also sought to license stations, but this is said to be an organization for profit, whereas NAPA has set itself up as a voluntary organization for non-profit. AFM is also said to be in back of NAPA and opposed to the ASRA.

According to Herbert Speiser of the Maurice J. Speiser offices, attorneys for NAPA, license for stations to play records of its members is based on station wattage and its card rate.

NAPA has one suit pending in Federal Court against one station, brought in the name of Paul White-man.

**98% of Buffalo Homes Equipped With Radios**

Buffalo—Completing a survey of radio set ownership and daily listening hours for the past five years, officials of Buffalo Broadcasting Corp. disclose that of the 139,860 homes here, 137,000 have radios, an average of 98 per cent and an increase of 33.1 per cent over the 1932 mark. An average of 4.1 listening hours daily in 1932 has risen one hour to a point of 5.1, an increase of 22.4 per cent.

Officials also have predicted a second 10 per cent broadcasting rate increase since 1932 to be effective Jan. 1. This will place rates at 20 per cent above the level of eight years ago. More modern broadcasting equipment and increased consumer coverage were reasons for the increase, they said.

**Harvard Declines Sponsorship**

Cambridge, Mass.—Harvard University has declined to allow sponsorship of its 1938 home football games although the athletic committee was in favor of the move. "Against university policy" is said to be the reason for the decision.

Yale-Harvard games played at Cambridge are always aired as a sustainer by the networks.

**Radio Press Is Planning Telephony News Service**

(Continued from Page 1)

a frequency of 8.655 megacycles from the Press Wireless transmitter at Hicksville, L. I.

Christie emphasized that the transmission will be purely for test purposes and will be staged under an experimental license granted Press Radio by the FCC. If successful, the FCC will be asked to issue a permanent license for the purpose of transmitting a new and cheaper method of transmitting news. Press Wireless, which has been experimenting for several months with radio telephony claims excellent results and that it is superior to telegraphic code because it does not require a trained operator on the receiving end, and is approximately three times as fast.

**Nashville Stations See Better Publicity Break**

Nashville—Change in the local newspaper situation, following formation last week of Newspaper Printing Corp., will result in WSM, WLAC and WSIX getting a better publicity break. Up to now, local press has done little on radio news aside from listing daily schedules and brief program notes on Sunday.

Under new setup, with Nashville Tennessean becoming just a morning paper and the Banner dropping its Sunday edition, a daily column on radio affairs, chiefly WSM's local programs and personalities, will appear in the former paper, while the Banner will have a big Saturday edition with a radio page.

**Larry Allen to Manage CRA in San Francisco**

San Francisco—Abandonment of NBC's local Artists Service some weeks ago has led to a further extension of Consolidated Radio Artists activities in Northern California, it is announced by Don E. Gilman, v.p. in charge of Western Division of NBC.

By arrangement with Charles E. Green, national head of CRA, Larry Allen, formerly in charge of NBC Artists Service here, becomes local manager of Consolidated. Allen will arrange and contract for radio artists and bands to be used in broadcasting and public appearances. He assumes his new duties Jan. 1.

**Tex Baker's Ramblers Booked**

Tex Baker and his Texas Ramblers, original WCNW hayloft gang, have been booked to appear at the Patio Theater, Brooklyn, Dec. 18. Several prospective sponsors will see the show.

**LUCILLE & LANNY LINWOOD GREY**

"2 voices and a pianny"

6 times w'ly WJZ-NBC Blue 8:45 A.M. EST

Arrangements by Lanny Grey Management NBC Artists Service

**ORCHESTRAS MUSIC**

LYN MURRAY's orchestra is now being heard eight times weekly via CBS. He has three morning programs and five evening broadcasts. These programs include three with Ruth Carhart, three with Patti Chapin, and two with Barry Wood.

Glenn Lee's orchestra is playing a short engagement at the Texas Hotel "Den," in Fort Worth, between the leaving of Bob McGrew's orchestra for Bermuda for a dance assignment, and the arriving of Dick Barrie's orchestra which comes in for the holidays. All orchestras at the "Den" broadcast over KTAT.

Lloyd Snyder, whose orchestra airs several times weekly over WBAP from the Ringside Club, near Fort Worth, has set a new long-time record for engagements at this place. Snyder's ork has been playing at Ringside for three months. Snyder leaves Jan. 1, for assignments in San Antonio and Shreveport, but is slated to return to Ringside in the spring.

Abe Lyman's signing to direct the orchestra at Billy Rose's French Casino will mark his return to night club work after a year's absence. Lyman continues his radio work.

Ray Block, CBS orchestra leader and vocal coach, is rehearsing still another choral group for a forthcoming refrigerator commercial. His "Swing Fourteen" is heard currently on both major networks.

Larry Clinton, composer, arranger and leader, whose new orchestra has been a "best seller" on Victor records, yesterday signed a management contract with Consolidated Radio Artists Inc. Prior to organizing his own orchestra, Clinton arranged for Casa Loma, the original Dorsey Brothers band, Isham Jones and Ferde Grofe. He is currently broadcasting each Thursday for Victor over WJZ at 11:00-11:30 p.m. and on WJZ each Saturday evening at an earlier hour.

Merle Pitt, WNEW swing band-leader, had two offers to play Miami Beach hotel engagements this winter, but had to turn them down because of previous network commitments.

**Another Way to Tell the KVOO Story!**

★ KVOO, Tulsa, is the most powerful station between St. Louis, Dallas and Denver, covering the heart of the Triangle. More population, more radio sets and more spendable income than any other Oklahoma station! 25,000 w'ly. N. B. C. Edward Peiry and Co., Rep. representatives ★



**TOM BRENNAN**, best known for his "Western Home" and "Good Afternoon, Neighbors" on KNX-CBS, has been transferred to new duties at KSFO, San Francisco, as CBS producer at that point. First chore will be "My Secret Ambition" over CBS Pacific Coast at 7:30-8 p.m., with the producer also acting as emcee.

Gale Page, NBC artist who has been heard over the network from Chicago, is out here for a screen test.

The Ritz Brothers and Ethel Merman have waxed some audition platters which already are on their way East for agency and sponsor approval.

Harry Fields, ex-vaudevillian who has been active in local radio for some time, has joined Associated Cinema Studio in a production berth.

Robert Hollinshead, back in town from an extended concert tour, has resumed conducting the KEHE "Concert Miniatures," heard Monday nights at 8.

The anonymous "Little Counsellor," femme philosopher and advice-giver, is back on KEHE with a Wednesday and Friday program at 11:45 a.m.

Ruth Miller Chamlee (Mme. Mario Chamlee), lyric soprano, is making her West Coast radio debut over KMPC and will be heard over that station at 4 p.m. each Monday.

KHJ has switched to International News Service from Transradio Press. General Manager Lewis Allen Weiss cleared KHJ's schedule after midnight Saturday to permit of carrying the annual DX program of the Newark News Radio Club, Newark, N. J. The program came, however, from WFMD, Frederick, Md., which station is on a wave-band very close to KHJ.

"Little Joe" Warner started a series of KFI quarter-hours last Saturday and will be heard each week on that day at 7:45 p.m. Warner sang the "longest song in the world" on the "Gilmore Circus" previously.

Harry Savoy has been added to the regular cast of Ed Lowry's "Sing-time," heard on KHJ Tuesday nights at 7 for Fox-West Coast. Savoy takes the vocal spot formerly held down by Elaine Arden, who has gone East.

Don Forbes, KNX chief announcer, lectured to the drama class at L. A. Junior College last week, while Gary Breckner spoke to the students of Leuzinger High School.

Stanley Smith, radio emcee and picture actor, is the new master of ceremonies on KHJ-Music Corp. of America "Tunetwisters."

Clarence Muse left over the weekend for personal appearances in Sioux City, Omaha and Chicago, booked by M. D. (Doc) Howe.

Mertens and Price Inc. report their "Sunday Players" taken for 52 weeks by WKRC, Cincinnati, for the Fischer Baking Co.

## NEW BUSINESS

WSOC, Charlotte, N. C.: Musterole, "Carson Robison and his Buckaroos", ETs, through Erwin, Wasey: Pepsi-Cola Bottling Co., "Ginger and the Buffalo Boys," swing-hillbilly program; Seven-Up Bottling Co., "Adventures of Sonny and Buddy", ETs.

KKKN, Kansas City, Kan.: Skrudland Photo Service, ETs; Glamor Permanent Waves, spot announcements; both through Northwest Radio Advertising Co.

WIP, Philadelphia: John B. Stetson (hats), spots; General Electric & Supply Corp. (radios), spots.

WPEN, Philadelphia: Procter & Gamble (Oxydol), music, through Blackett-Sample-Hummert.

KYW, Philadelphia: Refrigeration & Air Conditioning Sales Training Corp., ETs,

through National Classified Advertising Agency; Chevrolet, ETs, through Campbell-Ewald; Colgate-Palmolive-Peet Co. (Super Suds), spots, through Benton & Bowles; Beaumont Laboratories, ETs, through H. W. Kastor & Sons; F. A. North (Lester pianos), music, through Courtland D. Ferguson, Inc.

WNEW, New York: Nostane Products (Minervite), "The Joymakers", spots, through Schillin Advertising Corp.; Alkine Laboratories (Plemolyn), "Make Believe Ballroom", through Schillin Advertising Corp.

WLW, Cincinnati: Refrigeration & Air Conditioning Institute, program renewal, through James R. Lunke & Associates; Colgate-Palmolive-Peet, "Myrt and Marge" and "Hilltop House", ETs, through Benton & Bowles.

### Hearst Group Discusses Expansion and Programs

(Continued from Page 1)

vice-president and managing director of southwest and pacific coast operations; Neal Barret, KOMA, Oklahoma City; H. C. Burke, KTSA, San Antonio; James Pate, KNOW, Austin and WACO, Waco; Bob Roberts, KYA, San Francisco, and Murray Grabhorn, KEHE, Los Angeles.

#### KNOW's Scoop

Austin, Tex.—Scooping other local news agencies in reporting last week's Army airplane crash, KNOW received hundreds of phone calls from appreciative listeners anxious for information about the tragedy. Jesse Melinger of KNOW commercial department and Paul Forchheimer of the production staff were in the studio at the time of the crash and were tipped off by a friend who notified station and police headquarters simultaneously.

#### Wright Esser at KSD

St. Louis—Wright Esser, formerly with BBC in London, is now on the KSD continuity staff here as special feature writer. He is writing and producing "Yodel's Alpine Inn."

#### WREC, Memphis

Eugenia McGee, Tupelo, Miss., lyric soprano whom WREC discovered, has moved to KMOX, St. Louis, and has advised friends here that she will be given two CBS spots as well as a KMOX local, and likely will sing in the St. Louis Municipal Opera. Miss McGee sang on WREC's "Cheer Up Time" with Robert Sanders, baritone. She has been replaced by Mary Frances Keenan.

Ernie Nevers, football star, and Leo Fisher, Chicago American sports writer, spoke over station last week. Fisher and Charles H. Maughan, WREC publicity man, renewed acquaintance after 18 years. They were on the famous Great Lakes Bulletin in the Navy.

WREC will start Atlas Radio's "Ports of Call" on Jan. 2 with Memphis Power & Light Co. as sponsor.

### CBS Coast Cornerstone Will Be Laid on Jan. 11

West Coast Bureau, RADIO DAILY

Los Angeles — Cornerstone of the new CBS studios will be set in place with appropriate ceremonies and state and civic dignitaries saying a few words on Jan. 11, Donald W. Thornburgh, CBS v.p. in charge of West Coast operations, announces. It is probable that the Sunset-Gower corner will receive at the same time its official designation as "Columbia Square," recently given it by resolution of the Board of Supervisors in a two-way complimentary gesture to Columbia Broadcasting and Columbia Pictures.

#### Hampton Handling Scripts

"Marco Polo, the Venetian," by Catherine Turney of the M-G-M writing staff; "One More Genius," Broadway play, by same author, and "The Black Pearl," by Dorothy Lawson, are among new radio scripts being handled by the David B. Hampton office.

Julie Benell has been signed through Hampton to appear in "Stella Dallas," NBC series.

Kenn Randall handles the Hampton radio department.

#### WOAI, San Antonio

Hugh A. L. Half, president, back from Washington on business.

Low Valentine, production manager, also emcee of "Morning Revue," passed out cigars recently. It's a boy.

Carl A. Doty, promotion and merchandising manager, has returned from a business trip to Nashville.

Leona Bender recently had Yvonne Leroux, the Quints' nurse, on her "Woman's Page".

George Bolles of KMBC, Kansas City, visited Beeman Fisher, station manager.

Howard Smith and Charles Boyer of the Rogers-Smith ad agency in Chicago and Dallas, were in town for the deer hunting season.

Pat Flaherty, sportscaster, interviewed Moon Mullins, former Notre Dame star and new coach of Loyola.



**THE THREE ROMEOS** (Sam Cowling, Louis Perkins and Gilbert Jones), heard several years ago as the Old Apple Trio over WLW, and elsewhere, make their bow Dec. 17 on NBC's "Club Matinee." They also will appear in other NBC programs.

Alice Hill and Madeline Morgan have joined the cast of "Jenny Peabody." Aline Neff writes the show.

It's a girl at the Carl Wester household. Wester heads the radio production agency bearing his name.

Val Sherman, WBBM announcer, also is a proud pappy. He drew a girl, too.

Milton Douglas will be featured at the Palmer House along with Shep Fields starting Tuesday.

M. W. Wood, NBC sound effects supervisor, has resigned to join Jam Handy Picture Corp., Detroit, as director of recording. Tommy Horan has been named acting supervisor here. Bob Graham, formerly with WSUI, has been added to sound effects force.

Don McNeill, Annette King and Jack Baker of NBC to Fargo, N. Dak. next week for a personal appearance.

#### WISN, Milwaukee

A new series of 39 programs makes its debut Dec. 25 at 9 a.m. under sponsorship of Warner-Saxe Uptown Theater. Titled "Robinson Crusoe Jr.," and featuring the Mauch Twins, program will have a tieup wherein each theater in the circuit will run trailers advising audience to tune in on the WISN broadcasts.

Mary Ann LeMay of the dramatic and continuity departments and Donald Weller, chief engineer, recently starred in the play, "The Late Christopher Bean," presented by Shorewood Opportunity School.

For the eighth consecutive year, station will exclusively air one of Milwaukee's most sacred events, the Christmas Eve Mass at St. John's Cathedral. Several other highlights are included in the WISN program schedule for Christmas.

#### 3 Shows for Jim Ameche

Chicago — Jim Ameche, signed to headline the new Johnson's Wax series, "Attorney at Law," now has three shows. Others are "Jack Armstrong" and "Grand Hotel."

Fran Carlon will be feminine lead in "Attorney," with Fred Sullivan and Grace Lockwood also in it. It's a Carl Wester production.

**Radio Newsfeatures**

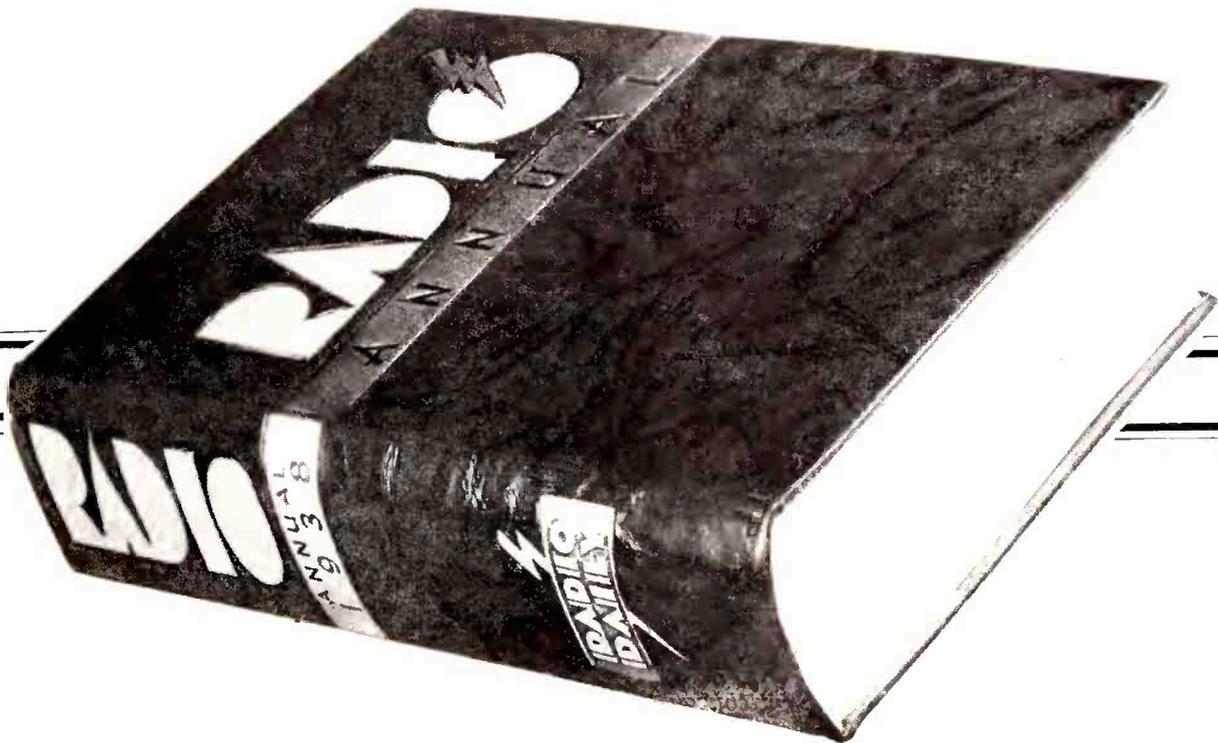
Available to only one radio station in each city

Represented exclusively by

**STEPHEN SLESINGER, INC.**

250 Park Avenue New York

**101 STATION EXPLOITATION IDEAS**  
*IN ADDITION TO*  
**1001 OTHER ITEMS OF INTEREST**  
*IN THE*  
**1000 PAGES OF RADIO ANNUAL**



*Throughout 1938 you will find **RADIO ANNUAL** on the desks of busy executives everywhere. A ready reference work covering radio completely.*

*... distributed complimentary to Radio Daily subscribers as part of Radio Daily Service.*

**READY SHORTLY AFTER the FIRST of the YEAR**

## SAN FRANCISCO

Janet Baird, NBC commentator and interviewer, doing a children's program entitled "Story Store" twice weekly over Coast Blue web on Mondays.

Jack Moyles, KSFO announcer-actor, has returned from Los Angeles, where he went on a business and pleasure trip.

George Magnes, former ad agency man, has joined the sales staff of KJBS.

Mort Werner, KJBS singing announcer, plans to fly to N. Y. on Dec. 20 to confer with the Hot Record Exchange on their acquisition of his stock of 8100 popular recordings. Mort values his collection at 10G. One platter includes Ted Lewis, "Fats" Waller, Benny Goodman, Jack Teagarden, Joe Venuti, Eddie Lang, and others.

KSFO adds three half-hour live talent shows weekly to its schedule for Legendorf United Bakeries in January. Program is a combination man-in-street and vox-pop, with Dean Maddux at the mike and Marcia Miller assisting on the femme angle. Plan is to have a special mobile truck and pick up the broadcasts from different grocery markets. Leon Livingston is the agency.

Don Allen, the "Hollywood Reporter," changed to a new time. Now spicing personality news via KPO between 9:30 and 9:45 p.m. on Thursdays.

KJBS has started a weekly program of skiing news Thursdays at 8:30 p.m. with Clinton Bidwell speaking on snow conditions, etc. KYA has Oliver Kehrlein, chairman of the Junior Chamber of Commerce winter sports committee, also Thursdays at 7:15 p.m.

Hal Burdick, "Night Editor" on NBC for Cardinet Candy Co. of Oakland, will emcee the charity midnight frolic for the Seattle "Times" on December 18. He'll do his regular city room news drama the next night from there. Hal used to work on "Times."

Both KPO and KGO will have Arthur S. Clippinger plugging his "Better English" course with 15 minute spots after New Year's.

## ONE MINUTE INTERVIEW

### DOROTHEA LAWRENCE

"The mere entertainment value of a radio program is not enough. Radio must be directed to the growing generation of future tuners-inners, too. In this artist's humble opinion the outstanding program which does pave the way for a greater intelligent and appreciative generation of radio listeners and furnishes the finest entertainment is the priceless music-appreciation radio course under the direction of Dr. Walter Damsch."

# ★ Coast-to-Coast ★

**MYRTLE SPANGENBURG** and **Allen Timm**, long time vocal favorites on WTMJ, Milwaukee, start a tri-weekly, quarter-hour series, "Myrtle and Allen," on Jan. 3 for Nelson Brothers, air-minded furniture merchants of Milwaukee and Chicago. The firm's new programs are in addition to their popular "Behind the Mike" series five times a week.

**Colonel Theodore Roosevelt Jr. and Dr. James E. West, National Boy Scout Executive, will appear together over WABC on Dec. 17 at 6:35. Negotiations for Colonel Roosevelt's network appearance as a radio commentator being carried on through Allan Wilson of Conquest Alliance.**

Byron Keath played the role of Carrodo in "Death Takes a Holiday,"

## KANSAS

Dan Paul will air an interview with Robert L. Ripley over WDAF on Dec. 15, when the believe-it-or-not man is here for a lecture.

Ellis Atteberry, KCKN general manager, has added Harry Kelly to his sales staff. Station also has sold time on its "Crack o' Dawn Patrol" to four more participating sponsors.

KMBC for the fourth year will feed the Stone Church Choir's "Messiah" to CBS on Dec. 19 under supervision of P. Hans Flath, KMBC musical director.

WHB sent Bob Coldwell, announcer, to Weston, Mo., with a mobile recording unit to disk the 25th anniversary of the opening of Missouri's first tobacco market.

Kay Irving (Gertrude Wilkerson of the KCKN staff) has started a news feature over KCKN planned exclusively for women.

## WCAE, Pittsburgh

Leonard Kapner, manager, now honeymooning with the former Dorothy Yellig of Pittsburgh. Will be back at his desk tomorrow.

Station has introduced narrator to interpret Roman Catholic services from Sacred Heart Church. The role is being handled by Clifton Daniel, former chief announcer and now program director.

A law series for the layman is being plotted under the auspices of the Allegheny County Bar Association.

## WBAL, Baltimore

A weekly Camera Club program, handled by John S. Rowan and Carl Emery, has been set in a Sunday spot.

Katherine Dierken spoke on "How to Write for Radio" before American Penwomen.

Two insurance companies, a book shop, a meat concern and a charitable organization have taken time on "Plaza 4900."

presented over WNYC on Saturday afternoon under direction of Ted Cott.

**Buddy Clark resumes his regular Thursday night CBS series this week. He was heard on the web yesterday at 6 p.m.**

Pianists **Al and Lee Reiser** are soon slated to do a coast-to-coast series for one of their former sponsors. They will feature one of their own piano compositions each week.

**Collette Lyons, Warner Bros. actress and a good comedienne, is reported being quietly groomed for the air. She's now in New York getting material.**

**Willard Robison, back from vacation, will be heard over NBC.**

**Walt Disney's "Snow White and the Seven Dwarfs" will have an air premiere on Chase & Sanborn show Dec. 19, with the various voices of the animated characters appearing "in person."**

**Julie Benell and Noel Mills appeared on "Your Unseen Friend," directed by M. H. H. Joachim, over CBS last Saturday night. Deal handled by David B. Hampton office.**

## PHILADELPHIA

**Manning Hall, new director of publicity and promotion at WPEN, has organized an artists bureau and worked out plans for switching to all English broadcasts.**

WCAU has verified reports that it will open a New York office on Jan. 3, located in CBS building.

**Helynn Larsen, former stylist on Cycle Trades of America, joins WCAU "Women's Club of the Air", replacing Ethel Foster.**

WIP will receive a signed scroll from Penna. Art & Science Society in recognition of service in fostering the arts.

Feud between **WDAS and WPEN** continues, with **WDAS** now planning another hour of Italian and Jewish programs, plus a special events department in both foreign tongues. Stations also have various other competitive programs.

## WOKO, Albany

**Billy Rose, announcer, signed by Righter & Son Coal Co. for a Sunday morning song series. Johnny Lee is pianist.**

**Douglas McMullen is the artist on a series of "Let's Swap Stories" sponsored by Dearnstyn Bros.**

**Mary O'Neill will have 9-year-old Sonny Michon on her Dec. 21 "Column of the Air."**

## KTAT, Fort Worth

**Roy George, program director, is laid up by a bad cold.**

**Len Finger, announcer, is back on the job after being out several weeks—also due to a cold.**

**TEDDY BERGMAN**  
cordially invites advertising agencies to  
hear audition recordings of

# TONY SARG'S

## Puppet Parade

AN INNOVATION IN THE JUVENILE RADIO PROGRAM FIELD

An original fantasy with music composed especially for child appreciation, and sound effects the like of which have never been heard on the airwaves.

King Peter The Perfectly Terrible

Ali Ben Royal Magician

Herkimer Headsnipper Royal Executioner

Trapeze The Thinker

King Jawbone The Just Formerly King Jawbone The Just Awful

Featuring  
**TONY SARG**  
in Every Broadcast  
THE GREATEST RADIO PROGRAM  
EVER DESIGNED FOR CHILDREN

Sensational Promotional Tie-Up  
A Recorded Audition Ready for Your Approval  
Produced by  
**SOUND MASTERS, INC.**  
TEDDY BERGMAN, Program Director  
1560 BROADWAY, NEW YORK CITY  
Tel.: BRyant 9-2463



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 117

NEW YORK, N. Y., WEDNESDAY, DECEMBER 15, 1937

FIVE CENTS

## Gardner Nursery on 246 Stations

### Looking On ... AND LISTENING IN

**LATITUDE** Though it seems to have aroused a bit of anemic controversy here and there, this department cannot imagine anyone who has reached the age of reason, in the lively world of today, being in any way offended by the Mae West performance on last Sunday's Chase & Sanborn Hour.

While a little leeway obviously was granted Miss West, there was nothing objectionable in her mummery unless the listener supplied it by exerting his own imagination.

Much ridicule has been poked at radio for catering down to a 12-year-old intelligence.

If that level is to be raised, more latitude must be granted in broadcasting adult material.

This is not an argument for use of strong or indecent language on the air, nor for subjects that are clearly in bad taste.

On the contrary, Radio Daily definitely advocates clean and wholesome entertainment.

But radio must be allowed to grow up. The industry should not have its vision beclouded and its courage nipped by the big tempests in little teapots that are started by chronic crusaders.

By comparison with published literature, including both books and magazines, to say nothing of newspapers and even the cleaned-up movies, radio is so spick-and-span that millions of listeners already want to scream at so much goody-goody hoke.

Although the professional moralists, like poor relations, are always on the doorstep, radio can take a good deal more elbow room without overstepping the bounds of propriety—and it should do so regardless of narrow-minded agitators. —D. C. G.

#### Program from Jail

Chicago—WJJD yesterday started a daily series titled "Sentenced Men" from the warden's office in the Cook County Jail. A psychologist will participate, and selected prisoners will be interviewed to bring out the causes for their getting into difficulties. A round table on crime also will be part of program.

### HYLA KICZALES NAMED WOV-WBIL-WPEN G. M.

Miss Hyla Kiczales has been made general manager of WOV and WBIL in New York and WPEN, Philadelphia, to fill the vacancy resulting from the recent death of John Iraci. Miss Kiczales entered radio in 1928 with Iraci when he bought WGL, later renamed WOV. Change in management will not interfere with policy of the stations, which specialize in Italian language programs.

### WOW May Ask Ruling On Issue of "Free Air"

Omaha—John J. Gillin Jr., manager of WOW, owned by Woodmen of the World Life Insurance Society, told RADIO DAILY his station probably would appeal to FCC for a ruling on the "free air" issue. WOW's action depends on outcome of a district court hearing in January at Marshall, Mo., in which an appeal will be heard on the fining of three station employes on trespassing charges.

Foster May, newscaster, Paul McDonald and Joe Herold, engineers, were fined \$10 and costs each on Dec. 8 at Miami, Mo. They were arrested on charges which developed  
(Continued on Page 3)

### Lohr at White House

Washington Bureau, RADIO DAILY  
Washington—Lenox R. Lohr, NBC president, was dinner guest of President and Mrs. Roosevelt at the White House last night. Lohr, here for a three-day visit with network and government officials, will confer with FCC Chairman Frank R. McNinch today or tomorrow, and will be host to 82 WRC-WMAL employees at Wardman Park Hotel tomorrow night.

## National Biscuit Expanding On Coast-to-Coast Network

### International Broadcasts Register Sharp Increase

International broadcasts increased sharply the past year, with NBC sending 1,434 programs abroad and receiving 472 from other parts of the world in the first 10 months of 1937, while CBS aired 290. In 1936, NBC sent only 184 programs abroad.

## New Spring Drive to Include 15-Minute Programs and Daily 5-Minute Spots Through Northwest Agency

### L. A. Paper Buys Time

The Los Angeles Times goes on KNX with a 13-week series of 15-minute dramatizations, starting Jan. 7. First time on record for a L. A. newspaper to lay it on the line for air time.

## AFM WILL ALLOW IRNA 2-DAY GRACE ON STRIKE

With the AFM-IRNA deadline reached today, the former organization will allow at least two days' grace before taking any action on an extension of time on the strike issue, declaring the Plan of Settlement in operation, or making any definite arrangement whatever. President Jos. N. Weber of the AFM stated that 150 contracts were now held in escrow, with approximately 50 en route to both the AFM offices and Ernst & Ernst. Out of 93 telegrams sent out asking locals and stations how they  
(Continued on Page 3)

### J. B. Williams to Start New Show Over Mutual

J. B. Williams Co. (shaving preparations) through J. Walter Thompson, on Jan. 3, will start "True or False" on three Mutual stations (WOR, WGN, WLW), 10-10:30 p.m. Program will consist of two teams of eight which will endeavor to outquizz each other.

Seattle—Through Northwest Radio Advertising Co. Inc. of this city, Gardner Nursery Co., Osage, Ia., will use 246 stations for its new spring campaign starting Jan. 17. Fifteen-minute programs and daily five-minute spots will be used for 13 weeks, with 26-week contracts being signed on a few stations where weather conditions are particularly favorable, according to Edwin A. Kraft, general manager of the agency.

## BRISTOL-MYERS BOOSTING 1938 ADVERTISING BUDGET

Bristol-Myers Co. yesterday revealed a 5 per cent increase in 1938 advertising budget which will be devoted to additional radio programs. First new show under increased budget is "For Men Only" which begins over NBC on Jan. 10.

### Dick McBroom to Head Blair Seattle Office

Chicago—John Blair, head of rep firm bearing his name, has appointed Dick McBroom to head new office being opened Jan. 1 in Seattle. McBroom has handled sales and sales promotion here. Kay Beckman takes over inside promotional activities, while Dave Wilburn, formerly with WLS, will handle outside contacts.

### South Mountain Group

Three NBC stations, KTSM, El Paso; KOB, Albuquerque, and KGHF, Pueblo, effective Jan. 3 will be known as the south mountain group. KOB will no longer be available to Pacific coast NBC webs. Line from Los Angeles has been taken out. New group is being led out of Denver. KTSM joins NBC on Jan. 1.

Chicago—National Biscuit Co., through McCann-Erickson, is expanding "Dan Harding's Wife" serial, which has run on WMAQ here for a year, to 13 NBC-Red stations from the east to Denver and down into Texas starting Jan. 3 at 9:45 a.m. A transcribed version also will go on  
(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Tuesday, Dec. 14)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	146 <sup>5</sup> / <sub>8</sub>	145 <sup>3</sup> / <sub>4</sub>	145 <sup>3</sup> / <sub>4</sub>	- 1 <sup>3</sup> / <sub>8</sub>
CBS A	17 <sup>3</sup> / <sub>8</sub>	17	17	- 1/8
Gen. Electric	42 <sup>5</sup> / <sub>8</sub>	41 <sup>3</sup> / <sub>8</sub>	42 <sup>1</sup> / <sub>2</sub>	+ 1
RCA Common	6 <sup>3</sup> / <sub>4</sub>	6 <sup>1</sup> / <sub>2</sub>	6 <sup>3</sup> / <sub>4</sub>	+ 1/4
RCA First Pfd	49	48 <sup>1</sup> / <sub>2</sub>	49	-
Stewart Warner	10 <sup>1</sup> / <sub>8</sub>	10	10	- 1/4
Westinghouse	106 <sup>1</sup> / <sub>2</sub>	104 <sup>1</sup> / <sub>2</sub>	104 <sup>3</sup> / <sub>4</sub>	- 1 <sup>1</sup> / <sub>4</sub>
Zenith Radio	16 <sup>3</sup> / <sub>4</sub>	16 <sup>1</sup> / <sub>2</sub>	16 <sup>1</sup> / <sub>2</sub>	- 1/2
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15 <sup>1</sup> / <sub>4</sub>	15	15	- 1/4
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	7	8		

## WCLE to Air Indians For General Mills Inc.

Cleveland—WCLE yesterday signed exclusive contract to broadcast the Cleveland Indians' American League home games in 1938, with General Mills as sponsor. Jack Graney will be at mike. If commercials conflict, games can be switched to WHK, sister station.

## WKY Had Its Best Year

Oklahoma City—The closing year was the best season in the history of the station, WKY officials state. In past six months, station has added 10 new large accounts who never used radio before and each has thoroughly endorsed the effectiveness of radio advertising. Local production of live shows has increased fully 50 per cent with WKY. Independent surveys by the station also revealed radio buying power in this area on the increase.

First in local accounts in Chicago

# WGES

(In the heart of Chicago)

## New Dramatic Program Going Into Pond Spot

Pond's on Jan. 4 will start a new series of dramatic programs in its Tuesday 8-8:30 p.m. spot on the NBC-Blue network. Program, entitled "Those We Love," a serial on modern American life, will take the place of the current show, "Husbands and Wives."

Agnes Ridgway will write the script for the new show, which it is understood will originate in Hollywood. If this happens J. Walter Thompson will have all its large shows originating from the coast. Vallee show goes west after the Jan. 6 broadcast.

## Complaint Not Yet Filed By Song Writers Ass'n

No complaint has been filed yet by the Song Writers Protective Ass'n in connection with the two suits brought against Irving Berlin Inc. and Jack Mills Inc. The two subpoenas were served last week through the SPA attorney, John Schulman of the Hays, St. John, Abramson & Schulman offices. Conference was held last night by attorneys representing different factions and members of the SPA in effort to bring about a common ground for reorganization basis suitable to all types of writers. Suits pending are to seek a clarification on copyright angles.

## Utah Power ET Series

Salt Lake City—For contemplated use over stations in its service area, Utah Power & Light Co., consistent radio user over KSL, is engaged in a large spot transcription promotion. Series of 64 one-minute shots with KSL Players, under direction of Louise Hill Howe, are in production, Glenn Shaw announces. Wax cut by James Keyser Sound of Salt Lake. Script writing by Kimball Jack. Series titled "Adventures of Reddy Kilowatt" ties in with electrical service and merchandising campaign.

## Godfrey Signs Johnny Salb

Johnny Salb, swing organist heard with Arthur Godfrey, who airs for Barbasol over WOR-Mutual, WHN-WLW and WABC, has been signed as a permanent feature of the shows.

NORTHWEST'S LEADING RADIO STATION

# KSTP

25,000 WATTS

OFFERS LIFELIKE RECEPTION

NEW TRANSMITTER

INCREASED COVERAGE

BASIC RED NETWORK

MINNEAPOLIS SAINT PAUL

## WABC, WBNX Technicians Get AGRAP Closed Shop

American Guild of Radio Announcers & Producers has signed a contract with CBS covering station WABC and affecting all sound technicians, according to Pres. Roy Langham of AGRAP. Pact is retroactive to Oct. 1 and runs to May, 1939. Terms of the agreement include: a 40-hour five-day week, minimum scale of \$50 and provision for additional substantial blanket increases to the staff during the life of the agreement.

Closed shop will prevail and this is considered a feature concession by AGRAP which held long bargaining discussions on the matter. CBS was represented by M. R. Runyon, Douglas Coulter and Lawrence Lowman. Sound effects men will receive three-week vacation under the agreement with sick leave pay and preferential re-employment in case of discharge. Similar privileges of the standard Guild agreement are in effect.

Contract was also closed by AGRAP with WBNX for its announcers. Minimum scale is \$35 weekly, with increase this year up to 16<sup>1</sup>/<sub>2</sub> per cent and 14 per cent next year. Other provisions include 40-hour week, arbitration in case of discharge, closed shop, and other items.

Meeting of the national representatives of AGRAP, which was scheduled for last Friday, was postponed until Friday Jan. 10, due to many members being on sick leave.

## ACA Signs WNEW

American Communications Ass'n (formerly ARTA) has signed with WNEW giving technicians a closed shop, wage increases of 15 to 55 per cent, 40-hour five-day week, vacations and holidays with pay, sick leave with pay, insurance and 7 cents a mile on use of car while on company business, establishment of a grievance committee, and other concessions. Agreement runs to Oct. 1, 1938.

A somewhat similar contract, except for increases and a 40-hour six-day week, is expected to be signed today with WOV-WBIL.

## THE MODERN BOOMERANG

A BOOMERANG ALWAYS COMES BACK WITH A RETURN SAIL

FOR YOUR SALES RETURNS USE THE MODERN BOOMERANG

# WBNX NEW YORK

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

## COMING and GOING

**PURNELL GOULD**, commercial manager of WFBR, Baltimore, to Chicago for executive committee meeting of Sales Managers' Association of the NAB.

**BUDDY ROGERS**, now in the east, leaves for Chicago in a few days to open next week-end at the College Inn.

**FRED WARING**, arrives in New York on Dec. 26 from a Florida trip. He opens Dec. 29 at the New York Paramount Theater for four weeks.

**CHARLES KULLMAN** goes to New Haven to sing at Woolsey Hall on the Yale campus with the University Glee Club on Dec. 20.

**FRED WEBER**, general manager of Mutual, and **MRS. WEBER** left town today for Chicago, then on to the west coast to visit the MBS affiliates there. Christmas and New Year will be observed in California.

**JOHN SHEPARD III**, president of the Yankee network, is in town.

**O. L. TAYLOR**, president of KGNC, Amarillo, Tex., is in New York for a few days.

**RICHARD TAUBER** and his wife sail today aboard the Queen Mary for Europe.

**DR. HEINZ UNGER**, conductor of the Toronto Symphony Orchestra, sails for Europe today.

**TONY WONS** will spend the holidays in Chicago with his family and will broadcast his Dec. 24 program from WBBM.

**HAROLD FELLOWS**, manager of WEEL, is in town.

## David Ross Married

Marriage of David Ross, CBS announcer, to Beatrice Pons, radio actress, a few weeks ago, was revealed yesterday.

# STATION

NEW YORK

Serving New York and New Jersey

HOURS A DAY

## AFM WILL ALLOW IRNA 2-DAY GRACE ON STRIKE

(Continued from Page 1)

stood in the matter, 90 replied that they were negotiating.

At this rate, Weber was of the opinion that progress was fairly satisfactory considering the comparatively short time allotted in which to complete these negotiations. However, he said that the only thing that would hold up the deal with IRNA would be a vast difference in the \$1,500,000 to be expended. Thus if the sum fell short by several hundred thousand dollars, it would not be declared operative.

Contracts sent in to the AFM will be taken home and studied by Weber before he holds a meeting with members of the IRNA Special Advisory Committee. Many stations who are not IRNA members have negotiated with the AFM locals, Weber said. Some stations which failed to fill out the IRNA questionnaire and received an allocation of expenditures based on their spot card rate have discovered that this is sometimes triple the proposed allocation of 5½ of gross receipts less commissions. These outlets have requested the usual allocation as worked out by IRNA.

### Pickering Organizes Forum

"The Citizens' Forum", for the discussion of problems dealing with the life and laws of New York and the nation as a whole, has been organized by Baxter Pickering of Rockefeller Plaza. With an advisory committee of prominent men and women, the forum will hold weekly gatherings, with part of the proceedings to be available for broadcast.

### Mid-West Recordings Expands

Minneapolis—With appointment of Louis M. Knopp as general manager in complete charge of sales, Mid-West Recordings Inc. launches an expansion program. President Harold Field continues as production head under new setup.

Additional facilities are being installed for making acetate recordings, including air checks, along with other new equipment and additional floor space. Success of the idea-creating department is prompting company to form a Hollywood production unit and to open sales offices in Chicago.

### RCA "B" Stock Retired

Washington Bureau, RADIO DAILY  
Washington—Another 2,260 shares of old RCA "B" stock has been either retired by purchase or exchanged for \$3.50 preferred shares and common, a special report by RCA to the SEC discloses.

**More Power for Your Job!**  
**WABY**  
NEW EQUIPMENT...  
NEW PUNCH!  
ALBANY, N.Y.

## KELO's Christmas Specials

Sioux Falls, S. D.—Everybody in the city is developing a sweet tooth as a result of "The Christmas Candy Program" launched over KELO the past week. Handled by Roch Ulmer, special events announcer, the show picks names from city directory and listeners hearing their names on program get a five-pound box of candy by calling at sponsor's place of business. Results have far exceeded expectations.

Another program that had the local folks "in the aisles" was a one-time Friday announcement for Kresge Dollar Store stating that kids could see Santa Claus in person at the store on Saturday. At 10 a.m. the store was so packed with youngsters that Santa could hardly get in.

## WOW May Ask Ruling On Issue of "Free Air"

(Continued from Page 1)

during a national cornhusking contest at Marshall. The three men drove their mobile unit near scene of contest to test equipment. They were ordered off and were told WIBM had all broadcast rights. May "covered" the contest from a nearby farm.

WOW contends this contest was of widespread public interest and it was a violation of public policy for any one station to "sew up" the broadcast right.

### Brighten Up Early Hours

Ardmore, Okla.—KVSO is concentrating on early morning audiences, with "The Tune Tusslers" moved into opening spot at 7 a.m. in place of Bible Class for a half-hour hill-billy variety show. "Musical Clock" follows with popular music, time signals, news, weather forecasts, etc., 7:30-8:30 a.m. Preliminary surveys show reaction good.

### Business Good at KOMA

Oklahoma City—Business at KOMA during past six months has been above previous periods with available time between 6 p.m. and 10 p.m. at only an hour and a half per week. Morning spots are jammed with most open time in afternoon periods.



"There's Some New Hat Company Been Advertising On WHB"

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

## Six More Weekly Shows Added By Zeke Manners

Community Opticians, sponsoring "Five-Star Final" on WMCA, signed Zeke Manners and his Gang of hill-billies for six half-hours a week, 5:45-6:15 p.m., bringing Manners' total of sponsored shows to 17½ hours weekly on WMCA and Inter-City, exclusive of his Sunday 15-minute spot on WNEW and his three 15-minute transcriptions heard on over 170 stations. Other sponsors include Consolidated Drugs, Madison Personal Loan, Madonna Tomato paste and Journal of Living.

### Theater for Toscanini

NBC will rent the Center Theater for at least the first two Toscanini broadcasts, which start Dec. 25. Heavy demand for tickets makes it impossible to use the 1,200 seat studio 8H.

## NAT'L BISCUIT EXPANDING ON COAST-TO-COAST WEB

(Continued from Page 1)

27 other stations until time can be cleared for them.

Ken Robinson, NBC continuity editor, writes the show, featuring Isabel Randolph, Loretta Poynton and Merrill Fugit. Local results have been excellent.

### Rising Star to Get Award

Eugene List, 18-year-old pianist, will receive a \$500 cash award next Sunday night on the "Rising Musical Stars" program over NBC at 10 p.m. as winner of the last three-week cycle. Florence Easton will present the award. Guest performer of the evening will be Eudice Shapiro, violinist, pupil of Efreim Zimbalist.

### "Ports of Call" for WJAR

Another Morris Plan sponsorship of "Ports of Call", ET series produced by Atlas Radio Distributing Corp., has been placed on WJAR, Providence, to start in February. Kasper-Gordon, Boston, who represent the Atlas eastern sales outlet, Criterion Radio Productions, set the deal.

### Western Electric Dividend

A dividend of 90 cents a share on the common stock was declared yesterday by Western Electric, payable Dec. 28 to holders of record Dec. 24.

CRP

# YOU'RE NOT COVERING THE NEWS

UNLESS YOU BOAST SPECIAL COVERAGE  
IN  
**NEW YORK**  
CONTINENTAL RADIO PRESS, INC.  
"The Supplementary News Service"  
ACTS AS YOUR SPECIAL CORRESPONDENT IN THE  
NEWS CAPITAL OF THE NATION

**LISTEN** — ●

TO THE FIRST EXPERIMENT IN TRANSMITTING NEWS BY RADIO TELEPHONY

MONDAY THRU' FRIDAY  
9 to 9:15 A.M. EASTERN STANDARD TIME 5 to 5:15 P.M.  
THE FREQUENCY — 8.655 MEGACYCLES

●

THIS SERVICE IS EXCLUSIVE TO ONE STATION IN A CITY.  
MODERATE MONTHLY RETAINER FEES.

WIRE NOW FOR COMPLETE DETAILS

T. L. CHRISTIE  
EXECUTIVE EDITOR

876 FIFTH AVE.  
NEW YORK CITY  
CH 4-5800

●

THE PERFECT SUPPLEMENT  
TO THE PERFECT NEWSCAST

CRP

## AGENCIES

T. E. CAMPBELL of the production department of Brace Beemer Inc., Detroit, is the father of a daughter. Notice of the birth arrived during the program, "News Comes to Life," over WJR.

CHARLES DANIEL FREY agency, Chicago, has landed the Blatz Brewing account of Milwaukee effective Jan. 1, 1938. Spots now being used in southwest.

ALMON BROOKS WILDER, formerly executive v. p. of Simmonds & Simmonds, has joined Chicago office of L. W. Ramsey Co.

CHARLES REYNOLDS, formerly with Prettyman Publishing Co. and Certain-teed Products, has joined Burnet-Kuhn Advertising Co., Chicago, as copywriter and contact man.

NATE PUMPIAN of Henri, Hurst & McDonald will concentrate on account executive work now that Frank Ferrin has become radio director. Pumpian, who is director of media, also temporarily was director of radio.

ERWIN, WASEY & CO., Chicago, will handle the advertising for Trix, new corn food of New Foods Inc., Chicago.

BELLMAN JONES, publicist for Reincke, Ellis, Youngreen & Finn agency, Chicago, is the father of a boy.

FRANK SHARPE has resigned from the radio department of J. Stirling Getchell Inc. to join the new magazine "Picture" as general manager.

GERTH-KNOLLEN agency, Los Angeles, will handle account of Soil-Off Mfg. Co., Glendale, Cal. (cleaning fluid). Radio will be used in five western states next year, but details are not set.

KENYON & ECKHARDT INC. has leased the entire fifth floor of building at 247 Park Ave., increasing their present floor space.

## Commentator Day at Ad Club

The Advertising Club will celebrate "Commentator's Day" at their luncheon tomorrow with Lowell Thomas, John B. Kennedy, Boake Carter, Gabriel Heatter, Upton Close, Johannes Steel and George E. Sokolsky scheduled to be guest speakers. Walter Winchell is also set to speak if other commitments permit.

## Slight Exaggeration

In a recent item about the birth of a girl to Francis Chamberlin of the commercial department of WMPS, Memphis, it was stated that this makes his fourth daughter. Fact is, it's only his first. The other three Chamberlin girls belong to Francis' brother, Mallory, also of the radio fold. The Chamberlin freres insist they are not trying to compete unfairly as a team with Eddie Cantor.



● ● ● Thinking Out Loud (and sometimes talking out of turn): For some unknown reason the wavelengths this past semester have deprived us New Yorkers of the romantic voice of Al Shayne—who for many seasons has had the local femme hearts throbbing on the first note of his theme song... Never a network star. Shayne, sponsored by a fur shoppe, had a larger local public than many a network show... When he bowed off for the sponsor—the show never returned—leaving many listeners wondering what had happened—including this pillar! If he is able to attract so large a public to a local outlet—imagine what he'd do if heard in 48 states and the Dominion. Al may be a "little off the cob" as a singer—but if that's what the public wants, who are the entertainment suppliers of the networks to say no?... From the west coast (and by way of United Airlines) comes this anecdote which is apropos of the nation's present status: Solly Volinsky was discussing Jack Robbins and his mania for short song titles, such as "Smiles", "More Than Ever", "You're A Sweetheart", "Once In A While", etc., to a group of listeners, and said that if Robbins were around when "I Didn't Raise My Boy to Be A Soldier" was submitted—Jack would have shortened the title to just "Don't Go!".

● ● ● Leon F. Drews, local organist, who does a daily 15-minute show on KOIN, Portland, Ore., will broadcast his 1,000th program for the sponsor next month—having spent 250 hours or more than 10 days at the console... Jack Harris of WSM looks forward to getting some real radio publicity in Nashville now that the newspaper setup in that city has changed and more space will be given radio news... William P. Maloney has resigned from the WOR press dept. to become director of publicity for Kated Inc., the Kate Smith and Ted Collins radio firm... Bill was with WOR for 18 months, coming from the old Bob Taplinger office... No successor has been appointed... Harold Stein, fotografer to Radio's Royalty, was renewed on his MBS show for the fourth consecutive year. On his "Color Camera" show he'll bring Benay Venuta, Eleanor Sherry, Ann Grady, Mary Jane Walsh and many others.

● ● ● Discovered—that Richard Himber didn't pay for that sign of himself on Broadway—because if he had, it'd read thusly: "MR. Richard Himber"... Why Eddie Cantor still rates tops: On his past two shows we've heard a new comic who has gotten many of the laughs for this program though his lines weren't funnier than when he was heard before on the Milton Berle show. However, his speeches were longer and Cantor permitted Bert ("Count Mischa Moody") to bask in the applause and laughs that followed... Cantor knows Bert is funnier and is helping the program—regardless who says the punch-lines... Banjo-Eyes lifted Parkyakarkus from oblivion to stardom among others, and will shortly do the same for Gordon using the method he is now.

● ● ● Warren Sweeney, WJSV, Washington announcer, who handles remote dance shows, has discovered a way to take the starch out of a dignified dance crowd. With bandleader Paul Kane, he announced a "musical comb" contest and wound up with "spin the bottle" to the delight of the audience... Phil Hoffman, station manager of WNBX, Springfield, Vt., submits this "Radio Classic": Nick Carter, who plays Santa on the station, has a magic machine that rings if a child has been good and buzzes if the brat's been naughty. The other day Nick put a letter from a 2½-year-old thru the machine—and when the bell didn't ring, Nick asked the kid why. As his dad's face turned purple and the studio audience exploded, the kid answered—"I 'pee-pee'd' in daddy's car!"

## GUEST-ING

AL SHEAN in scene from "Father Malachy's Miracle," on Kate Smith program, Dec. 16 (CBS, 8 p.m.).

MADGE EVANS and BASIL RATHBONE, on Bing Crosby show, Dec. 23 (NBC-Red, 10 p.m.).

POLLY MORAN, on George Jessel program, Dec. 19 (Mutual, 6 p.m.).

PHILLIPS H. LORD, on "We, the People," Dec. 16 (CBS, 7:30 p.m.).

GLENDA FARRELL with Tyrone Power in "Vanity and Some Sables," Dec. 19 (NBC-Blue, 9 p.m.).

NORTON BROTHERTON, editor of Rising Tide, on Vivian Shirley program, today (WNEW, 2:30 p.m.).

HENRY FONDA, on "Your Hollywood Parade," tonight (NBC-Red, 10 p.m.).

HELEN JEPSON and JUSSI BJOERLING on General Motors hour, Dec. 19 (NBC-Blue, 8 p.m.).

GENEVIEVE TAGGARD, poet, and seven others in Edgar Lee Masters' "Spoon River Anthology," tonight (WQXR, 9:45 p.m.).

RED DUTTON, coach and manager of American hockey team, and EDDIE WISEMAN, star player, on Dick Fishell's "Sports Resume," today (WMCA, 6:30 p.m.).

## Arrested for Interference

Washington Bureau. RADIO DAILY

Washington—Thirty-nine business men and other citizens have been summoned to appear in police court in Winchester, Virginia to answer charges of creating a nuisance by operating electrical devices which, it is alleged, produce electrical interference with radio reception.

## Two Shows Add Station

Cities Service on Friday will add WIRE to its NBC program. Lucky Strike today will add KARK to its NBC-Warner Bros. show. Both accounts are handled by Lord & Thomas.

## KCKN Adding Educationals

Kansas City, Kan.—Experiments in educational broadcasts (produced by Wyandotte High School) over KCKN for the last three and a half months have been so successful that station will add two more schools, according to Ellis Atteberry, g.m.



**UNIVERSAL**

Complete School and College RECORDER.

Simple to operate. Results guaranteed.

Recording Division  
UNIVERSAL MICROPHONE CO. Ltd.  
424 Warren Lane, Inglewood, Calif., U.S.A.



**B**ILL HAY, announcer, who has introduced Amos 'n' Andy since they started on the air more than eight years ago, will go along with them when the blackface team starts work for their new sponsor, Campbell Soup, on Jan. 3.

The Union Oil "Thrills" has been renewed for another 52 weeks on NBC Pacific Coast Red, effective Jan. 18. David Broekman continues to supply the music, and Carlton Kaddell and Gayne Whitman remain as announcer and narrator, respectively. Lord & Thomas account, with the thrills and scripts supplied by American Radio Features.

The Roma Wine Co. "Toast of the Town," Sundays at 9-9:30 on CBS Pacific Coast, made an almost unannounced switch from San Francisco origination to KNX here with last Sunday's airing. Built around an orchestra, emcee, and femme vocalist, Charles Vanda, CBS program chief, learned Friday night that he had it on his Sunday schedule.

Gene Inge has inaugurated a policy of interviewing radio executives on his Monday night "Take the Air" reviews on KFVB. Charles Vanda, CBS western program head, led off for Gene, who gave his citation for noteworthy performance of the week to Leo Forbstein for his outstanding musical contribution to the initial Warner "Your Hollywood Parade" for Lucky Strike.

Caswell Coffee becomes a KNX and KSFO account with a new program set for 2:30-2:45 Tuesdays, starting January 24.

C. B. DeMille will be cut into his Lux Theater program from New Orleans on Jan. 10. Producer will be in the Southern city on that date in connection with the opening of his current Paramount picture, "Buccaneer." De Mille, together with Akim Tamiroff, Margot Grahame and Evelyn Keyes of the cast, will appear with the picture's opening in New Orleans, Washington, Atlanta, Boston, New York and Kansas City, and the producer repeats his radio remote on Lux again from New York on Jan. 17 before returning to the Coast.

Associated Broadcasting Co. Ltd. has taken the May Robson transcribed "Lady of Millions" from Associated Cinema for placement on Canadian stations for Sheriff's, manufacturers of jellies and jams, and Broadcasting Service Assn. Ltd., Sydney, Australia, has taken Paramount Radio Productions 52 quarter-hour transcriptions

**100 POSTCARDS**  
Glossy finish on heavy weight stock from your original; complete caption and 75-wd. message, ready to mail. \$3.75  
100 for  
Without message—\$2.50  
**PHOTO DUPLICATES**—Any size, style and quantity.  
**C-S PHOTO SERVICE**  
1922 Linwood Ave. Toledo, O.

**RADIO PERSONALITIES**

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

**MEREDITH WILLSON**

**M**EREDITH WILLSON, General Music Director of NBC's Western Division, is a musician by training and a showman by instinct. From his headquarters in the NBC Hollywood studios, he directs musical activities in the Western Division, arranges programs, writes music, lyrics and sometimes whole acts, directs his orchestra, and still has time to plan serious orchestral works.

Willson was born May 18, 1902. Twelve years later he was a full-fledged conductor, leading the Mason City, Ia., orchestra. He was a budding pianist until he went east at the age of 14. Then he studied the flute, spent three years learning composition and harmony. John Philip Sousa hired him as a flute soloist, and he traveled with the famous band for three seasons. After his experience with Sousa, and a short period in the Rialto Theater orchestra, directed by Hugo Riesenfeld, he joined the New York Philharmonic Orchestra, playing under Toscanini, Damrosch, Furtwaengler and others.



Prolific and versatile in the musical field...

Willson visited Seattle, and remained to direct a broadcasting system there. Next the movies interested him. When he returned to radio, he combined his orchestra, radio and movie experience, and became known for his development of coast radio shows. Five years ago he was first heard on the "Carefree Carnival." His direction and arrangements were features of "Show Boat" for 18 weeks. Now his orchestra is heard on the Maxwell House's "Good News of 1938" and on "Signal Carnival."

Willson builds a show just as an author writes a story. He uses lyrics, music, action and dialogue to tell a complete story. He is the author of a book, "What Every Young Musician Should Know," has composed a symphony, is equally at home in planning topical and comedy numbers, stands six feet tall and is married.

**NEW ORLEANS**

J. D. Bloom, chief engineer of WWL, thinks he's made a record of some sort. One of the big tubes blew and he claims he got it replaced in four minutes and 45 seconds.

Eugene Katz, station national advertising representative, was in town, looking the situation over.

**WMFF, Plattsburgh, N. Y.**

Goodwin Henry, graduate of National Radio School, L. A., is a new member of the technical staff.

Descriptions of winter sports from Lake Placid will be prominent on the station's winter schedule. Newly acquired Fairchild-Proctor recording equipment will be used.

A Santa Claus program for Merkel's store, where Santa takes a portable mike around the toy department and interviews kids, describes toys, etc., has been very successful.

of "The Chosen Three," as well as 100 of the "Lucky Breaks" series.

With Eddie Cantor as godfather, and Deanna Durbin and Glenda Farrell as godmothers, four-months-old Barbara Jane Wallington will be christened in the Wee Kirk of the Heather on Dec. 26. The entire Texaco Town cast will be in attendance on the Wallington heiress.

The special broadcast of the CBS Pacific Coast "White Fires" next Monday, Dec. 20, before an audience of Los Angeles school teachers has been switched from the CBS Vin Street Theater to the Hollywood Woman's Club, 7078 Hollywood Boulevard.

**OKLAHOMA CITY**

Paul Buening, KTOK program director, is also doing a noon announcing stretch.

United Press radio news teletype service started yesterday at KTOK, with 10 newcasts daily.

Erville C. Sutton Jr., son of the WKY continuity and publicity man, appointed a second lieutenant in army infantry reserve.

**KTSA, San Antonio**

Les Box, formerly at Corpus Christi, is a new announcer here.

Tom Dicky's "Show Boys" are now playing sustainings five days a week.

Frances Scarborough has joined continuity department, succeeding Mrs. Bee Reynolds, resigned.

H. C. Burke, station manager, back from a Fort Worth meeting.

Program amplifier has been installed and is giving fine results.

**WDNC, Durham, N. C.**

Merchants of Durham and vicinity have again bought three one-hour periods over station for airing of their personal greetings to patrons on Christmas Day.

"Harmony Road," with Tommy Loeb as announcer, is being switched by sponsor to 6:30 p.m. on Dec. 26.

**NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY . . . \$149.00**  
**PRESTO RECORDING CORP.**  
135 W. 19th St. New York - N. Y.



**P**HIL STEWART is doing the Lady Esther commercials while Basil Loughrane of Lord & Thomas is in Hollywood.

Jack Burnett, WGN sports writer and publicist, is vacationing at home.

Salesmanager H. R. Makelim and salesman Wythe Walker of WIND met over some fast salesmanship over the weekend. Slightly more than 12 hours before Austin High-Memphis National High School football championship game was to be aired as sustainer they sold it to Willys Co. of Chicago. Russ Hodges did the play by play.

Dick Wells, announcer-actor, who is a candid camera bug, is giving all acquaintances a Christmas card which contains an unposed snap of the person to whom card is addressed.

Forrest Lewis, free lance actor, to Knightstown, Ind., where he is to trade a home he now owns for the one in which he was born.

WLS is making several pickups during its Dinner Bell program from the American Farm Bureau convention at Hotel Sherman this weekend.

Everett Mitchell, senior NBC announcer, confined to home with an attack of laryngitis.

Fort Pearson, NBC announcer, ill for a week at home, removed to Mercy Hospital for observation.

Wendell Hall and family plan to motor to Florida for Christmas.

Ransom Sherman, pinch-hitting for Don McNeill on "Breakfast Club" while McNeill is on personal appearance tour.

**KSL, Salt Lake City**

Marty Husbands, player, who leaves for Boston to spend Christmas, was given an all-femme staff party by Gladys Pinney and Louis Hill Howe.

Hy Davis and Jane Cook of the Bob Saunders ork have taken respective marriage vows.

Dorice Daly, newcomer who clicked in an audition, is a new sponsored commentator on the station. Josephine Goff produces the program.

Lenny Strong and Wally Sandack have given American Popcorn such good results that they have an additional period nov.

THE SONGBIRD OF THE SOUTH  
\* \* \* \* \*  
**KATE SMITH**  
THE KATE SMITH HOUR  
THURSDAYS  
CBS NETWORK 8-9 P.M. EST.  
EXCL. MANAGEMENT TED COLLINS

## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS RECEIVED

Reading Broadcasting Co., Reading, Pa. CP for new experimental relay station. 31100, 4600, 37600, 40600 kc., 100 watts.  
Voice of South Carolina, Spartanburg, S. C. CP for new facsimile station. 2012 kc., 250 watts.  
Banks of Wabash, Inc., Vigo County, Indiana. CP for new relay station. 31100, 34600, 37600, 40600 kc., 35 watts.  
WGRC, New Albany, Ind. Vol. transfer of control of corp. from Arthur L. Harris to Charles Lee Harris, 900 shares common stock.  
EXAMINER'S RECOMMENDATION  
WMAZ, Macon, Ga. CP to increase power to 1 KW., 5 KW. LS. be granted. 1180 kc. limited.

## LINCOLN

W. O. "Bill" Edholm, formerly with the ad staff of WJAG, Norfolk, Neb., has been brought to Central States Broadcasting studios here in same capacity.

John Bentley, Journal sports editor who was on KFOR during the football season for Clark's clothes, has been okayed to run on until March with options.

Jim Cox, a second lieutenant in the reserve, has authored a script tagged "Bob Daring" which has been okayed for broadcasting under the official sanction of the U. S. Army. Cox is a KFOR-KFAB continuity man.

R. H. Pauley, who used to handle all the name bands and have a line in from KFOR for their broadcasts from the Turnpike Casino, is rebuilding. Old Turnpike was burned.

Lyle DeMoss, KFAB program director and man on the street, is doing double duty with personal appearances. Leads charity community sings in the KFAB listening area.

## WJSV, Washington

Elinor Lee, director of home economics for Westinghouse Mfg. Co., has joined the staff. She will conduct the home economics program produced by Larry Elliott, chief announcer.

Jimmy Hurlbut, news editor, has been chasing fires for years hoping to find one big and long enough for a flame-by-flame broadcast. The other day such a fire occurred, and most of Washington's population turned out—but it was Jimmy's day off and he was out in the country.

1	9	3	7
2	8	4	6
3	7	5	5
4	6	6	4
5	5	7	3
6	4	8	2
7	3	9	1
8	2	10	0
9	1	11	9
10	0	12	8
11	9	13	7
12	8	14	6
13	7	15	5
14	6	16	4
15	5	17	3
16	4	18	2
17	3	19	1
18	2	20	0
19	1	21	9
20	0	22	8
21	9	23	7
22	8	24	6
23	7	25	5
24	6	26	4
25	5	27	3
26	4	28	2
27	3	29	1
28	2	30	0

### Greetings from Radio Daily

December 14  
Morey Amsterdam

December 15  
Marion Barney  
Bob Hawk

## ★ PROMOTION ★

### WFAS Sponsorship Splurge

Peggy Ann Shoppe, purveyor of women's fashions in Yonkers, N. Y., has instituted a comprehensive broadcast campaign in connection with its annual pre-holiday merchandising event. Millicent Tralle, director of women's programs on WFAS, White Plains, is presented at the shop each Monday evening at 8 and, in the homelike Peggy Ann atmosphere, entertains one of the prominent women occupied with social, educational or civic functions in Westchester communities within the Yonkers trading area.

Tea and snacks are served as the informal chat goes on. The program proceedings are "piped" to White Plains, where they are transcribed. The actual "on the air" broadcast is from the transcription and takes place Thursday nights at 10.

The radio schedule is intensified with three five-minute programs weekly, also designed, written and presented by Miss Tralle, with the cooperation of Photoplay Magazine. The five-minute spots are centered around Hollywood fashions and their application to Peggy Ann, and scheduled Mondays and Wednesdays at 3:15 p.m. during the popular "All Request Club" feature and on Saturday mornings at 10 directly preceding Miss Tralle's established program, "Home Decoration."

The Thursday night broadcasts originate in the WFAS new Yonkers studios in the First National Bank Building before an invited audience.

### Auto Dealer Promotion

The WCCO Artist Bureau, under the personal supervision of Al Sheehan, has been selected to provide live entertainment for the Twin City Chevrolet Dealers "grease pit circuit." The WCCO performers are making personal appearances all month at the showrooms of Chevrolet dealers in Minneapolis, St. Paul and vicinity. A second series of "grease pit shows" has also been set for February.

WCCO's Chevrolet Mass Assembly Dealers Shows will feature Glyde Snyder as emcee, with Dorothy

## COLUMBUS

Better Business Bureau is sponsoring a new program over WBNS based on actual incidents in B.B.B. files, exposing fraudulent schemes.

WCOL is launching out with a regular studio orchestra and a trio called "Buell's Bonny Airs."

Jim Cooper, WBNS newscaster, will be emcee for the WBNS-RKO Christmas charity party Dec. 17. Canada Dry has signed for a 13-week series of daily 5-minute UP newscasts over WHKC with Charles V. Lutz, WHKC staff announcer, as commentator.

Welsh, singer, the McKay Sisters, dance team, the Dexter Duo, an electric organ, and others.

In conjunction with the live show, motion pictures are to be shown. National as well as local attention is being centered on this unusual idea in sales promotion.

### Shell Publicity Drive

A heavy publicity and merchandising campaign has been instituted by WIP, Philadelphia, and Shell Union Oil, as a send off for the latter's new program over the station, logged as "Shell's Curiosity Court" and airing in weekly half-hour spot.

Ads 100 x 3 were placed in two Philly morning papers, with larger space in local fan mags. In addition, all Shell dealers were sent letters advising them of new series, and 20 oil trucks were equipped with large banners announcing the program.

Show is question-and-answer type feature, and drew capacity studio audience first night. Auditorium, accommodating 1200, will be used. Contestants obtain entry blanks from Shell dealers.

### KHGB Brochure

Brochure compiled by manager T. R. Putnam has just been issued by KHGB, Okmulgee, Okla., providing statistical comparisons of "ear versus eye" and a compilation of material on radio and newspaper usage.

### Card Players Respond

An offer of a free pack of playing cards, made over WBBM by Chicago Motor Club to check on its "On to Adventure" drama, brought more than 25,000 requests. The agency, McJunkin, had figured on only 1,000 packs.

### WHN Car Card Advertising

In an advertising campaign to direct the attention of listeners to programs featured on WHN, the station has begun advertising in the surface and subway cars, placed through Street Railways Advertising Co., New York. Advertising, consisting of 1600 car cards, will be changed monthly.

## INDIANAPOLIS

Issuance of new rate card, effective Jan. 1, 1938, scurries sales department into field to add to WFBM's commercial roster before increase becomes effective.

Alfred Crossley, Chicago, radio consultant and engineer was the principal speaker at the regular monthly meeting of the Indianapolis section of the Radio Institute of Radio Engineers.

Edward B. Passow has been appointed chief radio engineer for Fairbanks, Morse & Co. He has served three years as assistant chief radio engineer for the company.

## NEW BUSINESS Signed by Stations

KGER, Long Beach and Los Angeles: Neutral Thousands, ETs, through Lockwood-Shackleford; "I Am" Reading Room (books) ETs, through Allied Advertising Agency; Compagnie Parisienne (perfume), ETs, through Northwest Advertising Agency; Skrudland Studios (photos), ETs, through Northwest Advertising Agency; Gardner Nursery, ETs, through Northwest Advertising Agency.

WENR, Chicago: Allegheny Steel Co., weather reports, through Walker & Downing; Volupte Compacts, announcements, through Abbott-Kimball.

WMAQ, Chicago: Dixie Route Co., temperature reports, through Gardner Advertising Agency.

WBT, Charlotte: National Biscuit Co., "Dan Harding's Wife", ETs.

KGMB, Honolulu: Wrigley (Double Mint), "Double or Nothing", starting Dec. 26 on CBS.

## WLTH, New York

The new hit "Bi Mir Bist Du Shon" which is already receiving considerable applause from network and local audience, is the composition of Sholem Secunda, station's musical director. The song premiered in Yiddish over WLTH.

Norman H. Warembud, program director, rides the Grand Street and Avenue B bus lines free of charge. He has a season pass for the lines, issued to him by his friend M. Bernard Greenberg, prexy of the Avenue B & East Broadway Transit Co.

"Midday Reveries" has added the tenor voice of Lulling Williams. The program now includes Clara Wander, coloratura soprano, and the WLTH Concert Trio under the direction of Sonia Eidus. Program is heard Mondays at 3 p.m.

## CKNX, Wingham, Ont.

Reg Douglass, sports reporter, confined to his home by fractured ankle, has been doing his nightly broadcast via a bedside mike.

Ukelele Bill's Hillbillies, while on personal appearance tour 75 miles north of here last week, were snowed in at a village, but finally managed to get through in time for their Saturday commercial.

## Quiz in Yiddish

"Questions in the Air" is the title of WLTH's new question quiz in Yiddish. Participants receive tickets to a Yiddish theater, and the winner receives a \$5 cash prize. Questions are submitted by listeners who receive a pair of theater tickets for each question used. The entire program is produced and conducted by Victor Packer, Jewish program director of WLTH. Although only in its fourth week, "Questions in the Air" already holds the record for mail response.

**PROGRAM REVIEWS**

**"March of Time"**

"Harlem on the Prairie," all-negro western film, was the highlight of last week's "March of Time." Sabin Carr, the former collegiate pole vaulter, who directed the picture, was a witness to the broadcast.

The "Time" sound effects are okay now. When show switched to NBC from CBS the sound effects boys were unprepared. New equipment has been installed and the drill of previous programs has ironed out all the "bugs."

At NBC the studio is larger than at CBS so live sound effects are being used. Cast marches in the studio to give the effects of troops. Last week cast totaled 30, with 20 more in the orchestra under Howard Barlow.

News items covered in the broadcast were the Roosevelt phone in New York which was assigned to newlyweds; Shanghai; Chicago hospital baby epidemic; death of Rudy Kling; National Ass'n of Manufacturers' conclave and the negro picture. Homer Fickett directed the show.

**"Listen"**

This 15-minute commentary on radio programs and personalities is written by Pat Kelly, KFRC press head, and narrated by Herb Allen, sportscaster. Heard Sundays at 3:30 p.m., program was conceived last summer by Kelly and has been on the air nine weeks.

"Listen" differs from other radio-column-of-the-air shows in that it plays no favorites and pulls no punches. The "Dept. of Applause and Hisses" points out bad programs in no uncertain terms, even Mutual-Don Lee shows, and gives praise where it is due. A biographical sketch is included, as is news of bands and pop music.

Other shows of this nature have failed because they inevitably developed into pure ballyhoo for the station airing them—or network.

Program being boomed for commercial setup with RCA interested because the show might be used to plug radios and records and because of the tie-in with the "Listen" section in "Life" mag.

**"News Testers"**

New angle on the quiz type of program tests the audience's memory on personalities and important items of news that have appeared the past week. Presentation, on WOR, Sunday 9-9:15 p.m., is somewhat different from the usual run. Although the usual "quiz man" is on hand to ask the questions, the correct answer, if not forthcoming from the audience members, is authoritatively and decisively announced by a "Star Reporter," speaking as through a telephone.

A typical question may inquire of the contestant whether the Spanish rebels or loyalists have taken the town of "coryza," whether it is the

**NEW PROGRAMS—IDEAS**

**"Truth or Consequence"**

The "truth" is what sounds like an honest answer to Ozzie Nelson's questions. The "consequence" of trying to get away with it is an impromptu radio performance. Nelson uses the novelty in his broadcasts over KHJ, Los Angeles, and the Western division of the Mutual network, from Victor Hugo's in Beverly Hills. The questions are addressed to guests, who are presumed to have talent. Since Hugo's is a popular haunt of the screen stars, many well-known personalities are heard.

**Start Travel Program**

A travel program, to be produced for public school pupils, will be a new year's daily starter over WSPR, Springfield, Mass., with program director Wayne Henry Latham at the mike. Each day a different country will be treated in the fifteen-minute spot. Schools will have classroom receivers for the program.

**Dentistry Problems**

New Friday afternoon dramatic series of WGN, Chicago, offers educational problems in dentistry. Show is a presentation of Chicago Dental Society.

**DES MOINES**

Richard Wilson, Iowa Network's Washington commentator, whose transcriptions are airmailed weekly to KSO-KMA-WMT, has been elected a member of the Gridiron Club in the capital.

KSO fed Mutual, including Hawaii and Alaska, in a special 104-station hook-up of the hour broadcast by the Rev. Charles E. Fuller's Old-Fashioned Revival Hour from the Shrine Auditorium. Station also will originate "The Messiah" for Mutual from Drake University on Dec. 20.

Priscille Wayne, author-columnist, is aiding Program Director Ranny Daly of KSO-KRNT in the stations' fifth annual "Christmas Road" drive for the poor.

name of a statesman or a cold in the head, etc. Similar items are arranged to keep both the contestants and listeners on their toes. On each broadcast five members of the audience are chosen to compete for a first prize of \$5. Audience is invited to write in for tickets to the broadcast.

**"Studies in Contrast"**

This particular program of the series marks the debut on WOR-Mutual, Fridays at 9:30-10 p.m., of Ernie Fiorito and his orchestra. Also on the show are Sylvia Froos and a chorus. Program is a soft, tuneful half-hour of music and songs, and as the title indicates the selections are completely varied for the "contrast." Fiorito has an excellent combination and symphonic style of arrangements for the most part. Strings and woodwinds are stressed rather than brass. As usual Miss Froos did a first rate job with her blues and other numbers.

**Airing Fan Mail**

"Write, World, Write" is the title of a new Sunday quarter-hour over WNYC, in which letters from listeners are read. Handled by Dr. Seymour N. Siegel, Director of the Station, idea is to draw forth suggestions on type of stuff the dialers like. Heavy response already reported, and staff of clerks is reported busy sorting and classifying the returns. Dr. Siegel announced that every consideration will be given to the criticisms and suggestions made.

**High School Night**

Tuesday night is high school night at WMBH, Joplin, Mo. A 45-minute program is presented by students, under the supervision of the school dramatics coach and Ray Sollars, staff production man. Show consists of a one-act play, high school news, and musical offerings by school music department.

**Ski School of the Air**

Instruction on the art of skiing will be given in a new weekly feature over WSPR, Springfield, Mass., under the auspices of Massachusetts State College.

**LOUISVILLE**

Harry and Irene, singing team which has been airing over WGRC for the past six months, leaving to join WBBM, Chicago. With them will also go Sammy Silverstein, formerly in the WGRC Sales Department.

Sam, Gil and Louie, singing trio, for the past six years with WHAS, are now in Chicago with NBC.

WHAS' new transmitter at Eastwood, Ky., was inspected by the American Institute of Electrical Engineers. O. W. Towner, erection engineer for Bell Laboratories, New York, conducted the tour.

Big National Fiddlers Contest held at Memorial Auditorium on Sunday, included in the talent line-up Clayton McMichen's Georgia Wildcats from WAVE, and Curly Fox and His Fox Hunters, in addition to hillbilly acts from the WSM Grand Ole Opry.

The Kentucky Mountaineers, with Bob Drake and his Jackson Family, made a personal appearance at the Savoy Theater.

Earl Keller, former ork leader at local theaters, auditioned a new instrumental combination for WAVE, which has been conducting tests for several weeks to select a staff band.

Bill Sherman is now conducting interviews daily at 12:15 p.m. from Loew's Theater lobby, over WGRC.

**WOW, Fort Wayne**

June Bradley is back after a year's absence. Now commentating for a ladies' wear shop.

Dorothy Moeller pinch-hitting for Jane Weston, who's been ill.

John Hackett, sports commentator, is a worried gentleman these days—his whole family has flu. John has three kids.

**ORCHESTRAS MUSIC**

KAY KYSER and Anson Weeks are under consideration for the Fiber McGee show when Ted Weems goes on tour.

Joaquin Grill and his ork open today at the Plaza Hotel Roof, San Antonio.

Jimmie Lunceford, after playing Penn. Athletic Club on Christmas Night, Loew's State Theater the week of Dec. 30, Howard Theater in Washington the week of Jan. 7 and Duke University on Jan. 14-15, will do one-nighters to Houston, opening on Interstate Circuit for four weeks, then into Chicago.

Les Hartman and his German Band, heard daily over WMT, Cedar Rapids-Waterloo, and on Wednesdays over Mutual, has gained quite a following. Broadcasts originate in WMT's Waterloo studios.

WPEN will shortly remote 4 bands as follows viz. Bobby Morro from Frankie Palumbo's, LeRoy McCoy from the Ubangi Club, Johnny Graff from the Anchorage and Pedro Blanc and his Rhumbo Orchestra from the Embassy.

Johnny Negra and his band will be heard on remote over WIP from the Rendezvous Cafe.

Leighton Noble and band will join CBS "Dance Parade" New Year's Eve via WCAU.

Oscar Bradley's orchestra will remain in Hollywood with the Phil Baker series until March. While on the coast, Bradley will make several guest appearances without his orchestra.

Erskine Hawkins and his crew play the Savoy Ballroom the week of Dec. 24.

The Village Brewery, 186 West 4th Street, is using WINS for spot announcements, daily.

The Village Barn Cowboys are broadcasting daily over the WOR-Mutual network, at 5:15.

**DO YOU KNOW**

Fred Allen, whose real name is John F. Sullivan, started his professional career as a juggler, performing tricks he learned from a book found in the Boston Public Library.

## PHILADELPHIA

The "Gloom Chaser" program over WPEN is now being conducted by Angelo Palange.

WCAU's Taylor Grant is receiving congratulations on the birth of a son. Peggy Madison, featured vocalist on WIP is organizing her own all-male band.

Hal Simonds will conduct a basketball guessing contest on his WFIL sportscast.

Harold Davis, program director of WDAS, has taken on another chore, that of conductor of newest program of the station, "Breakfast Express."

Henry Potter is emcee on the "Jewish Caravan" over WPEN.

Murray Arnold, WIP's publicity director, after working very hard on a show sponsored by Shell Union Oil, was heard to remark "I'm Shell-shocked and no kidding."

Lanse McCurdy will handle the mike on WDAS airings of the boxing and wrestling matches from the Arena and Olympia Clubs.

WPEN's Night Club of the Air is being conducted by Joe Dillon.

Frances Carroll, KYW song stylist, has been given a new show of her own backed by the KYW orchestra.

Morris Braun, violinist in WIP studio band, was elected to the executive board of AFM Local 77.

Vito La Monaca is the newest organist to be heard over WDAS. He succeeds Will Klais.

Joseph Lewis will inaugurate a new program over KYW called Nocturne.

Leonard Matt, WDAS news commentator, is having guest commentators.

KYW "Motor Log" is a new program of interest to motorists. Features William Berry.

A new broadcast featuring Bob Golden and the orchestra is presented over WCAU and features the rehearsal of a musical revue before broadcasting.

Dixie Lee, feature writer and authority on parental problems, will be heard every Monday on KYW.

Arthur Hinett inaugurates a new program over KYW to be known as the "Melody Man."

Jack Leitch, WCAU technical supervisor, went swimming in Havana one afternoon, and the next day was deer hunting in Pa.

## ONE MINUTE INTERVIEW

LOUIS PRIMA

"The night clubs have played an important part in the history of radio with their late hour sustaining spots. It is my opinion that more people listen to night club and hotel room orchestra programs than to any other sustaining shows on the air. They almost have a monopoly of the late hours, and the networks, since the beginning of broadcasting, have come to depend on them. In addition, the night spots brought swing to the airways."

## ★ Coast-to-Coast ★

**R**ADIO Script Service Department of Sam H. Stiefel Enterprises Inc., dealing in scripts for indie stations, has enlarged quarters and staff to meet demands for material. Latest release is "The Musical Court of Appeals," half-hour show combining comedy with current song hits, and several novelty scripts are now being prepared.

Sam Hammer's "Your Inventions" program over WMCA on Sundays is now going over the Inter-City network to WIP, Philadelphia.

Arthur Boran's first movie short for Educational gets under way this week at the Paramount studios in Astoria. It's titled "Air Parade."

Radio Events Inc. has arranged with Yolande Langworthy to permit the Fort Wayne Morris Plan to give away copies of the "Arabesque" opening theme poem — "Drifting Sands and a Caravan"—the poem that paved the way for David Ross' fame. This test is increasing the membership in the "Bring 'Arabesque' Back To The Net-Works Club." Morris Plan is sponsoring the revival over WOWO.

## SPRINGFIELD, MASS.

WSPR is now auditioning for its studio orch. under the plans worked out with the AFM. The plan is to have a concert orch. to do a half-hour a week, probably on Sunday p.m.'s.

Massachusetts State College will shortly inaugurate a new series called "Novels" over WSPR. It will be a review of the best novels as they are published.

## WBT, Charlotte

J. J. Beloungy, chief engineer and chief deer hunter, missed a target on his latest hunting excursion. He couldn't figure it out, as he's usually an accurate mark, until inspection showed that in dropping his gun while climbing a tree he knocked his telescopic sight out of line.

Grady Cole, commentator-philosopher, adds the title of "radio sleuth" since he helped recover a stolen accordion by airing a description.

## KMAC, San Antonio

Tee Casper, from KCMC, Texarkana, is a new announcer, succeeding Walton K. Blanton, who goes to KRGV in the Rio Grande Valley.

E. D. Hensley and His Possum Hunters now featuring a new girl vocalist, Lillian Lambert.

Wild Bill Strego is back on the station with his patter, singing and guitar.

Station Manager Howard Davis is also publicity chairman for Chamber of Commerce.

Raymond Gram Swing, commentator, on "World Affairs," will be heard at a new time on Fridays, beginning this week, at 6:45-7 p.m., over WOR-Mutual. He formerly aired on Sunday evenings.

Fred Feibel, CBS organist, has signed to make a series of recordings for Associated Music Publishers. Columbia Artists Inc., handled the deal.

"Country Church of Hollywood," sponsored by Worcester Co-operative Federal Savings and Loan Association, will make its bow over WTAG, Worcester, Mass., on Sunday at 4:45 p.m.

John J. Anthony, director of "Good Will Hour" on WMCA-Inter-City and WOR-Mutual, has been made a fire chief (honorary) in Park Ridge, N. J.

The Russian Symphonic Choir, for many years a regular musical feature on NBC, will celebrate its 25th Jubilee with a special concert Dec. 27 at Carnegie Hall.

The Ben Rocke-Mutual "Headlines" show has added WKBW, Buffalo.

## RICHMOND, VA.

For the first time in Richmond's radio history a Christmas Mother's program, originating in studio of WRVA, was sent out over all four local stations simultaneously.

Manager Jack Maxey of WRTD has appointed William H. Vidal as account executive. Vidal has been in the radio and amusement field for the past eleven years, having been affiliated with a number of North Carolina stations.

Bernard H. Dabney Jr. and Gilbert L. Newsome, formerly program manager and announcer, respectively, WRTD, have been transferred to the sales staff.

"Lessons in Living" conducted by Dr. Douglas Freeman, returns to the air this week, over WRNL, after an absence of several months.

"The Friendly Freemans" on WRTD every Tuesday, depicting the adventures of a small Richmond family, is attracting considerable attention. Ellen Graves writes the script and is one of the players.

## WPAY, Portsmouth, O.

Jim and Gene, in ballads, are being sponsored each week day morning by Certified Crystals Co. Getting lots of mail.

"Man on the Square" program has two sponsors, Walker's Family Shoe Store of Portsmouth and Mootz Baking Co. of Huntington, W. Va. Each person interviewed gets a loaf of bread, and the one who happens to be talking at time the alarm clock goes off is presented with a pair of silk hose.

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A RADIO VERSION OF AMERICA'S MOST WIDELY CIRCULATED COMIC STRIP

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and

CLEM MCCARTHY



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1560 BROADWAY, NEW YORK CITY

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 118

NEW YORK, N. Y., THURSDAY, DECEMBER 16, 1937

FIVE CENTS

## 3 Cig Firms Renewing

### SPOT SERIES BY THE CIO MAY START NEXT MONTH

Following his talk over two local stations a short time ago, William P. Carney, CIO director in New Jersey, has confirmed previous reports in RADIO DAILY to the effect that the CIO will definitely take to the air on a national spot campaign as soon as arrangements can be completed. Original step in campaign will take place in New Jersey, with plans now calling for a widespread increase in stations beginning with the first of the year.

Confirmation of earlier reports came after a series of meetings between various state executives of the CIO who had been reluctant to enter radio until the necessity arose. With the New Jersey group determined

(Continued on Page 2)

### WFIL Production Board Expanding Local Shows

Philadelphia—With new studios ready, WFIL has formed a production planning board composed of John Clark, Margret Schaeffer, Jack Steck and Joe Connolly to put on as many local productions as possible. Eight shows are now ready to air, and 12 more will take shape after first of the year. Donald Withycomb, g.m., is strong for the local interest.

### Louisiana Broadcasters Refuse to Sign AFM Pact

Baton Rouge—After a meeting behind closed doors, Louisiana broadcasters emerged from the Heidelberg Hotel with the statement that they

(Continued on Page 6)

### Two-way Television

London—An odd experiment was made recently when viewers were able for the first time to watch a two-way vision and sound conversation between Elstree and the Alexandra Palace. Gerald Cock, Television's director, was seen talking to Walter Mycroft, the former being at Alexandra Palace and the latter at Elstree.

### Passes Credit

Tulsa—Ken Miller, KVOO newscaster, who recently conducted a listener test on newscasts and was surprised with a total of some 16,000 letters, is modestly passing the credit along chiefly to INS, whose news service the station uses. Miller says he airs nearly all items as received, and believes most stations burden themselves unduly with rewriting.

### IRNA COMMITTEE CONFERS WITH WEBER ON DEADLINE

Several members of the IRNA Special Advisory Committee met yesterday with Joseph N. Weber, president of the AFM, relative to the deadline which had been established for Dec. 15 and also sought to iron out minor details holding up some of the contracts. As stated in RADIO DAILY yesterday, Weber intimated that he would allow at least two days and possibly another week for additional contracts to arrive, since many are in process of negotiation.

After the conference, a wire was

(Continued on Page 2)

### Success As Commercial, WEW Planning Expansion

St. Louis—Having clicked as a commercial station, with more than 400 customers in the first three months since it started accepting advertising, WEW is taking the first step in an ultimate \$70,000 expansion program,

(Continued on Page 2)

### Movie Exhibs Send Protest Against Fidler to Sponsor

### Slight Chance Is Seen For Georgia Ascap Bill

Atlanta—Consensus of opinion regarding passage of the anti-Ascap bill pending in the legislature is that the measure will fail due to lack of sponsorship by leading radio stations and motion picture exhibitors. Bill was written by J. N. Peacock Jr., an attorney of Albany, Ga., who

(Continued on Page 2)

### Camel, Chesterfield and Lucky Strike Sign Over on CBS—Jack Oakie Program Will Continue

### MUSIC CODE IN EFFECT SOON AFTER NEW YEAR

Washington Bureau, RADIO DAILY

Washington—Proposed trade practice rules for the popular music publishing code, tentatively approved by the FTC, will probably go into effect shortly after the first of the year, with interested parties being notified to present their final views, suggestions or objections to the FTC not later than Jan. 4, 1938.

Also on Jan. 4 an opportunity for oral hearing will be given at 10 a.m. in the main hearing room of the FTC, to such persons as may desire to ap-

(Continued on Page 6)

### More Baseball Contracts Are Closed in Chicago

Chicago—Kellogg, which this week signed for American League games in four cities including White Sox games here, has contracted with WJJD to renew baseball sponsorship for 1938. Deal with League provides one other local station must be used by Kellogg for Sox games unless sold to another sponsor.

General Mills (Wheaties) and Soco - Vacuum have re-engaged WBBM facilities for baseball, alternating on sponsorship. Cub home games will be aired.

The three top ranking cigarets, Camel, Chesterfield and Lucky Strike, have signed 13-week renewals for time on nationwide CBS networks.

Camel has decided to continue the Jack Oakie and Benny Goodman full-hour period over 84 stations, Tuesdays, 9:30-10:30 p.m. Renewal on the series is effective Jan. 4. Camel had previously planned to cut the show to a half-hour and drop the Oakie program. William Esty is the agency.

Chesterfield on Dec. 29 will renew Andre Kostelanetz's orchestra over 94 stations, 9-9:30 p.m. On this date Lawrence Tibbett will become the featured soloist. Tibbett, unless he

(Continued on Page 2)

### MORTON DOWNEY SIGNED FOR CHEVROLET SERIES

Cincinnati—Morton Downey, here for a nitery engagement, has been signed for a series of Chevrolet commercials starting in January. Show will travel, with broadcast emanating from different cities, it is stated.

### FCC Calls Conference On Higher Frequencies

Washington Bureau, RADIO DAILY

Washington—For purpose of discussing changes in rules and regulations which may be necessary to provide for occupancy of frequencies above 30,000 kilocycles recently al-

(Continued on Page 2)

### Exclusive

NBC is tearing down walls and removing a couple of men's rooms to make a private entrance and elevator for Arturo Toscanini, who arrived this week from abroad to conduct a series of symphony concerts for the network starting Christmas night.

A private kitchen also is being given the maestro.

(Continued on Page 2)



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

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FINANCIAL (Wednesday, Dec. 15)

Table with columns: NEW YORK STOCK EXCHANGE, Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Majestic, Nat. Union Radio, OVER THE COUNTER, Bid, Asked, Stromberg Carlson.

Success As Commercial, WEW Planning Expansion

(Continued from Page 1) according to Albert S. Foster, g.m. Offices, studios, theater and mechanical units will be grouped and remodeled on the first floor of the St. Louis University law building. The theater, seating 1,200, will be equipped for a series of shows.

Before going commercial, the St. Louis University station was strictly a public service institution for 16 years.

FCC ACTIVITIES

CALL LETTERS ASSIGNED National Broadcasting Co., Inc., Bellmore, N. Y. Mobile unit. WAOB. WGAR Broadcasting Co., Cleveland. WAAL. Philco Radio & Television Co., Philadelphia. W3XP.

RECORDINGS

Call BRINCKERHOFF PLaza 3-3015

THREE CIGARET FIRMS ARE RENEWING ON CBS

(Continued from Page 1) can drop some of his previous commitments, will be on the show only for 13 weeks. Frank Parker may follow. Newell-Emmett is the agency. Lucky Strike on Feb. 5 will renew "Your Hit Parade" on 96 stations, 10-10:45 p.m. Program will continue to air the top tunes of the week played by guest orchestras. Lord & Thomas has the account.

Philip Morris is another cigaret account that plans to continue on the air. The featured orchestra, Russ Morgan's, has just been signed to a 26 week contract by The Biow Co., Philip Morris advertising agents.

FCC Calls Conference On Higher Frequencies

(Continued from Page 1) located to special emergency stations, FCC has sent out invitations to licensees of stations operating emergency stations together with other interested parties to attend an informal conference on Jan. 6. Changes are necessary because of rapid growth taking place in service and desires of commission to improve service by providing for most efficient use of frequencies.

Defamation Is Alleged In "On Broadway" Show

Ernest A. Arnold and Walter W. Frese, stock brokers operating under the firm name of Arnold & Frese, today will file a motion before Judge William H. Black of the N. Y. Supreme Court to examine David Sarnoff, president of RCA; Clarence Francis, president of General Foods, and A. Hopley of Benton & Bowles Inc., to learn the number of stations carrying the Diamond Crystal Salt program of Nov. 7 and other details prior to starting suit for libel against the defendants. Frese, in his affidavit, stated that program, known as "On Broadway," had certain defamatory remarks.

Jeanne Cohen to the Coast

Jeanne Cohen, in charge of the New York office of Artists Management Bureau, leaves tomorrow to join the Paul Whitmans in Hollywood. She will aid them in representing the motion picture interests of members of their musical organization during their stay at the Coconut Grove. Miss Cohen will stop at the Ambassador Hotel.

Irving Strouse has returned from Chicago, where he was in charge of publicity for Paul Whiteman's engagement at the Drake Hotel, to take charge of the Chesterfield campaign which will emanate from New York. Arrangements were made for Barney McDeavitt of the Rockwell-O'Keefe Hollywood office to represent Whiteman's press interests during his month on the coast.

MOVIE EXHIBS PROTEST TO FIDLER'S SPONSOR

(Continued from Page 1) man's opinion and does not correspond to the reviews of pictures by newspaper critics who give details of story, acting, etc., whereas Fidler "merely voices a lordly judgment" in a brief statement and a clang of one, two, three or four bells. Myers says that very often a picture getting only two bells—which is enough to make loads of people stay away from the box-office—has elements that would entertain and satisfy these persons if they were given an adequate description of the film.

Pointing out the damage being done to exhibitors, who must contract for pictures in advance, Myers asks how the sponsor would regard it if exhibitors took time on the air to rate Ivory as a "one-bell soap" or Crisco as a "two-bell shortening", etc.

Slight Chance Is Seen For Georgia Ascaph Bill

(Continued from Page 1) claims the backing of "eight small exhibitors and two small radio stations." Large radio outlets are of the opinion that passage of the bill would complicate the copyright situation to a point where it would be impractical. Among the larger stations against the bill is WSB which is further backed up by its affiliate, The Atlanta Journal.

Omaha—Since the recent decision granting Ascaph a temporary injunction restraining the state and other officials from enforcing the so-called anti-Ascaph law, the performing rights society resumed business in this state and has collected license fees retroactive for the past five months. Total sum involved is placed at approximately \$50,000.

Lincoln—Three federal judges signed an order yesterday in Ascaph's suit against the Nebraska secretary of state, giving latter leave to file interrogatories. The four plaintiffs, Gene Buck, Walter S. Fischer, Gus Schirmer, and Saul Bernstein, music publishers, were ordered to answer with information requested, including Nebraska gross business annually since 1920.

IRNA Committee Confers With Weber on Deadline

(Continued from Page 1) drafted by the IRNA which it is presumed will hurry up some of the members and also inform them of the present status. Another conference will be held today.

SPECIAL HOLIDAY OFFER TEN—three to five minute sure-fire comedy scripts \$3.50 11 This offer only good until December 24th. SAM H. STIEFFEL ENTERPRISES, INC. 1619 Broadway New York, N. Y. Radio Script Service Department

COMING and GOING

P. J. MEYER, president of KFVR, Bismarck, N. D., is in town.

I. R. LOUNSBERRY, manager of WGR-WKBW, Buffalo, and KOLIN HAGER, manager of WCY, Schenectady, were in town yesterday.

MARTIN GOSCH, CBS producer, is due in Hollywood next week to take over production on the new Paul Whiteman-Chesterfield series, which takes the place of the current Hal Kemp-Alice show, handled by CBS producer Phil Cohan.

JEANNE COHEN leaves tomorrow for Hollywood.

IRVING STROUSE is back in New York from Chicago.

RENA CRAIG is on a trip to Denver.

EDDIE CANTOR and his program troupe, originally scheduled to leave the Coast at the end of the month for New York to air from the east for a while, are delaying the trek east for two or three months due to Deanna Durbin having film commitments.

RUSS BRINKLEY of WHDL, Olean, N. Y., plans to fly down to New York in his own plane after the holiday rush is over.

TOMMY DORSEY returns tomorrow from a week's cruise to Bermuda.

PROF. QUIZ leaves today for a lecture in Birmingham, and will return in time for his broadcast Saturday from New York.

JOHN PAYNE, head of Electrical Division of U. S. Department of Commerce, in New York until tomorrow on business.

CHARLES STARK, WHN sales department, leaves today for a one-month vacation.

CHESTER RACKEY, NBC audio engineer, went to Cleveland yesterday to inspect the new WTAM studios which are under construction.

ARTHUR "STREET SINGER" TRACY returns to New York on Dec. 20 after a 20-month stay in England.

Spot Series by the CIO May Start Next Month

(Continued from Page 1) to go on the air, other state leaders have now expressed a desire to follow suit, and will begin to formulate radio shows as soon as possible. It is understood that entire radio situation has been sore spot in the organization's exploitation plans, with various attempts to broadcast stopped by radio stations. Now, however, with time available, leaders have expressed desire to utilize radio in gigantic membership drives.

Worth to Sing at White House

Stanley Worth, NBC baritone, has been engaged to sing at the White House party to celebrate the engagement of James Roosevelt on Dec. 30.

GEORGE GRIFFIN Lyric Baritone WIZ-NBC BLUE NETWORK THURSDAY 12:15 P.M. EST SUNDAY 9 A.M. EST Management NBC Artists Service



**C**ARLTON KELSEY has been appointed musical director of KHJ-Don Lee by Willett Brown, assistant general manager. Kelsey formerly was at WBBM, Chicago, and held the post of musical director of western CBS, handling such shows as Dodge, Wrigley's "Poetic Melodies" and Sears-Roebuck. Prior to radio, he was well known as a director of stage musicals. Appointment fills the post created by the resignation of David Broekman, who leaves the station to devote his time entirely to commercial work.

David McCosker, KFVB's super-salesman, has returned from a four-week trip to New York, where he was successful in placing several KFVB-CRS shows for national coverage. New deals are not effective until after first of the year, at which time formal announcement will be made. On a former trip East, McCosker set the KFVB Clairiol show for coast-to-coast release, effective Jan. 15.

Norman Fields has resigned as executive secretary of the AFRA. The actor was a prime mover in the initial organization plans, which finally culminated in AFRA with a membership of 800 locally, and now feels that he should be able to rest on his laurels and devote a little time to his personal affairs.

"Judy and Her Jesters" now have their own 15-minute program on KNX-CBS Pacific Coast each Thursday at 5:30-5:45 p.m.

At a special meeting of the newly organized Southern California Broadcasting Ass'n last week, plans were laid for the first of a proposed series of get-together meetings of station and advertising agency executives, with the first meeting scheduled for early in January, according to Leo Tyson, KMPC general manager, who is president of the organization.

Frederick C. Dahlquist, president of American Radio Features, is back at his desk after a three-week siege of illness.

Mayfield Kaylor, onetime KEHE production chief, has formed Mayfield Kaylor Productions, with offices at 1041 North Las Palmas, to produce waxed programs.

When a new unit of the White Memorial Hospital was dedicated last week transcriptions of speeches made by prominent physicians and surgeons were sealed up in the cornerstone. Associated Cinema did the recording.

## NEW PROGRAMS—IDEAS

### "Pepper Cadets" Kid Show

Already reaching the general audience with its late Sunday afternoon half-hour "Pepper Uppers" over a special network of 23 Southern stations covering its distribution territory, Dr. Pepper Company, Dallas, six months ago started testing a new wrinkle in children's appeal in a late afternoon serial titled "Pepper Cadets" heard over WFAA, Dallas. The results of the program were so phenomenal that the contract has been renewed for another six-months period. Tracy-Locke-Dawson Inc., Dallas-New York agency, handles the Dr. Pepper account from the Dallas office.

As a happy compromise between the prevalent types of children's programs—the gangster thriller on the one hand and the overly childish type on the other—the "Pepper Cadets" endeavors to help children understand and solve their own problems. The serial keeps the flare of adventure through trips to Story Book Land, thereby stimulating the youngsters' imaginations without having a demoralizing effect.

There are three central characters in the show—Captain Dunn, Sarjint Jimmie, the typical boy, and Sunshine, the little girl who suffers all the handicaps of trying to tag along with boys. In conjunction with the serial, simple nursery songs are sung and there are trips to story-book-land with Mother Goose in person.

Easy contests, held on an average of every other week, pull about 6,000 letters each. The contests vary in nature from filling in the last line of a limerick, favorite jokes, drawing pictures of Sarjint Jimmie's dog and dog house and the magic giant red boot.

Merchandising angles worked out with the 28 cooperating Texas Dr. Pepper bottlers include parties at the Pan American Exposition at which 8,000 "Pepper Cadets" and their mothers attended, special visiting days at bottling plants, get-togethers at county fairs, and reams of newspaper and trade journal publicity, etc. There are now 45,000 members in the primary listening area of WFAA.

Advertising in the show is subtly woven into the script, making a definite play for children to drink Dr. Pepper's at 10, 2 and 4. At no time do the commercials become offensive, boring or silly to the youthful listeners. Tracy-Locke-Dawson believes the popularity of the "Pepper Cadets" may be attributed to its playing to the children, not in playing up or down to them.

Mothers, teachers and clubs have expressed their approval of the fine influence, upstanding ideals and ambitious purpose of the Dr. Pepper "Cadets" program. "Now," they say, "Betty is saying her prayers at night" and "Johnnie is watching when he crosses the street."

### KLZ "Kiddies' Revue"

One of the most successful programs being aired by KLZ in Denver is "The Kiddies' Revue," a half-hour variety show starring talented youngsters under sixteen. Originated at KLZ, the programs, sponsored by a large wholesale bakery, are piped to KVOR, KLZ affiliate located at Colorado Springs.

The entire show is put on by the youngsters, with a 12-year-old, Lenny Lee, acting as master of ceremonies.

The youngest member of the troupe, Shirley Mae Brady, six-year-old mimic and dancer, has taken the "Kiddies' Revue" audience by storm and far outranks her fellow performers in fan mail count.

The show is built about these two stars, and four others, with two guest artists invited to participate each week.

In addition, the program features a twenty-voice choir, organized by Les Weelans, KLZ's music director.

### New Vox Pop Program

Local credit jeweler and the Hamrick Evergreen Theaters are behind new vox-pop feature over KRSC, Seattle, in fifteen-minute shots, Mondays through Saturdays. Twelve persons are selected for interviews daily in busy lunch-hour spot; three prepared questions supplement the personal interrogation. At conclusion, each subject gets coupon good for two theater tickets when presented at jewelry sponsor's store. Jeweler also adds gift of his own. Show is advertised from theater screen and on sidewalk display boards.

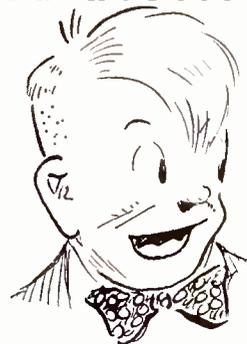
### "You May Be Next"

Idea of this new half-hour starter over KJR, Seattle, is to inform public of confidence deals and other shady activities. Show opens with a dramatic episode depicting workings of some racket. Interview with one of the victims takes place, and finally, B. Gray Warner, prosecutor of Kings County, in which Seattle is located, tells story of an actual case from his files. Northern Federal Savings and Loan is sponsor.

### "Roses to the Ladies"

Outstanding Fort Wayne woman is selected each week for this spot, and comes before the WGL mike for an interview on her accomplishments. Selections are made for notable achievement. Title trick comes in at end of broadcast, when the distinguished lady is presented with a dozen roses. Bob Wilson does the commentating, with J. Howard Ackley as announcer.

**SOUND MASTERS, INC.**  
Present  
**FOR AUDITION**



## JOE PALOOKA

A RADIO VERSION OF  
**AMERICA'S MOST WIDELY  
CIRCULATED COMIC STRIP**

by  
**HAM FISHER**



with  
**TEDDY BERGMAN**



as  
lovable, laughable, naive  
**JOE PALOOKA**

and  
**CLEM MCCARTHY**



Describing Joe's Mythical Battles for  
the World's Heavyweight Crown

A TREMENDOUS  
AUDIENCE IS WAITING

for  
**JOE PALOOKA**

Produced by  
**SOUND MASTERS, INC.**  
1560 BROADWAY, NEW YORK CITY  
Phone BRyant 9-2463

## CARL BIXBY

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

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## LUCILLE & LANNY

LINWOOD GREY

"2 voices and a pianny"

6 times w'kly WJZ-NBC Blue 8:45 A.M. EST

Now Available for Personal Appearances

Arrangements by Lanny Grey

Management NBC Artists Service

## ORCHESTRAS MUSIC

**R**USS MORGAN has been signed by Philip Morris for another 26 run on the CBS and NBC programs. This will make 75 weeks he has been under the cigarette manufacturer's exclusive sponsorship. The Biow Co. is the agency.

"My Last Night's Dream," D'Artega's signature on the Tim and Irene show, was composed by the maestro himself. Next Sunday, D'Artega will present as his orchestral specialty one of his own compositions entitled "Forbidden Paradise." This will be its debut on the networks or anywhere.

Hal Duchin and His Harmonica Playboys, featuring a "bouncing rhythm," is an up and coming harmonica outfit being heard over WNEW on Saturdays at 5:15 p.m. Like the Cappy Barra ensemble, they read all of their music. They also have a chord harmonica consisting of 12 harmonicas on a paddle wheel, with 48 chords.

Billy Swanson, whose program of Modern Rhythms is heard from the Edison Green Room via WOR, has left the Medical Arts Hospital after spending a week there following an emergency nose operation. He will resume his twice weekly broadcasts for Mutual this week.

Cornelius Codolban, whose two orchestras are appearing nightly at La Maisonette Russe of the St. Regis Hotel, has had his engagement there extended for an indefinite period. Codolban, who is rounding out his third season at the Maisonette Russe, appears twice nightly as a violin soloist in addition to directing his Tzigane orchestra for dinner. Codolban's modern dance band plays nightly for supper dancing.

Carlton Hauck's crew, from Cincinnati, is a new band being heard in New York over WHN on Wednesdays and Saturdays.

Merle Pitt moves his "Sunday Swing Concert" band to the Hotel Pennsylvania on New Year's Night to provide the rhythms for the all star show and ball sponsored by the Odd Fellows. Swing artists Sammy Weiss, Sammy Spergel, Don Richards, and other members of the WNEW orchestra will do specialties.



● ● ● Gabriel Heatter late yesterday notified his MBS newscast sponsor (Rogers Peet) that he desired to terminate the year-contract by Feb. 28—having completed 26 weeks then...Gwen Jones, the braintruster for the "Gangbuster" show under P. Lord, will tender her resignation before Jan....Joe Hill, formerly with Federal agency and director of the Sinclair Minstrels, has been drafted by CBS to take over the reins on the Harry Conn "Earaches" program....Pete Barnum, radio genius at Ruthrauff & Ryan, is in the hospital....Larry (Playboy) Daniels is now with Crawford Music....Prof. Quiz will travel 48 hours to Birmingham and back to spend exactly two hours and 20 minutes in the city....Songwriter Johnny Mercer has been placed under CBS management and will do a Whiteman broadcast....Jean Hersholt's "Dr. Christian" airing will start from N. Y. Dec. 26 for 2 shots only....Bob Hafter, Chicago production man for WBBM, will produce the Shaw and Lee-Wrigley show....Pepsonent, which sponsors "Hillop House" starring Bess Johnson, will buy 15 minutes daily on WLW for one year beginning Jan. 10—to air transcriptions of the show.

● ● ● Firemen, who were called to extinguish a blaze in a securely locked car parked in front of the studios of WMFF, Plattsburgh, N. Y., had to break a window to get in....The station flashed the license number and car description—and the man was located by a friend who remembered the tag numbers. Victim was in court paying a fine for illegal parking!....CBC, Montreal, will repeat the two-hour transmission of messages from relatives to residents in the Arctic beyond the reach of ordinary communication on Xmas Eve. Those wishing to send the messages were instructed to be present in the studios of CBC that nite and personally deliver their words of good cheer.

● ● ● Del Casino hocked the family jewels and raised \$600—the sum he paid Henry Dagens for a release of all bounds....The Edward G. Robinson-Claire Trevor "Big Town" program has been renewed for 26 weeks more....Despite the sore throat, Rudy Vallee will croon on his show tonight....Buddy Clark may double between the Ben Bernie show (which will come from the New Amsterdam Roof—WOR's studios) and his half-hour sustainer—or it will be given to Barry Wood....Doris Gilbert, head of the continuity dept. of World Broadcasting, resigns today for a Hollywood film writing berth....Nicky Blair of the Paradise will pay as high as \$5,000 for a customer-drawing attraction there....Paul Whiteman is reported as having discovered an unpublished composition by the late George Gershwin which he'll dub the "2nd Rhapsody in Blue"....Helen Morgan will be feted at Leon & Eddie's Sunday....Singer Peter Higgins will lead a band....Lou Breese and Arthur Murray are auditioning a dance teaching air show....Benny Davis takes a "Star Dust" unit to Washington Jan. 14....Herb Rosenthal, head of the CBS artists bureau, moved into his new office yesterday but sat in the outer office working at the secretary's desk—because there wasn't one in his private sanctum for himself!

● ● ● Ray Hamilton, singing organist, after 26 weeks on WWJ, Detroit, is now at WNEW....Robert Morris, announcer of WAGM, Presque Isle, Maine, reports that a visitor entered the studio and asked if it was the "studio". Informed that it was, the visitor asked if he might make prints of the negatives in his hand....KSL, Salt Lake City, had 30 full-blooded Waskik youngsters of Maland, Idaho, swing out on radio's first All Indian Song Session....NBC artists service employees will hold their 2nd annual Xmas party at the Hotel Lexington Dec. 22—promoted by Frank Murtha of the dept.

## GUEST-ING

GERTRUDE LUTZI, soprano, on Carborundum broadcast, Dec. 25 (CBS, 7:30 p.m.)

TITO SCHIPA, tenor, on "Your Hit Parade," Dec. 25 (CBS, 10 p.m.)

LUCY MONROE, VIENNA BOYS CHOIR, JOHN GRIFFIN and ART GENTRY, on "Hammerstein Music Hall," Dec. 24 (CBS, 8 p.m.)

MARLENE DIETRICH, DOUG FAIRBANKS JR. and LIONEL ATWILL, in "Song of Songs" on Lux Radio Theater, Dec. 20. Walt Disney will be interviewed between acts by Cecil B. deMille (CBS, 9 p.m.)

BING CROSBY, on Paul Whiteman-Chesterfield opening program, Dec. 29 (CBS, 8:30 p.m.)

JOE WILLIAMS, on Bill Stern's sports program, Dec. 19 (NBC-Blue, 11:45 a.m.)

CONGRESSMAN EMANUEL CELLER, on World Peaceways program, Dec. 18 (WQXR, 9 p.m.)

FRANCES FARMER, interviewed by Bide Dudley, Dec. 17 (WOR-Mutual, 11 a.m.)

LEON "CHU" BERRY, on "Swing Club," Dec. 25 (CBS, 7 p.m.)

MAY ROBSON, VICTOR JORY, DAVID HOLT, TOMMY KELLY, DONALD MEEK, MARCIA MAY JONES, in "Tom Sawyer," on "Hollywood Hotel," Dec. 25 (CBS, 4 p.m.)

LAURITZ MELCHIOR and LUCY MONROE on the American banks program, Dec. 27 (NBC-Blue, 9 p.m.)

VERA BRODSKY and THE CHAR-IOTEERS, with Richard Crooks on "Voice of Firestone," Dec. 20 (NBC-Red, 8:30 p.m.)

### WLW, Cincinnati

Latest to leave staff are Mary Paxton, featured vocalist, and Ian Keith, dramatic player.

"Hello, Peggy" will probably have to be re-routed through Fort Wayne-Louisville to cover WLS's territory when Procter & Gamble strip ousts it from two-a-week spot to make way for serial across the board.

## HELENA BLUE'S NOVELTY STRINGS

An all girl orchestra playing in a modern, distinctive style

NOW AVAILABLE  
FOR  
RADIO HOTELS  
THEATRES

Circle 7-4124

New York

Give Your Loved Ones a Life  
Policy for Xmas

Jules Hamburg  
INSURANCE

JOHN 4-2800 BEekman 3-0375  
80 JOHN ST., NEW YORK

**PROGRAM REVIEWS**

**"HEADLINES"**

P. Lorrillard Co. (Muriel cigar)  
WOR-Mutual, Tues. and Thurs.,  
7:30-7:45 p.m.  
Lennen & Mitchell

**FANFARE, SOUND EFFECTS, SHOUTING AND VOICE IMPERSONATIONS REHASH DAY'S NEWS EVENTS.**

This new show is commercial on WOR and WGN, with the balance of MBS carrying it as a sustainer pending pick-up sponsorship along the route. Program dramatizes news events in "March of Time" formula, stressing personality impersonations. It starts off with a Winchellian news ticker, roar of planes, newsboys' shouts, wireless sounds and at least a dozen announcers screaming at the top of their lungs that "Headlines" is on the air and that it is able to read the headlines and then dramatize the headlines with voices.

The Congressional viewpoints aired by senators regarding the Jap matter, Schmeling-Thomas bout, Pope Pius talking in Vatican City, plus a much-heralded "exclusive"—a statement by the wife of a U. S. captain—and flashes of "Did You Know" took up the major portion of the opening show, with Tom Slater handling the commercials. Ernest Chappel, editor of "Headlines," told of the program's aim and unbiased policy. Not one voice on the show was distinctive in the many offered. Pope Pius was made to sound like a Nippon minister who also sounded like a man from Italy, and so forth.

Outside of the sound effects, shouting of all the wordslingers, program was just routine stuff that has been handled better in the past by an ordinary single newscaster in reading news flashes.

**"The Running of the Deer"**

WHN-New York University Literary Forum on Tuesday, 8:30-9 p.m., discussed and dramatized the best seller, "The Running of the Deer," by Dan Wickenden.

Program is broadcast in conjunction with the Federal Radio Theater whose members did the dramatized portions of the book. Wickenden was formerly with CBS, but resigned a few months ago. In the preliminary discussion of the book with Dr. B. McCullough of N. Y. U., Wickenden displayed excellent microphone qualities. His regular speaking voice is rather low but the microphone lifts it up to the full throated registers. Dramatized versions were well handled.

**Carmen Del Rio**

A newcomer to the American networks, Carmen Del Rio, an Argentine-born English girl who specializes in songs with a Latin flavor, made her debut on "Continental Varieties" over NBC-Blue at 3 p.m. yesterday, with the Honti orchestra. In a rich and full voice with ample flexibility, Miss Del Rio sang a new number,

**NEW BUSINESS**

WTMJ, Milwaukee: Musterole, "Carson Robison and His Buckaroos", ETs.

WHO, Des Moines: J. A. Folgers & Co., "Judy and Jane", through Blackett-Sample-Hummert; Compagnie Parisienne, Inc., through Northwest Radio Advertising; Murphy Products Co., "Sunset Corners Frolic", through Wade Advertising Agency; Skrudland Photo Service, through Northwest Radio Advertising; Bulova Watch Co., announcements, through Biow Company.

WBZ-WBZA, Boston: Reid Murdock & Co., time signals, through Rogers & Smith; Bayuk Cigars, announcements, through McKee, Albright & Ivey; Kellogg Sales Co., through Chambers & Wiswell; The Sun Rayed Co., Home Forum announcements, through Caldwell-Baker Co.; Remington-Rand, Inc., through Franklin Bruck Advertising Corp.; Doyle Packing Co., announcements, through Beaumont & Hohman; The Bosco Co., announcements, through Kenyon & Eckhardt; Refrigeration & Air Conditioning Training Corp., programs, through National Classified Advertising Agency; Ford

"Paree, Paree", followed later by "Siboney" and finally another French piece. She was at her best in "Siboney", though also displaying plenty of feeling in the final French number. Honti supplied his usual fine musical background.

**"Symphonic Moods"**

A very choice dinnertime concert is provided in WBIL's "Symphonic Moods," a program employing selected transcribed numbers and presented six nights weekly. Much has been heard about the popularity of the program and the amount of appreciative fan mail that it receives, and the reasons are easily found by tuning in to it. Tuesday's program, typical of the series, started with a Schubert symphony and went along into Ravel selections, a ballet number and finally a gay and colorful Spanish festival. Suppression of annoying talk is one of the welcome aspects of the program, aside from the excellence of the recordings and judicious selection.

**Briefly**

The Lanny Ross "Hollywood Mardi Gras" show on NBC-Red, Tuesday nights, holds steadily to a high standard. Charles Butterworth has become a standard ace as a radio comedian, and his "Grandpa" stooge helps greatly. Raymond Paige's ork, with vocalist Jane Rhodes, and of course the singing and emceeing of Ross, all are tops.

The Merry Macs have been a big help, in a musical harmony way, on the last three Al Pearce programs over CBS on Tuesdays at 9.

"Swingtime Trio," Boston girls originating at WBZ and being fed

Motor Co., announcements, through McCann-Erickson.

WNAC, Boston: Humphrey's Home Medicine, programs, through Biow Co. (also WSPR); National Biscuit Co., ETs, through McCann-Erickson; The Fleischmann Co., programs, through J. Walter Thompson Co. (also 14 other Yankee net stations); American Popcorn Co., programs, through Schmitt & Co.; Coca Cola, programs, through D'Arcy Advertising Co.; Dodge Brothers Corp., announcements, through Ruthrauff & Ryan, N. Y.; Tide Water Associated Oil, participations in Yankee net news service, through Lennen & Mitchell.

WAAB, Boston: Lydia Pinkham Co., programs, through Erwin Wasey & Co. (also on 11 other Colonial net stations); Radbill Oil Co., programs, through Harry A. Feigenbaum; Gospel Broadcasting Association, renewal, programs from Mutual, through R. H. Alber; Katro-Lek Laboratories, programs, through Chambers & Wiswell (also on WEAN and WICC).

to NBC-Blue on Wednesdays at 2 p.m., hand out some very delightful rhythm.

Correction: Linton Wells is an NBC commentator, not CBS.

**Reisman for "Hit Parade"**

Leo Reisman and his orchestra will appear on the Lucky Strike "Hit Parade" broadcasts over CBS for three weeks beginning Dec. 25. Program is aired at 10-10:45 p.m. Lord & Thomas is the agency.

**PROMOTION**

**Talent Quest Statewide**

Utah's 4 major cities, Salt Lake, Ogden, Provo, and Logan now allow listening voters to cast talent tallies in their respective cities through local telephones. The 3:30 p.m. Saturday spot on KSL has become most interesting local Saturday bill. An auditioned reduced number of amateurs compete weekly on Deseret News Search for Talent. Contestants gather nearly 2,000 votes average. Russel Stewart has been assigned announcing duties, Gene Halliday produces. Audience assemblage indicates show may have to be moved to KSL Concert Hall, as main studios are not adequate.

**WDZ's Weekly Paper**

One-page weekly paper of WDZ, Tuscola, Ill., enlists advertiser to make distribution; back of sheet has latter's full-page ad. Paper is published every Friday and contains news and gossip of programs and artists. Ten thousand listeners get it.

**Join New Script Service**

Irving Marcuse and Baer Kraut have been appointed general manager and script editor, respectively, of the Script Shop, a new radio script library service at 10 West 47th St. Both Marcuse and Kraut were formerly associated with Transcribed Radio Shows Inc.

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 Rellids
- 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.

**625 MADISON AVE., NEW YORK**  
Studio  
Between 58th and 59th Sts.  
Phone Wickersham 2-4300

**DON KERR**

Master of Ceremonies  
WMCA  
Fox-Fabian Amateur Hour  
Six Star Revue  
Zeke Manners' Gang

## PHILADELPHIA

WCAU is building its new W3X1R transmitter, to be completed in February and designed eventually for television.

WDAS is searching local colleges and auditioning announcer prospects.

Night Supervisor John Facenda of WIP will inaugurate a new series of his "Poets' Corner" programs.

Philly's newest hillbilly revue, "Cornhuskers," will be heard over WIP featuring Jack Barry as emcee.

WIP's Clarence Fuhrman is working on some new arrangements for his house band which he promises will be startling.

### Music Code in Effect Soon After New Year

(Continued from Page 1)

pear and who shall have made prior written or telegraphic requests to be heard orally. After this hearing the FTC will give final consideration to the proposed code of fair trade practice.

FTC points out that there is a combined capitalization of the pop music industry of between \$35,000,000 and \$40,000,000 and does an estimated annual business of between \$7,500,000 and \$8,000,000.

Under Rule 1, any form of "push money" by a music employe with or without the knowledge of the employer, or any type of so-called bribery in radio or other fields of entertainment, is a violation of the code.

### R. R. Using Hour on KSL

Salt Lake City—For the extravagant prelude of Sun Valley Winter Sports, Union Pacific officials will use a full hour for the presentation originating through KSL on the eve of North American ski capital's opening Dec. 21. Staff crew selected by R. R. for the assignment will be Lennox Murdoch, KSL station director; Wally Sandack, staff announcer, handling production; Eugene Pack, chief of engineering staff, and two more engineers. Job will be a 275-mile remote affair.

### Condie in Choir Post

Salt Lake City—Richard P. Condie, KSL tenor, has been named assistant conductor of L.D.S. Tabernacle Choir. The 300 Voice Choral group is heard Sundays over CBS. Condie, longtime station performer, will be under J. Spencer Cornwall. He will continue his "Sunday Evening on Temple Square" assignment for KSL.

1	9	3	7
4	5		
6	11	12	13
17	18	19	20
21	22	23	
25	26	27	28
29	30		

Greetings from Radio Daily

December 16

Jessie Block

Daniel C. Studin

## Newspaper-Radio Tieup

"The Carrier Salesman's Radio Party"

By DAVID NOWINSON

Director of Publicity, Iowa Broadcasting System

"The Carrier Salesman's Radio Party"

THE Des Moines Register & Tribune, parent organization of Iowa Broadcasting System, and for years a staunch believer in radio and an adroit user of radio promotion, has launched its first large scale variety show, "The Carrier Salesman's Radio Party." Within one month after being established, the half-hour weekly show has become Iowa's second largest radio show and the largest amateur air performance in the state.

Staged in the main ballroom of the Hotel Fort Des Moines before a visual audience of a capacity of 600 every Sunday afternoon at 5, the "Carrier Salesman's Radio Party" is broadcast over Iowa Network stations KSO, WMT and KMA. A cast of 55 is employed, mainly garnered from the ranks of the R. & T. carrier boys themselves. It is their show, they take pride in presenting it and aiding in promoting it and it has commanded widespread attention already as a program of unusual merit and production.

Admission to the broadcast is by ticket only. Tickets are given to carriers who present them to customers on their routes. Tickets are also obtainable from leading Des Moines hotels. The wisdom of carrier boys distributing tickets is immediately manifest. It adds to their sense of importance, permits them to favor their subscribers and to establish closer contact with them.

Written and produced by Frank Jaffe, of the R. & T. radio promotion department, and under the musical direction of Orville Foster, IBS musical chief, the show includes a chorus of 15 carrier boys, a girl soloist, Rosemary Begley, 16-year-old popular singer; a boy vocalist, Frank Tovrea, 15-year-old R. & T. carrier; Bobby Clark, 15-year-old ventriloquist and Oscar, his dummy; a harmonica octet of carrier salesmen; a 19-piece symphonic swing band under the direction of Orville Foster, a group of varied novelty acts and a 16-year-old announcer, Carter Reynolds, besides a regular dramatic cast of boys.

A typical show includes several chorus selections, the girl soloist, boy soloist, duet, whistling chorus, and a serious dramatic sketch relating graphically of a carrier boy's heroic deed. Each week selections from outstanding musical comedy attractions are featured. During the first four weeks these included music from "Of Thee I Sing," "Band Wagon," "Rio Rita" and "Desert Song."

Every show presents notables including governmental dignitaries and leaders in education and athletics. Among the notables who have already appeared are Governor Nelson G. Kraschel, Iowa Secretary of State, Dr. Robert O'Brian; Agnes Samuelson, head of the Department of Public Instruction; Pug Manders, Drake University football star and Bob

Feller, youthful Cleveland Indians pitcher.

Each week the program salutes the Iowa town from which special carrier talent originates. Such talent features actors, novelty acts, tap dancers, vocalists and instrumentalists. Many of the boys have proved surprisingly good and several have already received offers for club and theatrical engagements.

Telegrams congratulating the carrier salesmen on their achievements are read on each program. These congratulatory wires come from all over the nation. A recent one, for example, came from Dick Powell, himself a former carrier salesman.

There are no commercial announcements on the show which was launched with the most elaborate promotion campaign ever undertaken for an R. & T. promotion program. Two-color broadsides were mailed to 5,000 carrier salesmen throughout the state, special mailings were sent to various R. & T. agencies, spot announcements are regularly scheduled on stations KSO, WMT and KMA, regular advertisements are scheduled in The Des Moines Sunday Register, and its radio columns have devoted considerable space to the show. The program is mentioned on 41 R. & T. promotion programs heard over IBS weekly. In addition, a different department of the Register and Tribune is invited to attend the show as special guests each week.

Statewide auditions are being conducted for carrier boys who wish to appear on the program. Several hundred applications have already been made by talent. It is hoped to take the show from time to time to Waterloo, Cedar Rapids and Shenandoah. And if the increasing audience at the Fort Des Moines ballroom continues, the show may soon be housed in a local theater.

Now, why all this time, energy and expense devoted to building and promoting a program which amazingly lacks even a commercial announcement? What is the objective and how well is it being attained?

The "Carrier Salesman's Radio Party" has been created to enhance the good-will and prestige of the R. & T. carrier organization. It solidifies the various carrier salesman groups, adds to their loyalty, gives each boy a sense of counting, of being an integral part of the organization. This carrier salesman promotion also attracts new boys and sells them on the idea of joining the organization. It also impresses the parents of carrier boys with the importance the R. & T. places on the carrier organization.

That these objectives are being speedily gained is recognized by executives of The Des Moines Register and Tribune. The show is doing a job!

## NEW ORLEANS

WSMB got its 5,000-watt okay from the FCC and is ordering a transmitter to match.

Yvonne LeBaron, who answers the telephone for WSMB and doubles as staff pianist, is one of the four who will play a Bach concerto for four pianos at Sunday's concert of the Civic Symphony.

Mrs. Myrtle Ewing Moreno, 25-year old bride of six months, and daughter of WDSU's general manager, P. K. Ewing, died of burns in a hospital here.

### Louisiana Broadcasters Refuse to Sign AFM Pact

(Continued from Page 1)

are readying a wire to NBC, CBS and the AFM informing them of their refusal to sign contracts with various AFM locals in accordance with Schedule A of the proposed Plan of Settlement worked out by the IRNA. Chief objections are closed shop and arbitrary stand of the musicians' union. Meeting, intended to be sectional, was attended only by Louisiana broadcasters.

### Rena Craig to Denver

Rena Craig of Peterson Radio Productions, who plays the leading roles on the "Junior G Men," "Saint Anthony" and "Ave Maria" programs, has left for Denver, where she will be presented in a one shot guest appearance on "The Light of the West" program over KOA. Ruth Travers, script writer, is substituting for her.

### Dr. Levy Sold Some CBS

Washington Bureau, RADIO DAILY

Washington—Dr. Leon Levy of WCAU, Philadelphia, and a CBS director, disposed of 310 shares of CBS "A" stock, bringing his holdings to 38,131 shares at the month end, the SEC reports. He also holds 44,924 shares of CBS "B" stock.

### CBS Artists Bookings

Columbia Artists Inc. yesterday signed a 32-voice choral group to appear on the Al Pearce program Dec. 21. Group is composed of school boys. Also set at the same time was recording schedule for Fred Uttal, who will cut a series of disks for Ford Slide Films beginning today. Mack Davis handled both deals.

### Edith Mason for ET Series

Edith Evanson, west coast commentator and philosopher, has been signed for a series of programs to be produced by Sound Masters Inc. Teddy Bergman is building a show for her aimed at an all-female audience.

## STATIONS!

The ...

### Morning Bulletin Board

America's Perfect Morning  
Variety Show

STAR RADIO PROGRAMS, INC.  
250 Park Avenue New York City

**AGENCIES**

**CHARLES W. HOYT CO. INC.**, starting Jan. 1, will place the American advertising of Peek Frean English Biscuits. Renken & Yates Smith Corp., New York, are American distributors.

**LEONARD DREW**, formerly on staff of Dr. Daniel Starch, consultant, has been elected vice-president of Chester H. McCall Co., Inc., advertising.

**MIAMI**

**WKAT** is promoting a new program of German folk songs sponsored by Old Heidelberg restaurant.

**Harry Richman**, for the second year, will be host at a children's party in his Miami Beach home.

**From the Postoffice**

"Mail Early for Christmas" was the title of this one, and to lend reality to the time-honored plea, broadcast came from Salt Lake City Post Office, showing workings of the mailing room in special airing over **KDYL**. Announcer **Ted Kimball** took a walk through the department, verbally following fate of a package from mail chute to truck en route to train and final destination. Postmaster **I. A. Smoot** cooperated to bring the message to the public.

**Bureau of Missing Persons**

New "Bureau of Missing Persons" program has started on **KXBY**, Kansas City, Mo., sponsored by the Union Clothing Co. in Sunday quarter-hour. Show, dramatizing cases from local missing persons' bureau of police department, is scripted by **Margaret Hillias**.

**Highway Safety Series**

New series of highway safety programs, under sponsorship of local **Elks Lodge**, will open shortly on **WBT**, Charlotte, slated for once-weekly quarter-hour spot. All aspects of the traffic problem will be treated, from pedestrian and driver standpoint.

**F. W. Meyer to Hawaii**

Denver—**F. W. Meyer**, manager of **KLZ**, and Mrs. Meyer have left for a vacation in Hawaii. Staff gave them a sendoff jamboree at the airport.

**Mae West Reaction**

Though **NBC** in New York received practically no complaints against the **Mae West** performance on **Chase & Sanborn Hour** last Sunday, the Federation of Women's Clubs in Battle Creek, Mich., yesterday sent a protest to **Chase & Sanborn** and **NBC** that the burlesquing of the **Adam and Eve** story was improper, especially on a Sunday hour. Chicago offices of **NBC** and radio editors there also received complaints.

☆ **Programs That Have Made History** ☆

**WSFA's "Minute Man."**

**L**ISTENERS to **WSFA**, Montgomery, Ala., don't stand much of a chance to over-sleep in the mornings . . . for beginning promptly at 7:15 inconsistent time warnings are given every five minutes for the following half-hour by **Old Faithful**, the alarm clock, as a feature of the "Minute Man" program, which has been a regular presentation on **WSFA** for five and a half years. To be more definite, Dec. 15 marked the 1700th consecutive weekday broadcast of this novel program, which has been developed and is produced and handled by "Uncle Jack," whose complete identity has never been revealed on the program.

The time signals every five minutes form the backbone of the program, but the half-hour is built around the music of the "Minute Man" at the piano and his canaries. **Caldwell Stewart** has been the "Minute Man" since the start of the program, and the canaries have learned to recognize his touch at the piano . . . for on those rare occasions when someone else has taken over the piano, the songs of the birds have been less spontaneous and less continuous. **Stewart** also handles "Uncle Jack's" part of the program whenever "Uncle Jack" is not present.

The program features a birthday and anniversary party . . . weather predictions for the day . . . thermometer reading . . . bulletin board of announcements for such organizations as the P.-T. A., Boy and Girl Scouts, and various civic organizations . . . and ten minutes of the first **INS** news of the day.

In celebration of the program's 1700th anniversary, a Christmas card shower was planned for Mrs. **E. E. Brewer**, who has furnished the canaries heard on the program for over five years. Mrs. **Brewer** has recently moved from **Montgomery** to **Nashville**, but her canaries remain to "carry on" for their many fans. Thousands of Christmas cards will be sent to Mrs. **Brewer** by listeners to the "Minute Man" program.

The program was originally broadcast by a local photographer seven years ago. A year and a half later the program was taken over by its present sponsor, a wholesale hard-

ware firm, which at that time was broadcasting three half-hours a week. This same hardware firm now runs the heaviest schedule of any local advertiser—25 programs every week, including the six early morning half-hours.

The unparalleled success of the "Minute Man" program is credited to the underlying purpose of the feature—service to the entire **WSFA** listening area.

**WOPI's "Breakfast Club"**

Maintaining morning cheer is the sole purpose of the **WOPI** "Breakfast Club" of **Bristol, Tennessee-Virginia**, broadcast every morning except Sunday from eight to nine. The program is now celebrating its second year on the air.

Lilting melodies provided by the "Thesaurus" and "World" Libraries, humorous tid-bits, interesting reviews of the theater, movies, news events, and time announcements, tend to make the hour a delightful morning "pickup."

The requirement for membership is the promise of each member to listen at least 30 minutes weekly to the program. Members of the Club are presented with a certificate of membership together with a **WOPI** "Breakfast Club" button. Suggestions, special requests and original humorous and philosophical "quips" submitted by the members have proven quite helpful and are heartily welcomed by the Station.

The club idea was started by **W. A. Wilson**, vice-president and general manager of **WOPI**, two years ago and today there are clubs within clubs. That is, neighborhood clubs have branched out from the main **WOPI** "Breakfast Club," which boasts of approximately 10,000 members who are from a territory as far west as **Hazard, Ky.**, as far east as **Bonne, N. C.**, and from **Grundy, Va.**, on the north, to **Newport, Tenn.**, on the south.

At present the program is sponsored by several local concerns on a participating basis, but merchandising plans are being worked out so that the show will be a "natural" for any national or sectional food concern promotion.

**Northern Broadcasting Co.**

**Don Bassett**, manager of Montreal office of **Northern Broadcasting Co.**, has returned from a week's business visit in New York.

**Northern Broadcasting Co.**, with stations at **North Bay, Kirkland Lake** and **Timmins**, is making a place for itself in the national network of the **CBC**. Last week the **Timmins** station, **CKGB**, originated part of the **Imperial Tobacco's** network show, "Canada 1937." Yesterday **CKGB** originated Canada's "National Sing Song" over the **CBC** network and

Dec. 29 this program will be originated by **CFCH**, North Bay.

On Christmas Day, **CKGB** will originate a five-minute pick up for the **CBC** Christmas Day broadcast.

The **Northern Broadcasting Co.** stations are now basic on the **CBC** commercial network.

**WHKC, Columbus, O.**

The **Edward Fisher Funeral Home** is sponsoring a new **ET** series titled "Home Folks," with **Wade Lane**.

Station recently completed arrangements with **Ohio State University** station, **WOSU**, for one hour and 15 minutes of educational broadcasts each week.

**Coming Events**

Dec. 20-31: **Ohio's Third Annual High School Radio Festival**, in cooperation with **WOSU, Columbus**.

Feb. 1, 1938: **International Telecommunications Conference**, arrangements being made by **General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt**.

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

June 12-15: **Advertising Federation of America's annual convention**, **Detroit**.

**Trip-to-Paris Contest**

"Trip-to-Paris" contest over **WMPS**, **Memphis**, still has them talking in that city. **Lucky** winner was local waitress, who got the tickets to **Paris** for identifying radio stars, whose pictures were published in **Memphis Press-Scimitar**. Tips on the pictures were aired on the station's "Pep Unlimited Club," morning program with **Paul Hodges** as emcee. Waitress guessed every one of the pictures, including baby photos of **Amos n' Andy** and **Ben Bernie**. In letter which was part of the contest, she picked **Tommy Dorsey's** **NBC** show on **Fridays** as her station favorite. Off to **Paris** in **February**, winner has already made personal appearance on local **Orpheum** stage with **Mike Reilly's** band. Second and third prizes in the contest were trips to **New York** and **Chicago**.

**Health Talks on KSTP**

**KSTP**, **St. Paul, Minn.**, has scheduled a series of informal chats by **Dr. F. E. Harrington**, **City Health Commissioner**, on "Your Health." Sponsored by **Glenwood-Inglewood** pure spring water, talks will emanate from health department offices, and **Dr. Harrington** will undertake to answer questions from listeners during broadcast. Sponsor has announced that "We shall have no control over what he says. . . **Dr. Harrington** must be free to express himself as he sees fit if these broadcasts are to serve the big purpose for which they are intended."

**Bud Squires Joins WFBL**

**Syracuse**—**Enoch "Bud" Squires**, former man-in-the-street interviewer for **WSYR**, has joined the staff of **WFBL**, handling publicity and special events broadcasts.

**Femme Inventors' Day**

Next Sunday's "Your Invention" program presented by **Sam Hammer** over **WMCA** at 1:30 p.m. will feature women inventors.

Booking Direct  
**D'ARTEGA**  
 AND HIS  
**ORCHESTRA**  
 Admiration Shampoo  
 Sunday 6:30-7 P.M. MBS-WOR  
 1441 B'way, New York CH 4-5155

## BOSTON

Art King, WEEI announcer, back on the air after an appendix removal.

Joseph B. Groce, once director of WEEI, died recently.

Ken Ovenden, WEEI miker, has been laid up a few days with an infected foot.

WBZ is feeding the NBC-Blue network a new program, "The Four of Us," novel-instrumental group, also "Swingtime Trio," both dispensing very pleasing stuff.

"Request Serenade," featuring the organ solos and baritone John Kiley, now sponsored over WMEX on Sunday evenings at 9:45 by Morton's Apparel Shop.

## WAGM, Presque Isle, Me.

R. W. MacIntosh, general manager, will visit New York next week.

L. E. Hughes, commercial manager, recently returned from Bangor, where he signed a new contract with Bangor & Aroostook R. R. for quarter-hour-program promoting its bus service.

"Let's Dance," conducted and announced by Bill Davis, has become station's most popular sustaining feature.

The Harmony Trio will remain on Pillsbury show when it changes time to an early evening period.

Sid Cook, sports commentator, signed by Armour to air basketball, with comments and commercials by Ted Coffin, staff announcer.

## WTAR, Norfolk

Campbell Arnoux, g.m., and Ralph Hatcher, promotional director, are back from the International Radio Club convention.

Eileen Davis, "Little Ray of Sunshine," is being sponsored by 12 Norfolk and Portsmouth florists.

Station staff will hold its annual Christmas party on the air Dec. 24.

More studio room has been necessitated by increased local programs.

Sears-Roebuck's Santa Claus feature, over the halfway mark of its 13 programs, has broken all mail records. Shirley Hosier, program director, does the scripts.

## ONE MINUTE INTERVIEW

## GEORGE OLSEN

"Broadcasting makes terrific demands on the music business. Not only must songs be ground out with a heretofore unheard of speed, because of the way the networks gobble them up, but they must lend themselves to all kinds of arranging. The really successful song is one which can be played sweet, swing or indeterminate. In fact, song pluggers now urge conductors to put in as many of their own variations as possible. In this way, the song has a longer life."

## ★ Coast-to-Coast ★

**D**R. JAMES R. ANGELL, NBC educational counselor, is among the list of prominent persons who have been suggested to head the Republican Party's committee of 100 which will draft new party principles.

*Elcanor Bowers, a Roy Campbell soloist, has been re-signed for an additional four week period at the Mayflower Gardens Club, Washington.*

*Marie-Louise Quevli, mezzo soprano, has just been signed by NBC Artists Service.*

*John Kelvin, Irish tenor, will be heard in a new WHN series of programs called "Any Mother's Son" which starts tomorrow at 4:30-4:45 p.m. Don Albert and his orchestra will be featured on the show.*

"A Voice and a Piano" is the name of WHN's new Saturday afternoon program presented by two young lads known as Stevens and Irving. They play and sing popular and classical melodies and are heard at 5:15 to 5:30 p.m.

*Criterion Radio Productions Inc., the sales outlet for Atlas Radio Distributing Corp., in the east, has closed another Morris Plan sponsorship of "Ports of Call," over WTAR, Norfolk, to go on the air January 5, 1938.*

Teddy Bergman caused a whale of a lot of excitement early the other morning. Looking out of his office window in the Bond Building on Broadway he noticed painters removing the "Firefly" sign and substituting one for "Rosalie." A painter had added "staring Nelson Eddie." Teddy spied the mistake and yelled across. In the street people looked up and not knowing what the shouting was for thought Teddy was trying to prevent a suicide from jump-

## KDYL, Salt Lake City

Walter Wagstaff, commercial manager, is acting as prosecuting attorney on "Announcer's Court."

Salt Lake Symphonic Choir, directed by Frederick Davis, is a new Thursday series.

Station is cooperating with Elks and Moose lodges on Christmas fund and traffic safety drives.

## WDZ, Tuscola, Ill.

Dick Johnson, who had been on daily programs here since March, 1936, resigned to join KOY, Phoenix.

A new program in connection with high schools and chambers of commerce will be started in January.

Station is now putting out a weekly one-page tabloid house organ, giving news of programs and personalities. George Losey is editor, and Manager Clair Hull is featured columnist.

In two minutes traffic was knotted!

*WGY, Schenectady, is airing special Christmas music sponsored by local Chamber of Commerce. Talent includes John Dandurand, Robert Wilbur, James McDonald and Chester Vedder, who make up a quartet, while John Finke is director and organist.*

Lee Kirby and Bill Bivens, conductors of WBT's "Midnight Dancing Party," and known to their listeners as the "Dixie Hoot Owl" and "Old Night Owl," respectively, received a gift this week. It came from a Florida listener who had carved a wise-looking old owl out of a coconut and sent it to the WBT Owls. WBT is sending pictures of the two announcers, garbed as owls, on special postcards to listeners on request.

*Mildred Windelle, who starred in leading singing roles of Gilbert and Sullivan revivals as well as many other musical shows in America and abroad, will be heard on WMCA when she begins a new engagement with the Wivel Club. She will be heard Sundays at midnight and Mondays at 11 p.m. accompanied by Bob Asen's Orchestra.*

Cleveland employees of the United Broadcasting Co. stations, WHK and WCLE, will celebrate the Christmas season at a party to be held in the studios on Dec. 23 at 7:30 p.m. Entertainment will be provided, with cards, movies and dancing featuring the diversions and luncheon will be served.

*Charles H. Crutchfield, program director of WBT, Charlotte, commenting on recent report that station had subscribed to a script service, says "tain't so."*

## WHO, Des Moines

Slim Phillips, fiddler with Al Clauser's Oklahoma Outlaws, back on the job after a tussle with scarlet fever.

Tabor College is airing a series the second Saturday in each month.

Bob Ballantine, harmonica virtuoso formerly on "Sunset Corners Opry" but not with "National Barn Dance" in Chicago, was a recent visitor.

## WRC-WMAL, Washington

Earl Goodwin, commentator and White House correspondent, has been signed by Remington-Rand for a six-weekly series over WMAL.

NBC boys scooped CBS on the big downtown fire this week. Bud Barry was at the mike for WRC.

## ST. LOUIS

Marvin E. Mueller of KMOX has been voted best all-around announcer in this area. Jimm Daugherty Agency Inc. sponsored the contest, with 40 mikers competing.

Tom Miles, WEW baritone, drives 70 miles from his Farmington home to St. Louis every Thursday to do his ballad program.

Bill MacKintosh's news staff at WEW is doing a swell job of local coverage.

KWK for the eighth year is conducting its "Around the Corner Club" Christmas program to aid the needy. Idea was started by the late Thomas Patrick and is being continued by Bob Convey, present station owner.

Eugenia Blair McGee, formerly of WREC, Memphis, is now on the KMOX talent staff.

Bud Springgate KMOC salesman, is in the Baptist Hospital recovering from a tonsilectomy.

## WOKO-WABY, Albany

Harold E. Smith, g.m., has distributed a litter of six Scotties as Christmas presents. He's a dog lover, and one of his canine menage had a blessed event.

WOKO's new control room in Hotel Ten Eyck is completed and new studio will start service next week.

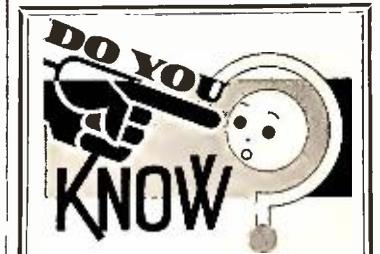
Floyd Walter, WOKO organist, is a busy man. He presents an organ recital in the morning, rushes to City Hall and plays the Carillons, then hurries back to WOKO for a musical matinee.

Billy Rose pinch-hit for Wilbur Morrison, Socony newscaster on WOKO, while latter visited Plattsburgh.

## WMC, Memphis

Station inaugurated a new type of promotion when it broadcast an interview between Jack Carley, managing editor of The Commercial Appeal, and Glenn Ramsey, New York Representative of Associated Press. Interview dealt with the workings of AP and the history of The Commercial Appeal, which will celebrate its 100th Anniversary in 1939. Other interviews along the same line are scheduled in the future.

John Cleghorn, director of special events, had Yvonne Leroux, the Dionne quint's nurse, as interviewee recently.



Julia Sanderson and Frank Crum- it have a collection of more than 12,000 old American songs, the earliest dating back to 1883.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 119

NEW YORK, N. Y., FRIDAY, DECEMBER 17, 1937

FIVE CENTS

## 9 NBC Shows Renewed

### Looking On ... AND LISTENING IN

**AT RANDOM** Radio has a far bigger audience than movies or the legitimate theater, and presumably more persons interested in it, yet radio fan news is comparatively neglected by daily newspapers. Publishers should wake up to the march of progress.

Announcements of "new steps forward" in television are becoming more frequent. Though the demonstrations don't always bear out the claims, each fraction of progress adds something toward eventual realization of the goal.

As if the "singing mice" tourney wasn't a big enough joke to radio listeners, somebody has to promote a coast-to-coast "talking parrot" contest. And with so many worth while things that could be done!

G. L. Price of Mertens & Price offers a thought on why sustaining shows are hard to sell. He says that listeners, after taking a fancy to a sustaining program, resent a sponsor who gets aboard the wagon, and look upon him as an interloper.

Everybody should join in the move to encourage giving of radio sets for Christmas presents—also donating old sets to the poor when the more well-to-do get a new one.

The search for good dramatic material, written specially for radio, is gaining momentum.

What ever happened to that movement to get stations to sign off with the national anthem?

—D. C. G.

#### Stop-Over

Springfield, Mo. — Phil Brown and Ed Long ("Phil and Ed"), formerly of KTUL, Tulsa, are on their way to a Kansas City station for an audition when car trouble sidetracked them here. They visited the local stations, KWTO, KGBX, liked them so well, and were so well liked, that they have decided to stay.

### AGENCY ASSUMES BLAME FOR MAE WEST EPISODE

In a letter to President Lenox R. Lohr of NBC, made public last night, J. Walter Thompson Co., agency for Chase & Sanborn, assumed responsibility for last Sunday night's Mae West skit which has kicked up a rumpus. The agency's letter read: "On behalf of our client, Chase & Sanborn, we wish to express our  
(Continued on Page 3)

### Warn Traveling Bands On Non-Union Talent

Widespread publicity in the daily papers anent a reported order from the AFM that all vocalists on radio, sustaining or commercial, must join the American Federation of Actors  
(Continued on Page 3)

### Full Control of WCOL Taken Over by Johnston

Columbus, O.—Kenneth B. Johnston, local attorney, will take over full control and management of WCOL. Although stock of the company has always been in his name,  
(Continued on Page 3)

### Tapioca Expands

General Foods (Minute Tapioca) will increase Mary Margaret McBride program to five-a-week effective Jan. 3. Program, heard Monday, Wednesday and Friday, will add Tuesday and Thursday. It airs over 44 stations of CBS network.

## Deadline on Musicians Is Extended to Dec. 22

### Chi. Stations May Pipe Bands From Out of Town

Chicago—Unless remote orchestras pay the \$100 weekly to be charged by network stations starting Jan. 15 to help cover cost of airing these sustainers, stations may turn to New York, Los Angeles and other points and pipe in music just as good at no extra cost. Stations feel that the  
(Continued on Page 3)

### Standard Brands, Kellogg, Gen. Foods, Household Finance, Philip Morris, S. O. of Cal. Signed Up

**Frank Fay Back**  
West Coast Bur., RADIO DAILY  
Los Angeles—Frank Fay returns to radio Sunday at 5:50-6 p.m. PST over KHJ-Mutual in a new variety show including star KHJ talent. Probably a feeler on format for show being readied for Fay as regular Mutual feature after first of year.

### CLAIROL INC. EXTENDING COAST-TO-COAST IN JAN.

Clairol Inc., which now has its half-hour "Let's Go Hollywood" program airing on Friday evenings over a California network, plans to extend the show coast-to-coast after Jan. 1. The show is directed by Harry Maizlish of KFWB, the Warner Bros. station in Hollywood. Agency is William H. Rankin Co., with William H. Rankin Jr. as account executive.

### Sales of Receiving Sets 6,000,000 in 9 Months

With third quarter radio receiving set sales amounting to 2,604,000, up 274,000 as compared with same period last year, total for first nine months  
(Continued on Page 3)

Radio continues to hold its 1937 lead. Nine NBC shows, sponsored by six advertisers, were signed for renewals yesterday. Standard Brands, Kellogg, General Foods, Household Finance, Philip Morris and Standard Oil of California are the clients signed up.

Standard Brands has signed 52 week renewals for the Rudy Vallee hour on 59 Red network stations, Thursdays, 9-10 p.m., effective Jan. 6 and the "Bakers' broadcast" on 61 Blue stations with Peg Murray and Ozzie Nelson's orchestra, Sundays, 7:30-8  
(Continued on Page 3)

### NBC NETWORKS ADDED 41 STATIONS IN 1937

NBC station relations added 41 stations to the Blue and Red networks in the past 12 months, a summary of the year's activities reveals. Network now totals 143 stations.

### Durkee Foods Program On Eight Coast Stations

San Francisco—Durkee Famous Foods Ltd. on Dec. 26 will start "My Secret Ambition" on eight Pacific coast stations (KNX, KSFO, KOIN, KIRO, KFPY, KVI, KSL, KOY), 7:30-8 p.m. (PST).

Sponsor will sign off the present Tuesday and Thursday series after the Dec. 23 broadcast. Botsford, Constantine & Gardner is the agency.

### Singing in the Rain

Oklahoma City — The "show must go on" tradition was upheld at WKY the other day when a water pipe burst on top of Marty Hall and the orchestra during the Cains Coffee Co. program. Marty kept warbling and playing his guitar, while the orchestra continued its playing throughout the drenching.



Vol. 2, No. 119 Fri., Dec. 17, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Thursday, Dec. 16)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	147 1/4	145 3/4	146	+ 1/2
CBS A	17 1/4	17	17 1/8	+ 1/8
CBS B	17	17	17	+ 1/8
Crosley Radio	7 7/8	7 7/8	7 7/8	+ 1/8
Gen. Electric	43 7/8	42 7/8	43 1/4	+ 1/4
RCA Common	6 3/4	6 5/8	6 5/8	...
RCA First Pfd.	50	49 5/8	49 5/8	+ 3/8
Stewart Warner	10 3/4	10 3/8	10 3/4	+ 1/2
Westinghouse	108	106	106 1/4	+ 1 3/4
Zenith Radio	16 3/4	16 1/4	16 3/4	+ 1/4

NEW YORK CURB EXCHANGE  
Hazeltine Corp. ... 17 1/8 14 3/4 17 1/2 + 2 7/8

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7	8

### Station Lists Set

Campbell soup will use 44 NBC-Red stations for the Amos 'n' Andy series Mondays through Fridays, 7-7:15 p.m. which comes under its sponsorship on Jan. 3.

For the Mickey Mouse program, Pepsodent will use 54 NBC-Red stations, Sundays, 5:30-6 p.m. Program debuts Jan. 2. F. Wallis Armstrong has the soup account and Lord & Thomas has Pepsodent.

### Catholics Protest

Washington Bureau, RADIO DAILY  
Washington—Father Maurice S. Sheehy, head of the department of religion of Catholic University, has written the FCC members protesting against the Garden of Eden take-off on Sunday's Chase & Sanborn Hour.

### "Rhyme Doctor" on WMCA

"The Rhyme Doctor", inspirational series featuring Peter Maxwell, starts Dec. 20 at 8:30-8:45 a.m. over WMCA, daily except Sunday.

## MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

## KGFF 7th Anniversary Observed With Ceremony

Shawnee, Okla.—Seventh anniversary of KGFF was celebrated Wednesday with open house all day and three special broadcasts. The Mayor and other notables were interviewed by Ross Porter, station manager, in one of the programs, while another brought KGFF advertisers to the mike and they told of the station's service and results.

In the evening a 30-minute program was fed to the eight stations of the Oklahoma Network, of which Porter is president. Program reviewed outstanding events in KGFF's history and saluted former staff members now working at other O-N stations. Leroy Moses wrote the script.

WOR, New York, and WGN, Chicago, sister stations in the Mutual web, also saluted KGFF.

## Ad Club Honors Dr. Pepper

Dallas—The Ft. Worth Advertising League held a Dr. Pepper Day on Wednesday and celebrated the occasion at its weekly luncheon. W. V. Ballew, sales manager of Dr. Pepper Co. and president of the National Federation of Sales Executives, addressed the club on the "Advertising History and Policies of Dr. Pepper Co." Representatives of the "Pepper Uppers," Dr. Pepper-Dixie Network Sunday radio program, who rounded out the entertainment were Jimmie Jefferies, Ludi Maisen, Ruth Salter and the Pepper Trio. The program was broadcast over KTAT. Miss Ishmael Grant represented Tracy-Locke-Dawson, advertising agents for Dr. Pepper.

Special guests of the Advertising League were members of the Rotary Club and Sales Managers Club of Ft. Worth.

## Party for May Robson

Chicago—May Robson is to be entertained at a pre-Christmas party here Monday as guest of her sponsor, Bauer & Black. Her transcribed show, "Lady of Millions," is aired locally through WGN. Blackett-Sample-Hummert handles.

## Wrigley Titles New Show

Wrigley's new show which begins over CBS network Dec. 26 at 6-6:30 p.m. will be titled "Double Everything".

## WBEN on Short Wave

Buffalo—Buffalo's Community Christmas Sing on WBEN, with 300 voices, will be short waved tomorrow at 9-10 p.m. via W8XH and the two General Electric stations in Schenectady.

## WPG, Atlantic City

"Daily Birthday Party", conducted by Ethel Rattay and dedicating various features to listeners on their birthdays, has replaced the Steel Pier "Tea Time Topics".

Frank Imhoff, singing announcer for the Hotel Morton, has arranged daily Christmas features for the luncheon broadcasts from the hotel.

## Heckle of the Century Had 30,000,000 Ears

Young & Rubicam yesterday revealed that there were over 30,000,000 listeners to the Jack Benny-Fred Allen broadcast early this year which climaxed the Benny-Allen feud. Check was made by phone calls.

Benny and Allen will meet again on Dec. 22.

## "Candle in Forest" on Magic Key

"The Candle in the Forest", Temple Bailey's famous Christmas story which first appeared in Good Housekeeping and since has been included in a number of story anthologies, will be presented in a dramatized version on the Magic Key of RCA program this Sunday afternoon. William C. Lengel, Miss Bailey's literary representative, negotiated the sale.

## "Uncle WIP" Quits

Philadelphia—James A. Willard Jr., known to the city's kids as "Uncle WIP", has resigned from WIP, effective Jan. 2. He has held the job for over six years and has built up a big following with his daily program. After taking his first vacation in six years, he will decide future plans.

## Pillsbury's New Show Cast

Chicago—Cast for Pillsbury's new "Woman in White," shortly to replace "Today's Children" on NBC, is to be headed by Luise Barklie, who has changed her name to Luise Barclay. Others in lineup will be Toni Gilman, 17-year-old sister of Lucy, 13-year-old star of Sunbrite's "Junior Nurses," Bill Farnum and MacDonald Carey. Show is written by Irna Phillips and produced by Carl Wester agency. Switch takes place Jan. 3 at 10:45 a.m. on Red network.

## Bankers to Carol on WMCA

There's a group of bank employees in Brooklyn, who have formed a Glee Club and each year at Christmas time, gather around a large lighted tree outside the Dime Savings Bank Building on De Kalb Avenue in Brooklyn to sing Christmas carols. This year, WMCA will broadcast the carol singers when they assemble on the day before Christmas at 1:15-2 p.m. to give their annual Yuletide concert.

## Cormier Changes Break

Albert A. Cormier, newly appointed manager of WINS, yesterday announced the first of a series of changes in station policies to be injected as part of his re-organization plans. Effective today, WINS will use a new station break, namely: "Station WINS Wins New York".

## COMING and GOING

MORTIMER C. WATTERS, of WCHS, Charleston, W. Va., is in New York.

JOHNNY GREEN and his bride, BETTY FURNESS, have returned to Hollywood from New York.

BURYL LOTTRIDGE, director of advertising at KTUL, Tulsa, is making a ten-day business trip to Chicago, Omaha and Kansas City.

JOHN VAN CRONKHITE of Van Cronkhite Associates Inc., Chicago, arrived in New York yesterday.

EMILY HOLT, executive secretary of the AFRA, has arrived on the Coast from New York; second visit in past month.

KATE SMITH leaves Dec. 24 for Washington to spend Christmas with her family and will return to New York the following Tuesday.

KAY and BUDDY ARNOLD leave Dec. 24 for their first vacation in two and a half years. They'll spend it in Lakewood, N. J., until after the first of the year.

## Molly Picon-WMCA Show For Maxwell House Coffee

Molly Picon, Yiddish comedienne, will be starred in a new half-hour variety show starting Jan. 13 on WMCA at 7:30-8 p.m. under sponsorship of Maxwell House Coffee. Contract is for 13 weeks. Miss Picon's Second Avenue Theater company will appear in the cast of the show.

## KGFX Daily Crime Bulletin

Pierre, S. D.—KGFX recently made a deal with the Attorney-General of South Dakota for the broadcasting of a daily crime bulletin. The information, aired at 11:30 a.m., is intended primarily for all law enforcement officers in South Dakota. A remote has been installed in the office of Attorney-General Roddewig, who does his own broadcasting. Mrs. Ida A. McNeil is owner of KGFX.

## Undertakers in Duet Program

St. Paul—Welder Quist Co. and Listoe & Wold, Minneapolis and St. Paul undertaking firms, respectively, share a 15-minute Sunday night spot on KSTP, called "Beauty That Endures." Recently they placed their account with an agency. Handling the funeral show from now on will be Ivan Graves.

## Harold E. Smith Laid Up

Albany—Harold E. Smith, g.m. of WOKO-WABY, has been laid up again due to recurrence of effects of injuries received in an auto crash last summer. He expects to be back at his desk before Christmas.

## Imperial Tobacco Co. Ltd.

OF CANADA

present

## KEN SISSON

Director, "Canada, 1937"

With a 30-piece orchestra  
16-voice choir and soloists

Over a coast-to-coast network of  
Canadian Stations

Fridays, 10 to 10:45 P. M., E.S.T.



## NINE NBC PROGRAMS RENEWED BY CLIENTS

(Continued from Page 1)

p.m., effective Jan. 2. J. Walter Thompson Co. is the agency.

Kellogg has signed a renewal effective Jan. 3, for the Irene Wicker show on 14 Blue stations, Mondays through Thursdays, 5:30-5:45 p.m. Also the "Girl Alone" program Jan. 10 on the Red network, Mondays through Fridays, 12 noon to 12:15 p.m. N. W. Ayer placed the account.

Household Finance, through Batten, Barton, Durstine & Osborn, on Jan. 4 renews "It Can Be Done" with Edgar A. Guest for a year on 23 Blue, Tuesdays, 8:30-9 p.m.

General Foods has signed a 39-week renewal for the Robert (Believe It or Not) Ripley show on 57 Red stations, Saturdays, 8-8:30 p.m., effective Jan. 15. The MGM show on 72 Red stations, Thursdays, 9-10 p.m., has had its time contract extended to the first week in February. Benton & Bowles has both accounts.

Philip Morris on Feb. 1 will renew the Russ Morgan show for another 52 week run on 50 Red stations, Tuesdays, 8-8:30 p.m. The Blow Co. is the agency.

Standard Oil of Calif. will continue the "Standard School Broadcasts" through the 1938 school year. Program is heard over six Pacific Red stations, Thursdays, 11-11:45 a.m. (PST). Renewal is effective Jan. 6 and runs until April 21 signing off for the summer. It will return on Sept. 29 and run until Dec. 15. April 14 and Nov. 24 are holidays, hence no broadcasts will be aired. McCann-Erickson, San Francisco, has the account.

Within the next few days more renewals will be announced by NBC and CBS. Contracts have been approved but must await the formal signature.

## Sales of Receiving Sets 6,000,000 in 9 Months

(Continued from Page 1)

of 1937 is approximately 6,000,000 sets, according to December issue of Radio Today. Twelve-month sales will be slightly under 8,000,000, though current prices are 8 to 10 per cent higher.

Tube sales for the first nine months of this year are 9.4 per cent ahead of 1936.

Principal importers of U. S. sets, the publication states, are the following countries, in order: Mexico, United Kingdom, Canada, South Africa, Brazil, Argentina, Cuba, New Zealand and France.

### POSITION WANTED

Cultured, versatile young lady, knows radio thoroughly, excellent stenographer-typist, experienced radio author's assistant, wishes position.

Write Box A-121, RADIO DAILY  
1501 Broadway New York City

## NEW PROGRAMS—IDEAS

### Music for Holiday Parties

Dance music to furnish background for Christmas parties in homes will be aired almost continuously over WNEW on both Christmas Eve and New Year's Eve from 5 p.m. to 7 a.m. The innovation is expected to be welcome in view of the numerous choral programs usually offered.

Next Thursday the station will air a half-hour of Christmas Carols from the open air building lot at 74th St. and New York Ave.

### Warn Traveling Bands On Non-Union Talent

(Continued from Page 1)

or one of its affiliates, was termed a misconstruction by Jos. N. Weber, AFM president, who pointed out that the letter in question was sent solely to traveling bands, calling their attention to a Standing Resolution of the AFM. Letter which is strictly an AFA proposition and jurisdiction, in no way concerns the American Federation of Radio Artists. Exact wording of the letter, to "traveling bands," and signed by Weber is as follows:

"Kindly be advised that if actors, singers or other entertainers are carried by your orchestra, they must be members of the American Federation of Actors. If they are not, they must immediately become such if they desire to continue to perform with your orchestra.

"Union orchestras cannot carry or play with non-union entertainers.

"This order conforms to Standing Resolution No. 13 of the American Federation of Musicians. The matter is very important, therefore your attention is called to same."

### Agency Assumes Blame For Mae West Episode

(Continued from Page 1)

deepest regret that the program broadcast Sunday night, Dec. 12, gave offense to anyone. Obviously, the whole purpose of these broadcasts is to afford wholesome entertainment. These programs, over a period of eight years, are evidence of this. The script of this feature of the broadcast was our responsibility. It was a mistake, and we can assure the public at large that the same mistake will not be made again."

Lohr replied:

"We appreciate your expression of concern about the broadcast of Dec. 12, against which criticism has been directed. We share with you the regret you express as we share also the responsibility in this incident.

"Our interests are entirely mutual in striving to give to the American public the type of wholesome entertainment which it wants, and which it has every right to expect. The National Broadcasting Company can be counted upon to intensify its efforts to this end."

### Xmas Nickelodeon

James Griffith, KVSO, Ardmore, Okla., has a different Christmas charity program idea, that is "ringing the bell". Transcribed music aired daily in cooperation with Salvation Army which gets the money for Xmas work. Music comes from an imaginary nickelodeon. Nickels dropped in with characteristic ring start record playing. Audience responding generously with money to keep the machine going.

### Chi. Stations May Pipe Bands From Out of Town

(Continued from Page 1)

remote airings are almost commercial, while hotel men reply that they cannot pay the fee and will have lines removed if the rule is put in effect. WBBM, WMAQ, WENR, WLS and WGN are involved.

### KFYR, Bismarck

Fay Brown, veteran sports commentator, has resumed his popular "Sports Review" every Thursday. Brown has been doing sports for the past eight years over KFYR.

Latest addition to announcing staff is Wayne Griffin, formerly of WMIN, Minneapolis. Griffin plans a holiday vacation trip to his home in Woodville, Wis., about Jan. 1.

## DEADLINE ON MUSICIANS IS EXTENDED TO DEC. 22

(Continued from Page 1)

and in quite a few cases adjustments remain to be made.

Although optimistic on the final outcome, Weber reiterated that the one standard upon which the IRNA deal would be judged and declared operative is the total amount of money to be expended for musicians. The main thing, he said, was that the total sum be not too far behind the amount agreed upon, or at least the sum lacking should be in process of actual negotiation.

### Full Control of WCOL Taken Over by Johnston

(Continued from Page 1)

station has been operated in conjunction with WBNS, owned and operated by the Wolfe interests.

In taking over full control of the station, Johnston says all connections with WBNS will be severed. WCOL now has its own switchboard, and the two stations are separated by a newly-constructed partition.

Ernest Lowe has been promoted to acting chief engineer. Neal Smith is in charge of advertising, with Jack Kelly handling national advertising.

George C. Banning, a former radio man now associated with Johnston's real estate activities, may shortly be connected with the station.

a tested daytime program formula  
FEATURING

# IDA BAILEY ALLEN

## ... for 12,000,000 Women!

**T**WELVE million is a whole bunch of anything . . . but twelve million food buying, meal-planning housewives is a rich market any alert advertiser might covet . . . whether he's vending victuals, vitamins . . . or vehicles!

**T**WELVE million housewives daily consult IDA BAILEY ALLEN'S famous Cook Books for guidance in food selection . . . meal-planning and economy. She has earned the confidence of these millions of home-makers . . . and by radio can sway their opinions in favor of YOUR product.

**A**CTUAL records reveal Mrs. Allen's radio supremacy to be unchallenged! . . . She can sell YOUR goods economically in a tested daytime program formula tailored to meet YOUR marketing problems.

FOR INFORMATION ADDRESS EARL THOMAS

### HENRY SOUVAINI

Incorporated

30 ROCKEFELLER PLAZA

NEW YORK

Circle 7-5666

## ★ F. C. C. ★ ACTIVITIES

### HEARINGS SCHEDULED

Jan. 10: Floyd A. Parton, San Jose, Cal. CP for new station. 1170 kc., 250 watts, daytime.

George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Carl Latenser, Atchison, Kan. CP for new station. 1420 kc., 100 watts, daytime.

Jan. 11: J. T. Griffen, Fort Smith, Ark. CP for new station. 880 kc., 1 KW., daytime.

Colonial Broadcasting Corp., Norfolk. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Jan. 13: Earle Yates, Las Cruces, N. Mex. CP for new station. 930 kc., 500 watts, daytime.

Valley Broadcasting Co., Youngstown. CP for new station. 1350 kc., 1 KW., unlimited.

Genesee Radio Corp., Flint, Mich. CP for new station. 1200 kc., 100 watts, 250 watts LS., specified.

Jan. 14: Conn. State College, Storrs, Conn. CP for special station. 100000, 110000, 200000, 300000 kc., 250 watts, unlimited.

Piedmont Broadcasting Corp., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

### APPLICATION RETURNED

Cascade Broadcasting Co., Inc., Everett, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

## NEW BUSINESS

KFDM, Beaumont, Texas: Mrs. Tucker's Shortening.

WJJD, Chicago: Brown & Williamson Tobacco Co., "Daily Sports Edition", through BBD&O; Western Union, spots; Volupte, spot announcements on Women's Exchange, through Abbott Kimball, Inc.; Procter & Gamble, (Camay), ETs, through Pedlar & Ryan; Neura Soap, announcements, through John Barnes, Inc.; American Popcorn Co., through Coolidge Advertising Co.; Scott Products, hillbilly program, through First United Broadcasters.

WIND, Gary and Chicago: Western Union; Vick Chemical, through Morse International, Inc.; Alfred Johnson Skate Co., "The Man on the Ice"; Hartz Mountain Products, through George H. Hartmann agency.

WNEW, New York: A. W. Pickett, Inc. (autos), announcements.

WMCA, New York: Chevrolet, "Musical Moments."

### Pilot Cup for Jack Benny

First annual award of merit by Pilot Radio Award Society, which makes weekly presentations, goes to Jack Benny. The silver cup was presented to Alvin Austin, on behalf of Benny, who is on the coast, at the Pilot Awards Society luncheon this week.

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



● ● ● Little Shots About Big Shots: Last Friday a Ford dealer from down south came up to N. Y. for a few days visit and decided to look up Al Pearce because the latter, while down yonder, told the former that he'd be glad to show him around if he ever got into town... Mr. Dealer called CBS and was told to call Fanchon & Marco, who in turn switched him to some other firm who switched him back to CBS. Here he was told to call the local Ford office and there he was told to call the Hotel Astor, which switched him to the Hotel Lexington... By this time he was frantic—especially when he gave his hotel operator this number: "Wi. 2-4400"... "But you are at that number now," replied the wrong-number-giver at the hotel. "Well, I want to talk to Al Pearce," he replied in disgust. His call was switched elsewhere and a voice said that Al Pearce should be reached at a CBS number—which he had tried a few times before... "Oh, no, you don't give me that again!"—and at the top of his voice shouted "I want to talk to Al Pearce!"... Al got on, asked the man where he was—told the Lexington—what room... "I'm in 1219" came the Southern's reply... "And," said Pearce, "I'm in 1220"—which is next door—

● ● ● Ostensibly from the northern home of Santa Claus came a phone call to 2½ year old Joan Glade, granddaughter of the managing director of KSL, Salt Lake City... Queried on her wishes, Joan replied she wanted this and that, was a good girl, thought Santa a swell feller... When the phone conversation ended, young Joan hung up, and to her mother's question, "Who was that?" replied: "Aw, it was just Gwanpa Glade, but I had to be p'lite over the phone!"... Kelvin Keech will be emcee tomorrow nite at the Women's Advertising Club affair.

● ● ● A few weeks ago, in the wee hours of the morning, Rudy Vallee was snatching a sandwich at Reubens when word reached him that Jack Whiting had taken sick on the eve of the opening of Ed Wynn's show... Though it was 'way past an ordinary person's bedtime, the crooner offered to remain up all night learning Jack's lines and songs—to go on in Whiting's place, thus saving a much postponed show. He offered to do this service gratis, but for some unknown reason his gesture was rejected... The past week Rudy, doing a p.a. at the Paradise, was suffering from an ailment in his throat. Though not singing, he has appeared at every show, knowing that people came to the cafe to see him due to the advertising—and also because his not appearing might deprive work to members of his company. However, so as not to cheat the management and the public, Vallee has had some prominent personality get up on the floor and do a routine. On nite we were there, Rubinoff tore the place down with a few solo renditions.

● ● ● Robert E. Lee, youngest member of the announcing staff at WHK-WCLE, Cleveland, will never again try to adjust a velocity mike during a show. During a recent airing Lee got a signal from Bert Koebnitz, engineer, to lower the mike he was using. There are two screws on the mike which he wasn't able to play with—so instead of lowering the mike, which he couldn't do, Lee raised it, hoping to loosen the screw-hold. By this time the program had ended—but the mike was two feet above Bob's head so he had to stand on a chair to make the closing announcement.

● ● ● At the Pilot luncheon aired over WMCA the other day—CBS was mentioned four times, NBC twice, WOR five times—Bayer Aspirin once, CBS prexy Bill Paley three times—BUT no WMCA!... Our blunder dept. Crediting Pepsodent as sponsor of "Hilltop House" in yest'y's pillar—instead of Colgate-Palmolive! How the phone DID ring!

## PROGRAM REVIEWS

### "It Happened Yesterday"

A series of dramatized sports events of the past decade, entitled "It Happened Yesterday," is Bill Williams' latest vehicle heard thrice weekly over WBZ-WBZA airwaves at 6:15 p.m. Flying the banner of Hanley's Ale, Bill as narrator turns back the clock to events of yesterday that remain indelibly impressed upon the minds of sports devotees. Figuratively, he takes his microphone to the point of action, and reports the re-enactment in a vivid and picturesque manner, typical of all of Williams' airings.

On the show reviewed (Wednesday) Bill recalled the sensational reverse run, made by the badly bewildered Roy Reigals in the Rose Bowl game played by Southern California and Georgia Tech several seasons ago. The program has definite appeal to the male listener, which would seem to be just what the sponsor ordered.

### Don Albert Orchestra

Over WHN and the WLW Line at 2:30 p.m. yesterday, the Don Albert Orchestra offered something of a novelty by using two male vocalists whose voices were pretty much alike. Singers were Bob Murray and Joe Martin. Murray was heard in "Santa Claus is Coming to Town", "Thrill of a Lifetime" and some other pieces, all of which he put over very nicely, while Martin sang some "Heaven" numbers among others. Both boys have stuff. The orchestra is an efficient staff unit.

## OKLAHOMA

Irwin "Drake" Bingham, newscaster on KWKY, recovering from minor operation.

Ralph Webster and his orch, new-est at Blossom Heath niterie, to be carried by KTOK fifteen minutes each nite except Sunday when aired 30 minutes. Monday-Friday-Sunday spots go to Oklahoma Network.

Eugene Potes newscasting on WNAD (Norman).

# BARRY MCKINLEY

IN

"CHEVROLET  
ROMANTIC RHYTHM"

SUNDAY 6:30-7 P.M. EST  
WABC-CBS Network

**ORCHESTRAS  
MUSIC**

**W**INGY MANNONE, one-armed trumpeter, headlines the Martin Block-Merle Pitt WNEW "Swing Concert" this Sunday at 11 a.m. Midge Williams, torch singer, and the Slim Gaylord brothers, latest swing sensations, will also be heard, in addition to Pitt's popular swing band.

A rare occurrence in radio transpired this week when Carl Hoff signed a contract to continue directing the music for the Al Pearce CBS broadcasts for the next 52 weeks, or one whole year continuously. Hoff's contract is unique among bandleaders in that it does not contain the customary 13-week or 26-week option clauses. The batoneer will continue to banter comic dialogue with Pearce, who recently discovered Hoff's latent ability to read lines.

If there's a fresh note in dance music, Vincent Lopez aims to extract it from his new "Suave Swing" band, which opens at the Gibson Hotel, Cincinnati, tomorrow with a Mutual wire. Lopez is attempting to refine swing, give the public a more polished form of the swing technique. It may be a step toward swing coming of age. For it has long been patent that before swing could realize its fullest possibilities, it must divorce its excessive noise.

Fifty-second Street's never-ending search for a novelty song to follow the "I see a Muggin'" and "Music Goes Round" of other seasons has resulted in the composition of "Where's the Waiter?" by Wingy Mannone. Robbins Music is publishing the veteran trumpeter's piece, while the latter is attempting to popularize at the Swing Club, where he is currently stationed.

**All Negro Show on KTUL**

Tulsa—The Ambassador Shoe Rebuilders & Dyers is sponsoring an all-negro show over KTUL titled "Dixie Land Jamboree" which is broadcast from the Crystal Palace Ballroom in Greenwood, Tulsa's colored section. Two negro bands are participating, the emcee is a negro and the commercials are read by a negro announcer. The entertainers are selected by auditions from the ranks of amateurs, and to attract these amateurs prizes are offered. The first show featured the deep, rich, colorful bass voice of one of the shoe shine boys at the Ambassador.

**George H. Field Recovered**

George H. Field, sales manager of National Transcription Features, is back at his desk after having been out for almost a week. Field and his daughter were injured when the car in which they were riding struck another vehicle on the new Express Highway.

☆ **PROMOTION** ☆

**Station Plugs During Breaks**

KFRO in Longview, Tex., is using station breaks as a means of publicizing the facilities of the station. For example, such announcements as "This is KFRO in Longview, the Shopping Center of East Texas"; "This is KFRO in Longview, Texas, giving wings to words the eyes might miss"; "This is KFRO in Longview, covering the rich East Texas area as no other single medium can"; and "This is KFRO in Longview, Texas, the station that saves you money when you go shopping." With the same idea of station promotion in mind, KFRO presents the "Concert Hall of the Air" each Sunday evening, a program which reminds adver-

tisers of the value of radio advertising.

**Sponsor—Aid**

Officials of WKY, Oklahoma City, are finding their out-of-way efforts to help sponsors in putting on shows are paying dividends. Station policy is to make every effort to give the sponsor of a show as many newspaper breaks as possible, promotion in the station's regular newspaper advertising, display cards and posters for merchants' use and ballyhooping the programs in every way possible. Actual tests made by the station management have shown that sponsors appreciate and are much quicker to renew options.

**DENVER**

Students from the five Denver high schools are taking to the air daily in fifteen-minute broadcasts over KLZ. The programs are directed and produced by the students and center on the problems which face the high school graduate.

The fourteenth annual series of Good Fellows Club auctions has started over station KFEL, with more than \$1,500 already donated in goods and services by Denver merchants.

**Normal School on WMFF**

Plattsburgh, N. Y.—The State Normal School here is finding a new medium of expression via WMFF, which has installed a line directly to the school from its broadcasting studios.

Through the remote facilities of Plattsburgh Broadcasting Corp., the Normal School now brings to the listeners of northern New York such events as basketball games, assembly programs and other entertainment.

The school assembly program every Wednesday, with music by the girls' glee club, the P.S.N.S. Symphony orchestra under direction of Prof. L. R. Street and soloists from the student body, has become a regular feature of WMFF.

**No "Broadway" Exam**

Libel suit filed by Arnold & Frese, stock brokers, on grounds of alleged defamatory remarks made on one of the "On Broadway" programs, did not materialize in a motion to have certain defendants examined yesterday in Supreme Court before Justice William Harman Black. Attorneys for the stock brokers, Dwight, Harris, Kagle & Kaski, withdrew the motion to examine in court the heads of RCA, General Foods and Benton & Bowles. Program is sponsored by Diamond Crystal Salt, Sundays on the NBC-Blue network. Understood that the information desired has already been obtained and status of the case is not affected.

**Merry Macs at Roxy**

The Merry Macs, NBC vocal group, will double between radio spots and Roxy Theater for one week beginning today.

**PITTSBURGH**

Charles Urquhart, production manager of KDKA, again confined to his home by illness.

Herman Middleman's Band angling for Bluebird records.

All radio organizers in this city hired by local department stores to play Christmas hymns. Lois Miller at Rosenbaum's, Bernie Armstrong at Kaufmann's, Joe DeOtto at Mellor's.

Lawrence Welke, now in St. Paul, succeeds Dick Stabile at Hotel William Penn on New Year's Day. Welke has style similar to Orrin Tucker.

Henry Busse, Herbie Kaye, Dick Stabile—"The Three Musketeers"—wined and dined together the last two days.

**NEW PATENTS**

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

- 2,101,891—Tuning Meter. George L. Beers, Collingswood, N. J., assignor to RCA.
- 2,101,896—Capacitor. Leslie G. Burlingame, Erlton, N. J., assignor to RCA.
- 2,101,976—Television System. Otto B. Blackwell, Plandome, N. Y., and Joseph Herman, Westfield, N. J., assignors to American Telephone & Telegraph Co.
- 2,101,985—Electrical Condenser. Stanley S. Gramer, Haddon Heights, N. J., assignor to Radio Condenser Co.
- 2,102,045—Electron Discharge Tube. Alfred G. Thomas, Lynchburg, Va.
- 2,102,070—Remote Control System. Floyd M. Harris, Merchantville, N. J.
- 2,102,145—Automatic Regulator. Jean Fal-lou, Montrouge, France, assignor to Compagnie pour la Fabrication des Compteurs & Material d'Usines a Gaz.
- 2,102,165—Radio Circuits. Klaas Posthumus, Eindhoven, Netherlands, assignor to RCA.
- 2,102,168—Radio Receiving Set. Stuart W. Seeley and Garrard Mountjoy, Jackson, Mich., assignors, by mesne assignments to RCA.
- 2,102,401—Superheterodyne Receiver. Jon Joseph Yolles, also known as Jack Yolles or Jacob Yolles, Paris, France, assignor to RCA.
- 2,102,410—Antenna System. George W. Fyler, Schenectady, N. Y., assignor to General Electric Co.
- 2,102,419—Oscillation Generator. Fritz Klutke, Berlin-Johannisthal, Germany, assignor to Al-legeimeine Electricitats Gesellschaft.
- 2,102,421—Cathode Ray Oscillograph. Hans P. Kuehni, Schenectady, N. Y., assignor to General Electric Co.
- 2,102,426—Frequency Control. Nils E. Lind-enedblad, Port Jefferson, N. Y., assignor to RCA.

**WBIL, New York**

Dr. Frederick B. Robinson, noted educator and president of City College, will appear on Sunday's "Public Service Forum" at 4-4:30 p.m. Charles Henry Ingersoll will introduce him. Uncle Robert will be guest of F. N. T. at 2:15 p.m. today. They'll talk over old times of radio.

"First as Usual"

**W**ishing you a very  
**Merry Xmas and a**

**H**appy

**N**ew Year



New York's No. 1 Showmanship Station  
Affiliated with Loew's Theatres and  
the Metro-Goldwyn Mayer Studios  
1540 Broadway, New York City

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## WGY Porcelain Insulator Tested to Destruction

In one of the most unusual tests ever conducted at the Bureau of Standards at Washington, a huge 1600-pound porcelain insulator, built for General Electric's radio station WGY at Schenectady, was tested to destruction by compression.

Manufactured by Locke Insulator Corp. as the base support for the new 625-foot antenna tower for WGY, the mammoth insulator was designed for a maximum permanent load of approximately 500,000 pounds with a factor of safety of four. A duplicate insulator had been proof-tested to 800,000 pounds prior to the destruction test. This insulator will be used to support the tower.

The four-foot high insulator, dwarfed in size by the gigantic 10,000,000-pound hydraulic testing machine, successfully withstood continuously increasing pressure up past the two-million-pound mark until at 2,180,000 pounds it exploded with a crack like a cannon. The hollow porcelain shell was completely shattered.

As a part of the complete program of insulator tests prior to the construction of the tower, guy insulators were proof-tested at the General Electric Laboratories and one of each type to be used on the tower was tested to destruction in the Russell Sage laboratory of the Rensselaer Polytechnic Institute at Troy. These units, of an entirely different construction from that of the base insulator, were tension-tested in the Institute's large Olsen machine.

WGY's new antenna, which is expected to make a great improvement in the station's signal, will be guyed by two sets of guys, four attached at the 250-foot mark and four at a height of 500 feet. The upper guys will be broken up by eight insulators, seven small units and one of greater insulating capacity to be placed near the tower where the greatest electrical stress will be encountered. The lower guys will be broken up by seven insulators, making a total of 60 units in addition to the base support.

## Station Improvements

Uniontown, Pa.—Application of WMBS here for modification of license to increase power and time of operation from 250 watts daytime only to 100 watts night, 250 watts day, unlimited time, has been set for hearing by the FCC.

Everett, Washington—Following changes are being sought by KRKO: frequency shift from 1370 kilocycles to 1420; installation of new transmitter and vertical antenna; power boost from 50 watts to 100 watts night, 250 watts day; and shift in

hours from Share-KEEN to unlimited time.

Twin Falls, Idaho—KTFI has asked extension of special experimental authorization to operate with power of 1 kilowatt night from Jan. 1 to March 1, 1938, pending completion of tower.

Thomasville, Ga.—Permit to make changes in equipment, change power from 100 watts to 100 watts night 250 watts day and hours of operation from day to unlimited time, is sought by WPAX here.

## KSL Adds Equipment

Salt Lake City—KSL has added to its laboratory facilities equipment capable of determining audio amplifier and transmitter equipment performance to a high degree of accuracy. Equipment consists of an audio frequency oscillator and a distortion meter. The performance of each of the radio frequency amplifier stages is determined independently by means of a concentric line brought from a pickup coil in each of the units. These transmission lines are connected to a radial switch in transmitter control room where the monitoring equipment can also be switched to an oscilloscope. By this arrangement, symmetry of modulation as well as frequency response can be determined for each unit, according to Gene Pack, chief engineer.

## Hicks Joins Export Co.

Another Philco field engineer has been acquired by the American Steel Export Co. Inc. for Central and South America. He is John DeFarr Hicks, of Tampa, graduate of Georgia School of Technology, who spent some years in South America serving various radio and broadcasting organizations.

Hicks sailed recently for Bermuda, the first stop in an itinerary which will include 24 countries in the Western Hemisphere.

## Service Men Organize

Chicago—American Radio Ass'n, designed to eliminate evil practices in servicing radio sets, was formed at a meeting in Hotel Sherman this week. Headquarters will be at 500 S. Dearborn St. Thomas Hoban is president; Felix Sutkin, v.p.; Marcus W. Hinson, secretary.

## O.K. KDYL Transmitter

Salt Lake City—Final O.K. has been given KDYL for new transmitter site with power boost from one kilowatt to One-Five. According to g.m. S. S. Fox, this irons out all obstacles in way of construction program, held up for past year by objections to new 400-foot vertical radiator. Construction starts within two weeks on plant to house new transmitter. Job is under direction of chief engineer J. M. Baldwin.

## Studio Enlargement

Salt Lake City—KDYL has already started construction on new setup of studio and commercial office facilities, to facilitate increased local programming schedule, it is announced. An auxiliary control room, new rehearsal studio and six new offices will be ready for use early in January.

## Engineers Meet

San Francisco—San Francisco Institute of Radio Engineers concluded its bi-monthly dinner-meeting Wednesday with a visit to the new KYA tower and transmitter on Candlestick Point, near the Bay Shore Highway. Paul Schulz, chief engineer of KYA, who supervised transmitter installation, was one of principal speakers at session.

## Construct New Antenna

San Antonio—Construction of a new 425-foot vertical radiator antenna has been started at WOAI. It is designed to increase the primary area of this 50,000-watt and to give best possible signal in southwest.

## 10 Engineers to Operate NBC's Mobile Tele Unit

A crew of 10 engineers will operate the new mobile television unit soon to be used by NBC in televised pickups of outdoor news events. Unit, first in this country, consists of two motor vans, each the size of a large bus. One contains complete pickup apparatus, including cameras, for both picture and accompanying sound. A picture, or "video," transmitter to operate on frequency of 177,000 kilocycles is mounted in the other. A special directional antenna, to be raised on the scene of operations, is used. In the Metropolitan area, where steel framework of many skyscrapers impedes ultra-high frequency transmission, normal working range of the unit is expected to be about 25 miles.

Pickup van is equivalent of a complete television studio. Control room is also there, and engineers, in semi-darkness, are able to see picture as it is actually being transmitted, and also image picked up by second camera prior to transmission. Control engineers may switch at will from one camera to the other. Two Iconoscope cameras are connected with vehicle by several hundred feet of coaxial cable.

## New Chimes for CBS

CBS at present installing new chimes in all studios which will be used beginning Jan. 1. New set will sound standard musical A, and will be used exclusively by the network.

THE ANSWER IS

Yes...

We can reproduce your ad with the realism and lustre that makes good engraving the final step in the creation of convincing advertising.

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PHOTO ENGRAVING CORP.  
250 WEST 54th STREET, NEW YORK  
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Formerly Motion Picture Lighting and Equipment Corp.  
WE FURNISH  
Electrical Lighting Equipment of Any Kind  
FOR RADIO STATIONS  
244-250 WEST 49th STREET  
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In the opinion of critical America

**WHO WILL BE**

the outstanding

**RADIO STAR  
COMMENTATOR  
SPORTSCASTER**

and what will be  
the outstanding

**RADIO PROGRAM  
ORCHESTRA**

for

**1937**

Radio Critics and writers  
representing newspapers  
and magazines from every  
state in the Union are now  
sending in their ballots to





# Chicago

**A** CONDITION of the sale of exclusive rights to Kellogg's to broadcast the American League games from Chicago provides that if it does not choose to use two outlets here it may find a co-sponsor, subject to the approval of the league officials. But two stations must be used.

Glenn Snyder, manager of WLS, was elected president of A Company, 365th Infantry, at recent annual reunion held at St. Joseph, Mo.

Annual WLS - Prairie Farmer Christmas Party at Stevens Hotel tomorrow morning, which attracts about 4,000 each year, will provide a lot of food and other needed items for the poor.

It's a boy, named David, at the George Cook household. Cook is assistant treasurer of WLS.

Fran Allison is pinch-warbling for Gale Page, who is in Hollywood screen testing.

Sylvia Clark, NBC comedienne, set for week at Michigan Theater, Detroit starting Christmas eve.

Harry Kogen, NBC orchestra leader, back from a trip to New York.

Marian Crutcher, who played in CBS Shakespeare series in Hollywood last summer, now headlining the "Skelly Court of Missing Heirs" on Sunday evenings. She was formerly on staff of WDAF, Kansas City.

Harry Creighton, acc WAAF sports commentator, has been scoring quite a few scoops on his sports interviews.

Joe Silver, WAAF continuity editor, and Jack Odell, program director, are jointly broadcasting a Sunday morning half-hour show for Raab Tailors. Production is known as "Vaudeville Theater of the Air," featuring unusual musical novelties as well as current hit songs, and includes dramatized commercials.

## ONE MINUTE INTERVIEW

DELL SHARBUTT

"Announcers were strictly that in the olden days of radio, but today they have become a part of the show. In fact, in many radio programs the announcer is almost as much of an attraction as the main comedian, singer or the batoneer. Just what the next step after the announcer is, I am not sure, for there is no set schedule to follow. In my own case, however, I'm studying voice and hope to become a concert baritone."

# ☆ Coast-to-Coast ☆

**A**LICE CORNETT has recovered from her attack of laryngitis and will be heard on the "Song Shop" program over CBS tonight.

Don Kerr, the WMCA emcee, took a drama reading test with Paramount the other day, and now has his fingers crossed.

"Santa Claus Comes Back," a Christmas play by Morrow Krum, will be presented by the cast of the NBC dramatic serial, "Girl Alone," during the broadcast of Dec. 22 at 12 noon over NBC-Red network. The author is the brother of Fayette Krum, creator and regular script writer of "Girl Alone." A former newspaper man, Krum is now associated with a Chicago advertising agency. This is his first effort at writing for radio.

Helen Morgan, who will soon be starred in a musical production entitled "Hollywood Revels," will be the guest of honor at a gala party that Leon and Eddie, the famous Gold Dust Twins of West 52nd Street, will tender in her behalf on Sunday evening at their rendezvous.

Universal Radio Programs Inc. has engaged the services of M. J. Sacks, B.S., M.A., research specialist, to complete the research on its program series, "Canadian Cavalcade," which is the story of Canada from its early beginnings to the present day.

Sid Gary is the star vocalist on the new "Console and Keyboard" series being heard over WOR every Thursday at 10:15-10:30 p.m. Pauline Alpert, "the whirlwind pianist," and Louise Wilcher at the organ, complete the melodic lineup.

"Fifteen Minutes of High Life," sponsored by Herbert J. Wegge, Burlington, Wis. distributor for Miller's High Life beer, will be aired each Saturday night from the sidewalk in front of WRJN's Burlington studio during next June, July and August. The broadcast will be in the form of a sidewalk interview.

William F. Huffman, Wisconsin Rapids, Wis., newspaper publisher, has applied for permission to operate a 580 kilocycle, 250-watt unlimited time radio station.

Jack Hasty, actor, writer, director and/or producer of dozens of radio shows during the last ten odd years will make a double debut on Sunday as a song writer. "Swinging a Nursery Rhyme" on the Sheila Barrett-Joe Rines show will be debut No. 1, and "Riding the Rainbow" on the "On Broadway" show will finish up the double feature.

George H. Combs Jr., commentator heard regularly via WIIN on a broadcast known as "Editorial Slant of

the News," has a new time schedule. Beginning next week, Combs will be heard on Mondays at 7:30-7:45 p.m., Thursdays at 7:45-8 and Saturdays at 7-7:15.

Jay C. Flippen's "Amateur Hour" on WHN will have 5,000 toys and 500 pounds of candy, contributed by listeners, to distribute to underprivileged children at Christmas. Flippen, incidentally, is being given a dinner at Hotel Edison tomorrow night in recognition of his contributions to the Nordacs, Broadway charitable organization.

Joek Maxwell, sports commentator of WLTH, will have Morton Moss, sports poet and scribe of the New York Post, as his guest of honor on tomorrow's "WLTH Sports Parade" at 6 p.m.

Linda Lee has been screen-tested for the role of Scarlett O'Hara in "Gone With the Wind," and the test is now on its way to Hollywood. Herman Bernie arranged it.

The quarter final play-off football game for Texas high school championship was played between Longview and Temple High Schools, and was broadcast by KFRO, Longview, which originated the description for 11 Texas stations. The remote facilities of KFRO were used at the stadium, and the game fed through the KFRO equipment at the studios via direct wire to the stadium. Besides KFRO in Longview, the description was fed to KTEM, Temple; KNET, Palestine; San Antonio, K TSA; Austin, KNOW; Kilgore, KOCA; Waco, WACO; Tyler, KGKB, Houston, KTRH, Corpus Christi, KRIS and KGRV, Weslaco. Game was sponsored by Magnolia Petroleum Co. with headquarters in Dallas. This is the second time that KFRO has fed a large network of Texas stations.

Musketees Quartet will appear on Anice Ives' "Every Woman's Hour" today over WMCA, 11:15 a.m.

### WBRY, New Haven

Thornton Wilder and Isabel Wilder, novelists, with the aid of an unrevealed radio and stage actor in the part of Scrooge, will give excerpts from Dickens' "Christmas Carol" on Christmas Eve.

Si Byers and his orchestra, newly appointed to the Hotel Taft, succeeding Eugene Jelesnik, will start dance broadcasting on Monday.

Hull Brewing is sponsoring a contest in conjunction with broadcasting of wrestling from the Arena.

### Rosa Linda in Series

Rosa Linda, pianist who gained fame as a child prodigy, starts her own series over NBC-Blue on Dec. 23 at 3-3:15 p.m., titled "Today's Piano Impressions".



**G**EORGE JESSEL has been appointed radio chairman of the Happy New Year Dinner Club, of which Benjamin E. Neal is founder and president. This unique organization accepts no donations, has no dues or assessments, pays no rent and no salaries. To become a member is a very simple matter. All one must do is to provide a meal on Jan. 1 for some needy person either as a personal guest or through some recognized charity.

Roma Wine Co. (grape juice) last Sunday began a half-hour show on two CBS Pacific coast stations, KNX and KSFO, at 9-9:30 p.m. (PST). Program is entitled "The Toast of the Town." James Houlihan Inc., San Francisco, placed the account.

### KWTO-KGBX, Springfield, Mo.

"Five O'Clock Final," recent addition to the KGBX daily schedule, has the distinction of being one program written, directed, and produced by members of the continuity department. Continuity Editor Ralph Nelms, with assistants Lloyd Clay and Jerry Thraikill, take care of the entire program. It is rapidly gaining popularity.

"Organocturne", a night organ program, is now holding a featured place on the schedule. The name for the program was originated by KWTO Program Director George Earle Wilson. Charlotte Wood, staff organist; Al Stone, narrator; Merriam Dufflemeyer, cellist, and Mary Jane Payne, soloist, are featured. Lee George writes continuity and assists in production.

"Man About Town", known to his intimates as Charles Glenn, is keeping townspeople on their toes listening to see if their names are to be mentioned on the new twice-weekly gossip review. Program is heard at 9 o'clock each Tuesday and Friday evening.

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				

### Greetings from Radio Daily

December 17  
Jack Kofoid

December 18

Sam Berger Dr. L. Parkes Cadman  
Lud Gluskin Harry Kogen  
Joek Maxwell J. Anthony Smythe  
Donald Stuart

December 19

David Niles Ray Noble  
Jack Rubin Tom Shirley



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 120

NEW YORK, N. Y., MONDAY, DECEMBER 20, 1937

FIVE CENTS

## 1938 Brings Batch of New Shows

### EX-LAX IS RETURNING WITH SPOT CAMPAIGN

Ex-Lax contemplates returning to the air with a test campaign after being off the ether for some time. Queries through the Joseph Katz Co. agency of Baltimore indicate that an extensive series of chain-break and one minute transcription announcements will be used in the South and on the West Coast. Several spots daily, at least three times weekly, will probably be used on each station used. Starting date is set at Jan. 10.

### Warner Bros. to Supply Film Gossip to Stations

West Coast Bureau, RADIO DAILY

Los Angeles—Starting early next month, Warner Bros. film studio will supply a semi-weekly gossip, news and feature service to 160 stations throughout the country. The plan was developed under supervision of Bob Taplinger, studio publicity chief.

### WHA1, Greenfield, Mass. Expected to Join Network

Greenfield, Mass.—New station being built here by John W. Haigis, with headquarters at the Mansion House, will probably join one of the networks after it opens early next year. Call letters are WHA1, and work of installing modern equipment, including provision for television, is under way. Station will operate from 6 a.m. to 7 p.m. John W. Haigis Jr., now a junior at Amherst, will be associated in operation of the station and will assume full charge on graduation.

### Stymie

Kansas City—John Schilling, WHB 6.m., is puzzled over how to get rid of last accumulating daily prize money on "Bank of the Air." Daily prize of \$3 goes to listener whose phone number is drawn—provided he calls WHB within two minutes. But some other listener always calls the lucky person and ties up his line until too late to call station.

### G. E. Cuts Melon

Schenectady — General Electric will distribute \$1,050,000 to 16,072 employees here under the company's profit-sharing plan. Payment, the largest since the plan went into effect in April of 1934, represents the workers' share in profits for the last six months of the year.

### FIVE NEW COMMERCIALS SET FOR MUTUAL NETWORK

Five accounts are included in new national business signed by Mutual to start between Dec. 28 and Feb. 8. Elizabeth Arden (cosmetics) begins Dec. 28 at 10-10:30 for 26 weeks over coast-to-coast network of 31 stations. Cecil, Warwick & Legler is the agency. General Shoe, "Famous Fortunes," signed last week on limited network. (Continued on Page 2)

### New England States Get Canadian Shows

Montreal—With recent opening of CBF, the 50,000-watter at Vercheres, and the Christmas Day opening of the CBC sister station at Hornby, dialers in New England states are in for steady programs in both French and English from this side of the border.

### Santa Claus on Air

Santa Claus, Ind.—The Remailing Corp. of this Indiana hamlet is using WIRE, Indianapolis, to ballyhoo business of remailing Christmas mail postmarked from Santa Claus.

## ★ THE WEEK IN RADIO ★

... Web Renewals Hold Up

By M. H. SHAPIRO

THE 1937 legacy of shows to the coming year will be no slump over the year before, all things considered, the renewals being in order for the vast number of shows that usually want to retain their time and discounts . . . as a matter of fact the current season holds a strong lead over its predecessor . . . apart from the renewals, expansion of such accounts as National Biscuit and increased 1938 budget by Bristol-Myers helps . . . and again the base-

### Numerous Network Commercials Will Start Over the Year-End, Plus Revivals and Switchings

### U. S. AND CANADA NAME DELEGATIONS TO CAIRO

By GEORGE W. MEHRTENS  
Washington Bureau, RADIO DAILY

Washington—Appointment of Senator Wallace White of Maine to head the U. S. delegation to the International Radio Conference which convenes Feb. 1 in Cairo has been approved by President Roosevelt. White is one of the sponsors of radio-probe legislation, and his appointment is expected to help put off the FCC investigation.

Other delegates approved by the President include Captain Stanford C. Hooper, U. S. Navy; E. K. Jett, acting chief engineer of FCC, and Francis (Continued on Page 2)

### WBRK, Pittsfield, Mass. Makes Debut in February

Pittsfield, Mass.—WBRK, now under construction, plans to be on the air about Feb. 1 as a CBS affiliate. New station, a 250-watter daytime and 100 watts night, on 1310 kes., is owned by Harold Thomas, president of WATR, Waterbury, Conn., and will be known as the "Voice of the Berkshires." Studios are in the Pittsfield Coal Gas Bldg., with an auditorium seating 500. Western Electric equipment is being installed throughout, with a 170-ft. vertical radiator. Sears & Ayer has been appointed national rep.

After several weeks of low activity, the year-end will see a spurt in the launching of new major network commercial programs, in addition to revivals and shifting of networks in several instances.

New sponsored shows already set to open between this week-end and Feb. 8 total 12. Nine programs are switching and at least a couple are set for revival.

In addition, NBC last week had renewals on 12 programs by six advertisers, including General Foods, Household Finance, Kellogg, Philip Morris, Standard Brands and Standard Oil of California, while three (Continued on Page 2)

### ATLANTIC CITY APPROVES SALE OF WPG TO BULOVA

Atlantic City—Following favorable report by Norman Reed, Manager of WPG, city-owned station, the City Commission has okayed sale of the outlet to Arde Bulova for \$75,000. Station is a 5,000-watter on 1,100 kcs.

### Sponsors Get Free Ride On KIDO Promotion Show

Boise, Ida.—A "Sunday Salute to Sponsors", half-hour variety show including summary of sponsors' programs, products and the fact that they use time on the station, is clicking over KIDO. Program is departmentalized into "Did You Know?"; "Today's Editorial", general (Continued on Page 2)

### Sunday Television

London—Next television development will be Sunday shows, BBC states. At present broadcasts are confined to a couple of hours on weekdays. Recent spurt in receiving set sales places the total owners now at about 9,000. Transmission in color also has been achieved by John Logie Baird, using a Popeye cartoon for experiment.

(Continued on Page 2)



Vol. 2, No. 120 Mon., Dec. 20, 1937 Price 5 Cts.

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

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

FINANCIAL

(Saturday, Dec. 18)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Stromberg Carlson. Includes High, Low, Close, Net Chg. columns.

WAAW Sale Set

Lincoln, Neb.—Sale of WAAW in Omaha to Central States Broadcasting Co., owned 50-50 by Sidles Co. and Journal-Star here, was confirmed last week, pending FCC approval.

Du Mont Television Sets

Montclair, N. J.—Du Mont Laboratories, which has applied for an experimental television broadcast license, also plans to put out a receiving set costing about a third as much as present tele receivers, according to Allen B. Du Mont.

Don Haynes in Hospital

San Francisco Don Haynes, CRA executive, was rushed to St. Francis Hospital last week for an appendix removal.

WOPI "The Voice of the Appalachians" BRISTOL - TENNESSEE VIRGINIA

THE WEEK IN RADIO Web Renewals Hold Up

(Continued from Page 1)

with Transamerican, another Warner affiliate, much in the picture... IRNA and the AFM appear to be making fairly good progress... with over 200 contracts now being held in escrow and the deadline extended to Dec. 22... closed shop angle does not seem to go so good with numerous broadcasters, especially those in the deep south around Louisiana way... NBC added 41 stations the past year according to its report, CBS took on 21 in the same period... Chicago stations may have to take most of their late hour remotes from out-of-town if the local AFM scale after Jan. 15 actually goes to \$100 per week.

Song Writers Protective Ass'n brought two suits in its effort to get a ruling from the courts on copyright matters... no complaint filed as yet... Continental Radio Press started a series of experiments by radio telephony by way of test-

U. S. and Canada Name Delegations to Cairo

(Continued from Page 1)

cis Colt de Wolf, Treaty Division, State Department. Also from the FCC will be E. M. Webster, acting assistant chief engineer; Gerald C. Gross, chief of international section; Marion H. Woodward, senior telegraph engineer and William G. Butts, chief of tariff section. Secretary-general of the delegation will be Joseph C. Satterthwaite, second secretary of the American Legation at Bagdad, and secretary to the delegation will be Arthur L. Richards, American Vice-Consul, Cairo.

Technical advisers include Lieutenant-Colonel David M. Crawford, Signal Corps, War Department; Commander Joseph R. Redman, Navy Department; Commander J. F. Farley, Chief Communication Officer, U. S. Coast Guard; L. H. Simson, communications specialist, Radio Development Section Department of Commerce.

Montreal — Laurent Beaudry, assistant under-secretary of state for external affairs, will head Canada's delegation to the radio parley in Cairo. He will be accompanied by W. A. Rush, G. C. W. Browne and J. A. Holmes of the radio branch, Department of Transport; Col. P. Earnshaw, Signals Branch, Department of National Defense; Augustin Frigon, Canadian Broadcasting Corp., and J. H. Thompson, Canadian Marconi Co.

Motor Boat Show Shots

To promote the motor boat show, the National Ass'n of Engine & Boat Mfrs. have bought a quarter-hour spot on WJZ, Jan. 7, 7:45-8 p.m., for a one-time shot. On WEAJ, the 6:15-6:30 p.m. period will be used on Jan. 10, 11, 12, 13. Charles J. Cutajar is the agency.

ing the matter of sending out news cheaper... Hearst Radio discussed expansion plans at a Fort Worth conference... The Philly outlets took licenses from the NAPA for the purpose of playing its phonograph records, due to the recent court decision upholding the NAPA in the state of Penn... Neb. court orders Ascap to answer some questions.

Mae West-Charlie McCarthy show-down and the biblical travesty ran afoul of a few legitimate squawks and a great many professional agitator squeaks... Popular music publishing code will have another hearing on Jan. 4 at FTC offices and fair trade practice pact will soon after become law... Treaty at Havana was agreed upon and the Americas will present a solid front at Cairo, Feb. 1... list of recommendations will be acted upon... Movie exhibs yelled to Jimmy Fidler's sponsor...

Sponsors Get Free Ride On KIDO Promotion Show

(Continued from Page 1)

eral radio promotion, and "Salute to Our Advertisers." Dose is sweetened with tales of KIDO's showmanship from old station files, plus success stories and tall ones that really happened. Nothing laborious, and continuity rolls along with dance and vocal music. Listener reaction, according to Manager C. G. Phillips, indicates that audience apparently does not feel exploited by the painless but obvious local-sponsor promotion.

Batch of Commercials Starting Over Year-End

(Continued from Page 1)

major cigaret accounts, Chesterfield, Lucky Strike and Camel were among the advertisers signing over on CBS. Tabulated list of coming network programs will be found on page 7.

Mayhew Back at KASA

Elk City, Okla.—F. E. "Tiny" Mayhew has resumed management of KASA after an eleven months sojourn in California, where he was connected with several radio stations. Mayhew replaces John Esau.

Rev. Rand Dead

The Rev. Nelson Royden Rand, radio commentator for WOKO, died Friday night of a heart attack. Rev. Rand had been associated with radio for the past five years.

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

COMING and GOING

TOMMY DORSEY returned Friday from a Bermuda cruise. FRED ALLEN and his entire radio company leave Hollywood after their Dec. 29 broadcast from New York and will arrive in time for the Jan. 5 show from Radio City. JOHN MAJESKI, publisher of Musical America, leaves Wednesday on cruise to West Indies, returning Jan. 3. PERRY LAFFERTY, WBRY music director, has been granted a two weeks' leave, to spend the holidays with his family in Davenport, Ia. ALVIN AUSTIN, head of the advertising agency of that name, handling Pilot Radio and other accounts, flew to the coast late last week. He will be gone about two weeks. ELLIOTT ROOSEVELT of Hearst Radio arrived in New York last week for conferences. E. C. MILLS, chairman of ASCAP administration committee, is expected back today from a Nassau trip. HOWARD E. REINHEIMER, attorney, has left for the coast on SPA matters. EDWARD KLAUBER, CBS executive v.p., who has been looking things over in Hollywood, went to Del Monte last week for a rest before spending a couple of days in San Francisco, then back to New York. CECIL B. DE MILLE will be in Boston on Jan. 11. DON SERVICE, attorney for Broadcasting Service Assn. Ltd., Sydney, Australia, is due in on the S.S. Monterey next Monday. He will remain here a month or so dividing time between N. Y. and Hollywood. SANDRA GALE arrived from Europe on Saturday aboard the Champlain. JACK CURTIS of Curtis & Allen returned from Europe on Saturday. MAURICE EISENBERG, cellist, and his wife, are back from Europe. EDITH LORAND, Hungarian violinist, is in town. KATHRYN CRAVENS flew to Chicago on Friday to gather material for two shows. COLLETTE LYONS left for Boston yesterday to holiday with her folks.

Five New Commercials Set for Mutual Network

(Continued from Page 1) added Don Lee network stations to network Saturday, bringing total number of outlets to 24. Program begins Feb. 8 at 7:45-8 p.m. Vadsco takes over sponsorship of "Court of Human Relations" Jan. 9 and will use coast-to-coast network of 21 stations. Program heard at 4-4:30 p.m. Wheeling Steel Corp. offers "The Musical Steel Makers" beginning Jan. 2 at 5-5:30 p.m. on five stations. J. B. Williams Shaving Cream, beginning Jan. 3 at 10-10:30 p.m., presents a quiz program over WOR, WGN and WLW.

LEE GRANT AND HIS ORCHESTRA SIX-STAR REVIEW MUSIC AS YOU LIKE IT DAILY WMCA 2:30-5:30

# THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

PROGRAM REVIEWS

"Hello, Peggy"

The Ralph H. Jones agency of Cincinnati, advocate of added emphasis on daytime script shows through the medium of having the same guest star appear on the program several times as a part of the script, started a policy of this kind last Friday with "Hello, Peggy" over NBC-Red at 11:45 a.m., when Del Casino, tenor, appeared in the show. The idea is okay, and Casino acquitted himself very nicely. Having won his spurs as a singer, Casino now is showing ability in the handling of spoken lines, aided by a generally likeable personality.

Briefly

It was good to hear Shep Fields and his Rippling Rhythm again last Thursday night at 8:30 over WOR-Mutual in the first of a series of half-hour sustainings from a Chicago hotel. The distinctive Fields music was never better, and pleasing numbers were contributed by vocalists.

Folks who sit up late to read or indulge in any other activity of a relaxed nature will find very conducive accompaniment in the "Music to Read By" aired over WHN for an hour at midnight throughout the week. Classical selections are played, with no interruptions.

M-G-M's show for Maxwell House, over NBC-Red, showed some slight further improvement last Thursday night. Fannie Brice and Hanley Stafford, in the "Baby Snooks" bits, are doing swell work in the comedy end.

"Old New York Town," half-hour of oldtime song hits of the 1890-1930 vintage, heard Fridays at 8-8:30 p.m. over WHN, is an exceptionally enjoyable affair. Not only the quality and sentimental interest of the musical selections, but also the colorful though simple manner in which the program is presented.

General Mills to Test

Chicago — General Mills to start testing a new serial on WGN tentatively titled "Magnificent Lady" starting Jan. 3. Show is written by Sandra Michael, wife of Ed Giebisch. Milwaukee agency man.

1	9	3	7
4	5		
10	11	12	13
17	18	19	20
21	22	23	
25	26	27	28
29	30		

Greetings from Radio Daily

December 20

Ted Fiorito      Andre Kostelanetz  
Joseph Littau    Cheri McKay  
Patti Pickens    Bob Prescott  
Marion Talley



PETTY CASH VOUCHER

Week ending Dec. 17th

● ● ● Saturday... On Martin Block's "Make-Believe-Ballroom" we hear the Andrews Sisters' recording of "Bei Mir Bist Du Shan" and later rave to Tommy Dorsey about it just before he sails for Bermuda... Lee Nungesser, Mass. snake lecturer, did a show over at KTFI, Twin Falls, Idaho—and one of his snakes went astray in the studio causing every one to worry for 15 hours in a hunt, tearing pianos, etc., apart—until it was found sleeping beneath a sofa!

● ● ● Sunday... Of course we listened to Mae West. Later at Leon & Eddie's and far into the dawn at Reubens with Benny Davis, Milton Pickman and Jesse Block and Eve Sully—the discussion centers on this appearance with dividing factions. Goodman and Jane Ace refuse to become drawn into the debate and depart.

● ● ● Monday... At Dave's for dinner with Harry Link, coins are tossed as to going to the Schmeling-Thomas bout and heads win, so Jack Robbins, Harry (MPPA) Fox and Mickey Alpert start fighting their way into the Garden for seats. Robert Taylor is there and doesn't get a tumble, while Eddy Duchin does.

● ● ● Tuesday... This amusing incident at WDG, Minn., supplied us with a howl: Service was being switched from an old transmitter to a new one and MBSHOWS were being piped in for the work to be done. However, some one forgot to tell Kate Clelland, who does an a.m. show there, about the cancellation. She arrived at the studio for her stint, was announced in the usual manner by Dick Day and proceeded to work via a dead mike... Ralph Borgan, account exec, walked in whistling a song, which distressed Kate, who read a line from her script, "his brain should be examined," which prompted Ralph to loudly reply "Yours should be examined, too"... Bill Maloney will act as contact man between Kate Smith and Tom Fizdale's office.

● ● ● Wednesday... We examine Herb Rosenthal's new offices after the Pilot luncheon while Ed Cashman tells us a cute story... That midnite to the surprise stag which the boys in Lee Grant's band tender Bert Leubar of WMCA because they were renewed on their show. Bert gets a beautiful ciggie case; Nat Brusiloff gets a hot-foot and Dick Fishell imitates Richman while Zeke Manners tickles the ivories.

● ● ● Thursday... For a final hearing of Mitzi Green singing "Lady's a Tramp" in her show and find about 150 people in the orck besides James Cagney and Frank McHugh... W. Winchell starts pumping Abe Lyman on a news lead later that nite—but we hear that Morton Downey will go into the French Casino... To the Famous Door with Barry Wood where the crooner goes wild over Louis Prima and so are Georgie Price, Eddie (Hudson) DeLange, who admits he'll never be as good, Russ Morgan, and Andre Baruch and his fiancée, Beatrice Wain, who admit not having set a date yet. The place is so jammed that the check-room ruins our hat!

● ● ● Friday... Hear that Larry Clinton was signed for a year with Robbins Music—arrangements only... Patsy Flick, a very funny guy, is in town after completing 13 picture-writings for WB, appearing on the Jack Benny and Jack Oakie shows. Wonder if Ted Collins would like to meet him sometime?

TOTAL EXPENSE: (Might as well ask for a new hat—what can I lose) \$1.15 for hat.

AUDITOR'S REMARKS: Request denied. You don't need a hat. Putting a hat on your head is like putting earrings on a pig! (That sqweeking you just heard is a pig sqwacking—on account of the comparison!)

GUEST-ING

GEORGES ENESCO, violinist, and MRS. FRANKLIN D. ROOSEVELT interviewed by Linton Wells from New York, on "Magic Key of RCA", Dec. 26 (NBC-Blue, 3 p.m.).

CHARLES MacARTHUR, on "Daily Information Service", today (WOR-Mutual, 11:45 a.m.).

LUM and ABNER, on "Hollywood Mardi Gras", Dec. 28 (NBC-Red, 9:30 p.m.).

JOHN CHARLES THOMAS, on "Vick's Open House," Dec. 26 (CBS 7 p.m.).

RICHARD BONELLI, on Ford Sunday Hour, Dec. 26 (CBS, 9 p.m.).

NOLA DAY, interviewed by Nellie Revell, Dec. 28 (NBC-Red, 5 p.m.).

BILL ROBINSON, interviewed by Radio Harris, Dec. 22 (WOR, 6:45 p.m.).

PAULIST CHOIR, BETTY GARDE and RAY COLLINS, on Kate Smith program, Dec. 23 (CBS, 8 p.m.).

Ruling Won by WNEW In Barney's Inc. Suit

In the first radio suit testing the right of a sponsor to use records of announcers on commercial programs, WNEW last week was awarded ruling in Supreme Court by Judge Valente in the action against Barney's Clothes Inc. to recover \$147,000 for use of records and transcriptions of announcements by Martin Block, who is in the exclusive employ of WNEW Artists Bureau Inc. Emil K. Ellis was counsel for WNEW.

ARTA-WQXR to Resume Talks

American Radio Telegraphists Ass'n is expected to resume negotiations with WQXR some time this week. One conference has already been held with the station executives. WOV and WBIL last week signed with the ARTA for a 40-hour six-day week with the lunch hour included in the day's working time. Contract calls for a closed shop.

Laurette Peterson Quits Elman

Laurette Peterson has resigned from the Dave Elman—"Hobby Lobby" staff. Miss Peterson resigned from the WOR press department some months ago to join Elman as his executive secretary.

She plans to spend the holidays in Detroit returning here around Jan. 1.

WALT FRAMER

Freelance originator of  
RADIO SWAPS HEARD DAILY  
OVER WWSW  
Pittsburgh, Pa.

## PROMOTION

### "Shopping Via Radio"

Radio activities of Malcolm Brock Co., Bakersfield, Cal., department store, received heavy play recently in one of store's series of editorialized advertisements in the Bakersfield Californian, newspaper. Piece was headed "Shopping via Radio" and told how store was using the airwaves over Station KPMC. Included were pictures of Lois Burke, KPMC, air personality who conducts the store's daily "Women in the News," and of "Uncle Mel" Dreyfus, skipper of the "Kid's Club", airing weekly for the same sponsor.

Guiding light of stunt was James Stevens, store ad manager, who is keenly interested in radio. At one time he handled his own program for the outfit.

### "Around the Dial"

Something different in station infospensers has just been issued by WDCY, Minneapolis-St. Paul. New mailing piece measures 3 1/2 x 8 and has sixteen pages. "Around the Dial with WDCY" is the title, and at top of each page is a small clock, each set at half-hour intervals of day. Under the clocks, type of program airing at that time is listed, plus dope on sponsor, mail-pull, etc. Last page has clock without hands, where special programs can be shown. Job enables time prospects to tell instantly type of stuff station is airing, and when. Reprints every three weeks are planned, according to Edward P. Shurick, ass't gen'l mgr who devised the mailing piece.

### KIDO Supplies Column

KIDO, Boise, Idaho, has produced "Ben Peekin" who writes a weekly column in the state's leading newspaper, The Statesman. Column is slugged "Thru the Kiddo Keyhole." "Kiddo" is nickname for KIDO in Boise as well as for manager C. G. Phillips—and column title clicks.

National network as well as local sponsors are given healthy plugs under cover of Ben Peekin's comments. High spots in week's dials are condensed into "Cheering Section" which praises in terse vignette. Large space given to major programs, which are rotated through the weeks. "Thru the Kiddo Keyhole" is written by a member of KIDO's promotion staff.

### Gen. Elec. Appointments

Charles E. Wilson has been elected executive vice-president of General Electric. Philip D. Reed becomes assistant to the president, Gerard Swope.

### ATTENTION VOX-POPPERS!

Would you give a dollar a week for 50 real questions and gags? 107 leading broadcasters are using them. You get exclusive rights in your territory. May we send audition? Thanks.

#### SCRIPT SERVICE

Karl Zomar, director  
Springfield, Missouri

## NEW PROGRAMS—IDEAS

### News for Passengers

Passengers on Illinois Central Train No. 27, Chicago to Waterloo, Ia., are now being furnished with a special newscast by WROK, Rockford, Ill. The news is edited especially for train travelers bound for Iowa and is included in the 10 a.m. newscast, when the train is approaching Rockford some fifty miles away. Arrangements also are being made to supply a similar special newscast for passengers on the Burlington's Zephyrs between Chicago and Minneapolis.

### Piano Moods

A popular 15-minute piano shot, aired daily over WAAF, Chicago, features Estelle Barnes at the keyboard under title, "Soliloquy"—The Melody-Musing of Estelle Barnes. All numbers are played uninterruptedly, and attempt is made to convey a definite mood. Unusual arrangements and technique have won this airing considerable comment.

### Agricultural News

"Agriculture in the News" is proving one of the most popular farm programs on KFJR, Bismarck, N. D. Show is aired Monday through Friday in early morning fifteen-minute

spot by Earl Hodgson of North Dakota Agricultural College.

### Traffic Safety Stunt

Cooperating with the Cleveland Automobile Club and the Police Department campaign to eliminate rolling wrecks from the streets of Cleveland, WCLE sent Carl Mark in the United Broadcasting Co. mobile unit to give an eye witness description of a parade of ancient automobiles and their subsequent burning on a vacant lot.

During the noon rush hour period the cars were driven through the downtown section of Cleveland to a vacant lot at 18th and Superior where they were burned. Deputy traffic commissioner Martin A. Blecke and Captain John L. Weiss of the traffic department explained to the WCLE audience the effort being made to pass laws regulating the age, mechanical condition and sale of "junk" used cars. This is part of a plan to lessen Cleveland's traffic toll which stands at 238 for this year.

### "Carrying the Torch"

This new transcribed sustainer over KCMO, Kansas City, is devoted entirely to torch tunes requested by listeners. Produced and announced by Larry Sims, thirty-minutes weekly.

## FORT WORTH

Eloise McDonald succeeds Paula (Prissy) Fraser, who is to be married Jan. 1, on the Cosden Oil Co. program on WBAP. Advertising Business Co. is the agency.

The Pepper-Uppers Radio Show from Dallas sent over the Pepper Trio, Jimmie Jeffries, emcee; Lou Salter, and Ludi Maisen to entertain at Fort Worth Advertising Club's luncheon last week. Program was given 45-minutes on KTAT.

### Silver Cup Xmas Show

Chicago—Silver Cup Bread, through Young & Rubicam, which recently took over account, planning one-hour Carol of All Nations and Christmas music program over Mutual, 2-3, Dec. 25 from WGN studios. Also goes to WOR, CKLW and others. Show is goodwill gesture with no commercial copy. Will feature recording of Schumann-Heink singing "Holy Night"; songs by Gunther Decker, her protegee; Bob Trendler's ensemble, Wayne Van Dine, Phyllis Norton and others. Account handled by Harry Ackermann.

### Award to Phil Spitalny

Phil Spitalny adds to his laurels today when he will be given the Radio Guide award of merit on his "Hour of Charm" broadcast over NBC-Red at 9:30-10 p.m.

### RCA Christmas Party

RCA Christmas Party will be held Thursday at 3-7 p.m. in the Rainbow Lounge, 67th floor of RCA Bldg.

## OKLAHOMA CITY

Cremo Treasure Hunt, local live talent show, taking two 15-minute spots over KOMA on Saturdays.

"Your Sunday Serenade" is a new WKY program sponsored by Local Federal Savings & Loan Association, first time on air for sponsor. Features Ken Wright at organ and Polly Tollison and Josephine Albes on pianos, Lee Norton singing and Ben Bezoff reading poetry. Perry Ward, chief announcer, doing commercial.

Pat Perrin doing Uncle Cy—Hi-lo and Paul Duncan doing Sam the Janitor, blackface, as well as emcee in natural voices on Texas Tune Tusslers program over KVSO (Ardmore).

### W8XX Resumes Short Waving

Saxonburg, Pa. — Following completion of work on new directional rhombic antennas, Westinghouse's short wave station here, W8XX, today resumes international broadcasts over all four frequencies, namely 6140, 21540, 11870 and 15210 kcs. Considerable gains in power will result from the new antennas.

### U. S. Weatherman on WTMJ

Milwaukee — WTMJ has arranged with F. H. Coleman, U. S. meteorologist here, to give daily weather talks starting today at 1:05 p.m.

### Van Loon Adds Program

Hendrik Willem Van Loon, who does a Tuesday program at 7:30-7:45 p.m. over NBC-Red, will add a Friday show at same time and on same network starting Dec. 31.

## ORCHESTRAS MUSIC

HORACE HEIDT, leader of the Brigadiers, is back at the old stand in the Hotel Biltmore after a week's sojourn in the south. The hard-working Horace, who has a weekly CBS commercial besides three weekly sustainings on Mutual, was prevailed upon by sponsor and hotel to take a week's holiday to conserve his health. He had intended to spend the time at Sea Island, Ga., but on the way down he met Ben Bernie, enroute to Miami for golf doings, so Horace cut his Sea Island visit short and joined his fellow maestro in Florida.

Dorothy Byton's Girls have been set by CRA to open at Stevens Hotel on Dec. 25.

Hollywood Songs Inc. has been selected to publish the musical numbers featured in 20th Century-Fox's super film, "In Old Chicago." Songs include "I've Taken a Fancy to You," "I'll Never Let You Cry" and "Take a Dip in the Sea," all by Lew Pollack and Sidney Mitchell, and sung by Alice Faye. Nationwide plans have already been set to exploit the tunes prior to the roadshow release of picture in January.

Ray Noble, maestro on the Burns and Allen show, had a birthday Friday.

Oscar Bradley celebrates his first anniversary on the Phil Baker CBS series this week.

George Duffy and his orch have proven so popular at the Marine room in the Mayo Hotel, Tulsa, that they are to be held over for an extended engagement. Blanche LaBow is featured vocalist.

Mark Warnow has installed a Hammond electric organ in his new home at 80 Beverly Road, Kew Gardens. He is using it to illustrate chords when he is writing new arrangements.

Ken Sisson is featuring the entire score from "Love and Hisses" on the "Canada 1937" program which he directs over the Canadian Broadcasting System tonight at 10 p.m. EST. Sisson is dedicating the medley to Ben Bernie, whom he helped organize his first orchestra. Sisson was Bernie's right hand man for five years.

Emil Coleman's brother, Gregory, who plays guitar in his St. Regis Hotel orchestra, was quietly married to Muriel Wechsler, of uptown Manhattan, last Thursday.

## NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CI 6-2200

## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS GRANTED

KVOS, Ardmore, Okla. Granted CP to install new equipment and increase day power to 250 watts.

### SET FOR HEARING

Mollin Investment Co., Huntington Park, Cal. CP for new station. 1160 kc., 100 watts, daytime.

King-Trendle Broadcasting Co., Grand Rapids. CP for new station. 1010 kc., 250 watts, unlimited.

### HEARINGS SCHEDULED

Dec. 20: Colonial Broadcasters, Inc., Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

Seaboard Broadcasting Corp., Savannah. CP for new station. 1310 kc., 100 watts, 250 watts L.S., unlimited.

Dec. 21: WKBZ, Muskegon, Mich. Vol. assignment of license to Ashbacker Radio Corp. 1500 kc., 100 watts, 250 watts L.S., unlimited.

### Jim Ameche Signed

Chicago — Jim Ameche has been given a long-term contract by Campana Sales, making him permanent head man of "Grand Hotel." Jim also will play in the new S. C. Johnson show, "Attorney at Law," with June Meredith, Grace Lockwood and Lucy Gilman.

### CRA Signs Lizzy Hoy

Lizzy Hoy, Pennsylvania Dutch character comedienne who was in New York for auditions at the three networks last week and made several personal appearances, has been signed by CRA. She is regarded as a comedy find.

### ET's for Utica Brewing

Utica Club Brewing Co. has signed 13-week contract for "Radio Short Stories" ET series over WIBX, Utica, with additional stations in New York and Pennsylvania probably being added later. Charles Michelson, who placed the disks, also has set "Chandu" on WTIC, Hartford, and "Count of Monte Christo" on WNBH, New Bedford.

### Jumping Interest

When it comes to jumping listener interest, Mexican jumping beans have an argument. They're used as giveaways on Col. Irving "Speed" Wallace's "Dakota Maid" flour program, fed twice weekly by KFYR, Bismarck, N. D., to the six-station web of the Dakota Broadcasting System. So far, it is estimated, 150,000 beans have been given, with requests from listeners still pouring in. Original supply was quickly depleted, and several extra shipments were needed.

### By Matchlight

St. Louis—Neil Norman and Bill Durney, WIL mikers, are nursing a couple of badly burned thumbs. They were airing a soccer game when darkness fell. In order to read commercial copy for sponsor, Hyde Park Brewery, they alternated in lighting matches and holding them for each other.

## ★ Programs That Have Made History ★

WRKO's "Man on the Street."

FIRST on the air August 26, 1933, during the Illinois state convention of the American Legion, Leath's "Man on the Street" program of WROK, Rockford, Ill., on Dec. 16 was presented for the 1,000th time under the same sponsor, A. Leath & Co., which Lloyd C. Thomas, general manager of WROK, claims is some sort of a record.

The Leath store in Rockford, signed for the program on October 1, 1934 and is still the sponsor. In addition, the Leath store, one of a chain of 32 in Illinois, Wisconsin, Iowa and Michigan, sponsors a one hour Musical Clock program daily.

Lynn Brandt, now NBC announcer in Chicago, handled the first "Man

on the Street" here. Program at present is handled by Bill Traum, with the assistance of Kaye Kreamer, and the program actually has become the Couple on the Street. Traum also handles the Leath Musical Clock program.

The program is a series of interviews with passersby on Rockford's busiest downtown corner, with brain twisters and sometimes merely interesting chats, thrown in. Traum questions the women and Miss Kreamer the men.

Incidentally Leath's in Rockford spend 90 per cent of their advertising budget in radio.

(EDITOR'S NOTE: KTRH, Houston, claims to have started the "man-in-the-street" idea with its Vox Pop program in 1932.)

### KANSAS CITY

Frank K. Lott, treasurer and past president of the K.C. Musicians' Ass'n, has been elected president of the group for a year, succeeding Floyd D. Zook.

Larry Proctor, KCMO announcer, is back at his duties after an appendectomy.

A 30-minute Saturday morning kid revue has been sold by KCMO to the Jones Store Co.

Zeke Manners' ET's are on KCKN for Isia Shoe Co.

### SAN ANTONIO

Jack Mitchell, former KTSA baseball mikerster, has gone to KOMA, Oklahoma City, in a production capacity.

Bernie Cummings' ork has succeeded Bob Crosby at Olmos Night Club. Band remotes through KABC.

Tom Dickey's Show Boys are now playing over both KMAC and KTSA.

Phil Alexander is back from Dallas readying a new backstage drama soon to go on a local station.

### Getting the Bird

Three listeners will "get the bird" for a change, in a promotion by WAAF, Chicago. What's more, they're actually competing for it.

Idea is a "canary contest", in which listeners of station's "Breakfast Express" morning program attempt to name Announcer Ken Nelson's canary. The bird is of the same variety as the six songsters who furnish background for the program. Prize to each of the three listeners who submit best list of names is a canary. Reason for name-choices must be given, with limit of twenty words to the letters.

### WELI, New Haven

Newcomers on the lists include the popular Bigelow twins, Mary Morrissey, Dargan Brothers, and Mrs. William Phillips with a new children's program.

Vera Cruse, long headlining at WELI, won first place in the national beauty-talent contest in Havana, Cuba, and was crowned "Queen of the Radio Party."

WELI now signs off at 5:15 p.m., taking on 45 additional minutes of air time, in accordance with its sunset permit.

### WKRC, Cincinnati

Francis Pettay, announcer, back on the job after a minor operation.

"Smiles" Davis, wife of "Singing Sam" (Harry Frankel) and former vaude headliner, was special guest on a three-hour jamboree staged Saturday for the Cincinnati Enquirer's needy families fund.

## NEW BUSINESS

Signed by Stations

KSFO, San Francisco; Washington State Apples Inc., spots, through J. Walter Thompson.

WBT, Charlotte, N. C.: Comet Rice Co., ETs for Astor coffee, and commentary for Comet Rice, through Freitag Advertising Agency; Bulova Watch, time signals, through The Bow Co.; Standard Oil Co. of N. J. (Esso Products), "Esso Reporter," through Marschalk & Pratt, Inc.; National Biscuit Co., "Dan Harding's Wife," ETs, through McCann-Erickson.

WJZ, New York: Griswold Mfg. Co., Erie, Pa., (kitchen utensils), starting Jan. 23, musical program. 9:30-9:45 a.m., through Batten, Barton, Durstine & Osborn.

WEVD, New York: Winkelman Shoe, six 15-min. news periods weekly, through Jay Lewis Associates.

WLW, Cincinnati: Groves Bromo Quinine, program, twice weekly, through H. W. Kastor & Sons; American Book Mart, "Barton Rees Pogue's Scrap Book," program, through E. H. Brown Advertising Agency.

### WLW, Cincinnati

Peter Grant, newscaster, set for another year by North American Insurance Co. through Franklin Bruck Adv'g Corp., N. Y.

Pa and Ma McCormick, the Brown County Revelers, the Drifting Pioneers and other talent will appear in an additional Consolidated Drug Trades Products series, giving sponsor six hours weekly on station. Benson & Dall, Chicago, is the agency.

Marlin Maine and his ork, Five Novelty Aces and Lynn Cole are the talent on twice-weekly Groves Bromo Quinine show, through H. W. Kastor & Sons, Chicago.

Barton Rees Pogue, Hoosier poet, starts an evening stint Jan. 7 for American Book Mart. An ork is being auditioned.

The new Horace Heidt (Alemite), Elizabeth Arden (Eddy Duchin) and Vitalis ("For Men Only") programs are set for the station.

### WCBS, Springfield, Ill.

Excitement was rampant here last week. Having promised to carry all of the local high school basketball games, station found itself with all four teams playing at same time on same night. Engineers solved problem by placing a mike at all gyms, with sportscasters giving alternate descriptions.

Fire in adjoining building last week chased announcers and control men from their posts, but not until Program Director John J. Corrigan's boys had transferred broadcast to the transmitter located on other side of the city.

## JIMMY ALDIN

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BEN 6-4759



**B**ILL BACHER bobs into the news again in connection with a persistent Boulevard rumor to the effect that a new "big show" to be headed by the Three Marx Brothers and produced by Bacher is in the offing.

Donald W. Thornburg, CBS vice-president, off to San Francisco last week for a few days on network affairs.

Resignation of Norman Field as executive secretary of the local AFRA last week was withdrawn after the arrival of Emily Holt, national executive secretary, from New York. Field was a prime force in establishing the unit here.

Jimmy Grier's orchestra and Julie Gibson, vocalist, get new 13-week tickets with Joe Penner.

Don Wilson has been cast as a radio announcer in RKO's "Radio City Revels."

Nola Luxford and a stellar radio cast will participate in a Goodwill Christmas show from KFI on Dec. 22 to be broadcast throughout Canada and short-waved to Europe and Australia.

Harry Maizlish, general manager of KFVB, has set Wednesday as the date of the annual Christmas party for all Warner Bros. employees.

All Canada Radio Facilities, Calgary, has taken all Canadian rights to Earnshaw Radio Productions' ET "Crazy Quilt" series.

James R. Fouch, president of Universal Microphone, will spend Christmas at his Palm Springs hacienda.

Manning Ostroff, production manager at KFVB, off to San Francisco on a brief business trip.

Willis Parker, San Francisco writer-producer formerly connected with KSFO KYA and KFRA, has been added to the scripting staff at KFI-KECA under the direction of John Boylan, Harrison Holliday announces.

KFVB has started feeding several additional shows to the stations of the California Radio System. Among them are "Amateur Authors," "Stars Return," "Sing Back the Clock," "Popular Theater," "The Lamplighter," and orchestra remotes from Hawaiian Paradise.

I. O. Witte, formerly with Fitra Productions Inc. but now a free-lance transcription producer, is recovering from a threatened attack of pneu-

**New Network Shows Ahead**

**SATURDAY, DEC. 25**  
Arturo Toscanini and NBC Symphony Orchestra (sustaining), NBC Red and Blue networks, weekly, 10-11:30 p.m.

**SUNDAY, DEC. 26**  
Wrigley Co., "Double Everything," CBS, weekly, 6:30-7 p.m.

**TUESDAY, DEC. 28**  
Stewart-Warner (Alemite), Horace Heidt Brigadiers, NBC-Blue, weekly, 9-9:30 p.m.  
Elizabeth Arden (cosmetics), Eddy Duchin, Mutual, weekly, 10-10:30 p.m.

**WEDNESDAY, DEC. 29**  
Liggett & Myers (Chesterfield cigars), Lawrence Tibbett, CBS, weekly 9-9:30 p.m.

**FRIDAY, DEC. 31**  
Liggett & Myers (Chesterfield), Paul Whiteman, CBS, weekly, 8:30-9 p.m.

**SUNDAY, JAN. 2**  
Wheeling Steel Corp., "Musical Steel-makers," Mutual, weekly, 5-5:30 p.m.  
American Rolling Mill, Frank Simon and Arcco Band, NBC-Blue, weekly, 3:30-4 p.m.  
H. J. Heinz Co., "Magazine of the Air," shifts Thursday afternoon edition to Sunday, CBS, weekly, 5-5:30 p.m.  
Pepsodent, Walt Disney's "Mickey Mouse," NBC-Red, weekly, 5:30-6 p.m.

**MONDAY, JAN. 3**  
Pillsbury, "Woman in White," NBC-Red, Monday through Friday, 10:45 a.m.  
Procter & Gamble, brings its five shows,

"Ma Perkins," "The Goldbergs," "Kitty Keene," "Road to Life" and "The O'Neills" to CBS, Monday through Friday.  
Benjamin Moore & Co. (paints), "Betty Moore," NBC-Red, weekly, 11:45 a.m.  
Campbell Soup, "Amos 'n' Andy," NBC-Red, Monday through Friday, 7-7:15 p.m.  
J. B. Williams Co. (shaving cream), "True or False?" Mutual, weekly, 10-10:30 p.m.

**TUESDAY, JAN. 4**  
Pond's, "Those We Love," NBC-Blue, weekly, 8-8:30 p.m.

**SUNDAY, JAN. 9**  
Vadco Sales Corp., takes over "Court of Human Relations," Mutual weekly, 4-4:30 p.m.

Glass Container Ass'n, dramatic program, NBC-Blue, weekly, 1:30-2 p.m.

**MONDAY, JAN. 10**  
Bristol-Myers (Vitalis), "For Men Only," revived and switched to NBC-Red, weekly, 10:30-11 p.m.

**WEDNESDAY, JAN. 12**  
U. S. Rubber Co., Ben Bernie. CBS, weekly, 9:30-10 p.m.

**SUNDAY, JAN. 16**  
J. W. Marrow Mfg. Co., Henry Busse. NBC-Red, weekly, 1:15-1:30 p.m.

**TUESDAY, FEB. 8**  
General Shoe Co., "Famous Fortunes," Mutual, weekly, 6:45-7 p.m.

**WJBK, Detroit**

Uncle Nick of WJBK's popular "Children's Hour" is now conducting the "Teen Age Amateur Hour" from the stages of neighborhood theaters. The half hour shows are broadcast Tuesday and Friday at 8:30 p.m. Sally Furs is sponsoring.

Bill Sawyer, free lance announcer, has inaugurated a new program he calls "Shoppin," a cooperate quarter hour program with six sponsors. Stunt includes informal style of reading advertising messages, interspersed with news oddities. Heard at 5:30 p.m. Monday through Saturday.

Don Wille is heard each Friday evening at 9:30 in "Reviews of the New Films." Wille sees all new first runs at previews and then tells air audience exactly what he thinks of them . . . no holds barred. His theme song is "You Can't Pull the Wool Over My Eyes." On occasions he interviews local newspaper movie critics on the air. His latest visitor was Jimmie Pooler of the Free Press.

Pet Milk Co. has renewed for 26 weeks its 15-minute daily program on "Polish Varieties" at 10 a.m., Monday, Thursday and Saturday. This is the second renewal for Herbert Mertz and String Ensemble on the Pet program. Gardner Agency places the business. "Polish Varieties" are now beginning their sixth year on WJBK.

monia and will be around and about again in a couple of weeks.

Thirteen of the "Gospel Songs and Hymns" transcribed by Homer Rodeheaver, singing evangelist long associated with Billy Sunday, have been taken for his Australian clients by Dr. Ralph L. Power.

Walter Biddick, president of the Walter Biddick Co., station representatives, will spend the holiday season at his Palm Springs rancho, commuting daily.

**KFYR, Bismarck**

Hazel Johnson, popular songstress, receives many fan pictures as well as fan letters. So that she can become better acquainted with her listeners she asks that they send their pictures to her. In return the picture sender receives a likeness of Miss Johnson, who now has several large books filled with fan pictures.

Tuesdays and Thursdays at 5 p.m., KFVR feeds "Dakota Maid" flour program to the six-station network of the Dakota Broadcasting System. Program features Colonel Irving "Speed" Wallace explorer, lecturer, athlete, and author of "Mexico Today."

Manager Frank Fitzsimonds is back from New York, where he held confabs with several NBC officials and representatives of leading agencies.

Dick Burris, program director, now presenting "Breadwinners" every Thursday at 1. Burris brings someone in a different job or profession every week before the mike for an informal interview to reveal the little known and human interest angles of the occupations.

Amateur Show craze has not yet hit the skids in Bismarck. Local show which has a radio tie-up with KFVR is promoted by Sam Kontos and is staged every Saturday in Bismarck's World War Memorial Building, seating 2,500. One hour of amateur acts is followed by three-hour Barn Dance to music by Maestro Kontos' band. KFVR does a remote pick-up of the dance music, 10:30-11 p.m.

**Jack and Loretta Six Weekly**

Beginning this week Jack and Loretta Clemens will be presented six times weekly by NBC. The singing brother and sister team start a new series of 8:45 a.m. broadcasts via WJZ tomorrow morning which will be heard every Tuesday, Thursday and Saturday. Jack and Loretta will have to clear, prepare and sing 90 tunes each week.



**W.** H. STEIN, vice president of MCA, suffered several attacks of appendicitis, and is under scrutiny of physicians.

Morey Lipsey of MCA radio department, recovering from a stomach ailment, is back at work part of each day.

Dick McBroome will motor west starting Wednesday to take over new post as director of new John Blair office in Seattle.

Harriette Widmer (Aunt Jemima) and her two comedians, Buck and Wheat (Vance McCune and Forrest Lewis), are giving a benefit program at the Chicago Municipal Tuberculosis Sanitarium on Dec. 22.

Franklyn MacCormack, Poetic Melodies verse reader, is recovering from a session of reading a 40-page fan letter from Texas. Message required 36 cents postage.

Kurt Kupfer has joined "Romance of Helen Trent" in the role of Director Steinblock. Alice Hill has also joined this cast.

Ben Kanter, musical director WJJD and WIND, to Springfield over weekend to get his certificate entitling him to hang out a lawyer's shingle.

Philadelphia orchestra under Eugene Ormandy due here for concert at Opera House on Jan. 5.

Ronnie Kogen, son of Harry Kogen, NBC orchestra leader, makes his bow as a fiddle player on his fifth birthday Dec. 20. Papa Kogen will give him daily lessons on his new Mittenwald.

Ken Ellington and Hal Burnett off to Kenosha to transcribe a salute for that city to be broadcast later on WBBM.

Pliner and Earle, duo-pianists, and their band now on CBS from Tally-hoo Room of Medinah Athletic Club.

Thomas J. Horan, who rose from page boy to member of the junior production dept. at NBC, has been appointed supervisor, replacing M. W. Wood, who resigned. Robert J. Graham has moved up to fill Horan's vacancy.

When Roy Brower failed to show at Cabin of the Crossroads broadcasts because of illness Forrest Lewis, who plays another part in same show, doubled for him—and neatly, too.

Janice Porter, young soprano of the Chicago City Opera Co., has joined floor show at Edgewater Beach and is singing with Orrin Tucker's orchestra, heard nightly over CBS.

**RCA-Hazeltine Deal**

RCA has entered into agreements with Hazeltine Corp. whereby it has acquired simple non-exclusive licenses in all radio fields under the Hazeltine patents applying to receiving sets. These agreements effect termination of long pending litigation between the parties.

## BOSTON

Christopher B. Sykes has joined NBC sales department here.

Bradley Kincaid, hillbilly heard daily over WBZ-WBZA, has left for WTAM, Cleveland.

Jackie Heller did his NBC airings from the WBZ studios perched on a phone book.

Lynne Sherman, Mayfair songstress, is now doing a weekly half-hour show with Rakov's Orchestra to the NBC-Blue network on Wednesday.

## WDGY, Minneapolis

George W. Young, owner and g.m., has recovered from accident while deer hunting in N. D.

Station has sold Mutual's New Year broadcast on East-West football game to Chevrolet dealers.

New Western Electric high fidelity wide range transmitter was completed recently, greatly increasing the station's signal.

WDGY programs are being received clearly in the Texas Panhandle, fan mail shows.

Howard Wilson, head of the rep firm, was a recent visitor.

## WMEX, Boston

John E. Reilly, program director, tomorrow starts the first "Dance Parade" of continuous music from local hotels and night clubs. Music of Jimmy McHale, Marshall Morrill, Perley Stevens and Don Julio will be heard.

Starting today, station will feed Inter-City programs, plus some of its own, to the new WLAW, Lawrence, which opened yesterday. Various orchestras, the Murray Twins, Federal Theater directed by Kendall Weston, and other items will be piped.

## WTAQ, Green Bay

Em Owen is at the console and Sam De Signe does the announcing in a novel and popular organ program being aired direct from Baum's department store at 4 each afternoon.

Christmas Eve midnight mass from National Shrine of St. Joseph, West De Pere, Wis., will be aired.

Lornie Wilkinson's Farmhands, comedy orchestra, plans to entertain the inmates of Hickory Grove sanitarium on Thursday.

## ONE MINUTE INTERVIEW

## BERNIE CUMMINS

"Orchestras which play popular tunes are primarily interested in playing music for dancing. That is why there will always be bands which feature waltzes and slow fox trots. Swing bands cater to another type of dance, the 'Suzie Q', 'Truckin'', etc. which are also popular. There is, and there always will be, room for both types of bands, sweet and swing. The types of dances that can be invented to go with certain musical styles are what dictate musical fashions."

## ★ Coast-to-Coast ★

**P**RESTIGE of twice-a-week safety campaign over KIDO, Boise, has attracted public officials to air their views on motor vehicle problems. There is now a three week waiting list (that's six programs) of state and city officials who crave a chance. Nice thing about it—been sponsored from the start by Campbell-Simpson Motor Co., who find value in public service angle.

*A special New Year's program featuring the traditional Watch Night Service from London will be heard over WOR-Mutual on Dec. 31 at 6:45-7:01 p.m. Program will come via BBC and CBC.*

The CBS "Buddy Clark Entertains" series shifts its time and date today when it becomes a Monday, 8-8:30 p.m. feature. The program was formerly heard on Thursday nights at 10.

*The 75-voice children's choir of the Mormon Church in Portland Ore., repeated over KOIN yesterday the cantata, "King of Christmas," presented successfully last year. Other KOIN Christmas programs include carols by University of Portland Choral Club, and Portland Elementary School orchestra.*

Concluding a broadcast schedule of local gridiron affairs consisting of Southwestern University's games, West Tennessee Teachers College contests, all local high and prep school games, and intersectional tilts between Ole Miss and University of Arkansas, University of Tennessee and Ole Miss, and the championship tussle between Chicago's Austin High and The Golden Bears of Jackson, Tennessee, West Tennessee high

## WQAM, Miami

Nurman MacKay, program director, begins a junior amateur hour from stage of Cinema Casino, Miami Beach.

Miami Biltmore \$10,000 golf open covered for WQAM audience by Dinty Dennis, Johnny Farrell former P.G.A. champ, and Leslie Harris.

Jack Thurston has been appointed musical director in charge of all musical activities.

Station has inaugurated a new type traffic safety program with Lt. Dan Reynolds of the Miami Police department and Leslie Harris, the special events director, cruising around the city in the station's mobile unit and shortwaving their observations of traffic violations as they occur, to the audience. Serious offenders are given tickets by Lt. Reynolds and the conversation broadcast.

Fred Fowles, announcer, did a guest short as emcee for the Empty Stocking Fund show in Miami.

The Brazell Sisters, harmony trio, formerly with WMBR, have joined the warbling staff.

school champions, WHBQ in Memphis selected an All Radio high-school eleven, based upon observance of games broadcast, interviewing the final all-star eleven in the WHBQ studios after concluding game of high school season, and presenting each member of the team with gold footballs awarded by Coca Cola, sponsors of the football broadcast. Bob Alburty, WHBQ manager and sports announcer who voiced the play of all games for Coca Cola, made the selections on the star eleven, conducted presentation interviews with the grid-ders, and awarded the prize footballs.

Nila Mack, CBS writer-directress, will repeat for the fifth time by listener demand her own Christmas fantasy, "The House of the World," when "Let's Pretend" is heard over CBS on Dec. 25 at 10:30-11 a.m.

*Jean Ellington's NBC-Red network spot at 1:00 p.m. on Thursdays has been moved to Mondays at the same time and same network.*

More than 100 world champions, representing every field of sports, will give their predictions of athletics in 1938 and review achievements of 1937 when the annual Los Angeles Times' "Sports Headliners of 1937" program is broadcast Dec. 29 at 9 p.m. EST. over NBC-Blue network.

*Ed Smalle's seven voice chorus, recently renewed on the Leo Reisman WEAJ Thursday night beer series, is being considered for two new commercial programs. The first of these will feature Oscar Strauss and a semi-symphonic orchestra, the second will offer Arnold Johnson's orchestra.*

## KWTO-KGBX, Springfield, Mo.

Jerry Thrailkill, who syndicates the popular odd-fact program, the "Answer Man," is getting real co-operation from her Ozarks listeners. Hugh Parsons of Jefferson City, Mo., not only sent in information concerning record time for harvesting wheat, making it into flour, and baking it into bread, but also sent in photostatic proof. Incidentally, the time was 4 minutes, 55 seconds.

Jim Simmons, recently of KWK, St. Louis, is back on the KWTO-KGBX announcing staff after an absence of 18 months. Intervening time was spent with KCMO, Kansas City, and KWK.

"Odie and Sue", otherwise Mr. and Mrs. Odie Thompson are the parents of a bouncing baby boy.

## WFAA, Dallas

Jaines Alderman, announcer and news commentator, recently completed dialogue on a 15-minute commercial film for Dixie Cultivator Co. Raymond Le Pere, well-known southwest organist, tomorrow becomes staff organist.

## SAN FRANCISCO

Dean (Budda) Maddux, amateur radio pilot of Marin Dell Creamery's amateur program Saturdays at KFRC, also has signed with the Leon Livingston agency to start a vox pop program the first of the year for Langendorf United Bakeries' "Holsum Bread." He'll be assisted by Marcia Miller. KSFO will also originate the new Durkee-Famous Foods program, "My Secret Ambition."

Norman Sper, Hollywood sport-caster and football game predictor, visiting here.

"Tales of California" authored by Sam Dickson gets another 13-week extension.

Hal Burdick's "Dr. Kate" NBC serial has faded.

Tom Breneman, who is returning here in connection with CBS plans to return production to KSFO, will arrive after emceeing his last Durkee show over KNX on Dec. 26. Durkee's new show and Roma Wine's "A Toast to the Town" will be his first assignments.

Joe Hernandez, who recreates Tanforan races nightly over KYA, got a letter signed by 200 Calgary, Canada, dialers of the show.

Bob Dumm, KSFO special events producer, back at work after being bed-ridden for a week.

Dick Deasy, KYA announcer, in bed with flu.

Milt Samuel, NBC press chief, back at work with his throat trouble nearly cleared up.

Howard Duff, lead actor of "The Phantom Pilot," five-a-week Mutual serial, and one other member of the cast will go south with the show when it moves Dec. 27. Switch came when Langendorf Bakeries' went from McCann-Erickson to Young & Rubicam.

A new, small studio for news broadcasts exclusively has been built for the NBC-INS news airings handled by Berton Bennett and Hal Gibney. Lee Strahorne produces.

## WINS, New York

"Ice Follies of 1938" will be broadcast over WINS direct from Madison Square Garden, Dec. 22-24. Don Dunphy, sports announcer, at mike.

A poetry contest is now being conducted in conjunction with the recently inaugurated series known as "Early American Poets" over WINS.

**DO YOU KNOW**

More than half of all auto radios sold in Canada during the past 12 months were Philcos.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 121

NEW YORK, N. Y., TUESDAY, DECEMBER 21, 1937

FIVE CENTS

## FCC Scans West Skit

### Looking On ... AND LISTENING IN

**BUSINESS** The year just closing has been the best in history for broadcasting, from a billings standpoint. Even the recent decline in general industrial activity has had only a slight effect on air advertising, and now that the skies are beginning to clear there is every indication that new highs in time sales are ahead.

The products that make up the bulk of radio sponsorship are necessities that meet with about the same volume year in and year out.

People must eat, drink, wear clothes, smoke, drive cars and use liniment in good times as well as bad.

For that reason, companies who curtail advertising are bound to lose out to the more enterprising sponsors who are shrewd enough to allow no interruption in their sales stimulation as well as goodwill building.

**INJUSTICE** Radio can do a thousand good deeds and never get a line of credit for it, but let it make just one little slip and the anti-radio forces will be on its neck quicker than you can say Charlie McCarthy.

So far, radio has kept its nose so clean that the inimical interests have had a tough time finding anything to make very much of a fuss about.

That's why they hopped so heavily on the Mae West skit.

The number of listeners who saw nothing wrong in the West performance may have outnumbered the "offended" ones by ten to one.

But it looked the other way around because only the squawkers got into print.

—D. C. G.

### Baiting the Males

Portland, Ore.—A local women's wear shop is getting very good results from a "for men only" Christmas shopping broadcast over KOIN. Originally tried last year, the show is presented in the evening and has an announcer wandering about the shop and describing dainty feminine gift suggestions as seen through masculine eyes.

### 250 IRNA CONTRACTS ALREADY IN ESCROW

IRNA contracts representing more than \$1,000,000 in additional musician salaries are now being held in escrow by the AFM and the IRNA accountants, Ernst & Ernst. Over 200 contracts have been returned as negotiated with locals of the AFM, with approximately 40 more en route that have been set. This makes

(Continued on Page 5)

### Atlantic Refining Gets Eastern League Games

Albany — Atlantic Refining Co., which recently bid \$20,000 for Eastern League (formerly New York-Pennsylvania) broadcasting rights, will air circuit contests in seven of its cities next season, it is learned. Albany is the lone club scheduled

(Continued on Page 2)

### General Mills Ready New Transcribed Serial

Chicago—General Mills is getting ready to air a new serial, "Those Happy Gilmans," for its Corn-Kix. WTMJ and WTAD already are set. Show will be transcribed here, with Blackett-Sample-Hummert handling. G.M. also starts testing another new serial, "Magnificent Lady," Jan. 3 over WGN.

### Kroger Adding Series

Chicago — Kroger store chain, through Ralph Jones agency, is readying a new show to supplement its present "Linda's First Love," which plugs coffee.

## Ford and Colgate Renew Three CBS Shows to 1939

### Appeals Court Reverses Texas Border Convictions

New Orleans—Reversing the sentence and conviction of a Texas district court, the fifth U. S. Circuit Court of Appeals here found that Norman Baker, manager of XENT, Nueva Laredo, Mexico, and E. R. Rood were not guilty of conspiring

(Continued on Page 2)

## McNinch Asks NBC for Transcription and Complete Information on Chase & Sanborn Show

### Qualifying

Chicago — Marek Weber, German maestro who takes over Craven hour Jan. 3, has taken out first citizenship papers and is learning to play "The Star Spangled Banner" on his violin.

## ZONITE PRODUCTS PLANS SPRING SPOT CAMPAIGN

Zonite Products Corp. (Larvex) in March will start a series of one-minute spot announcements over 37 stations in as many markets. Sponsor will use participation programs throughout, if possible. McCann-Erickson Inc. has the account.

## Craven Sees S. America Offering Best Market

Washington Bureau, RADIO DAILY  
Washington—Praising accomplishments of Inter-American radio conference at Havana as having great significance, Commissioner T. A. M. Craven of the FCC, at a press conference yesterday, declared that, in view of the far Eastern trouble, South America offers the best market today for broadcasters. Craven urged Pan-American broadcasting as necessary in view of foreign propaganda broadcasts.

Washington Bureau, RADIO DAILY  
Washington—At the request of Chairman Frank R. McNinch of the FCC, in a communication sent Saturday night to Lenox R. Lohr, NBC president, the network yesterday sent a transcription of the Mae West "Adam and Eve" script on the Chase & Sanborn program of Dec. 12, plus detailed information on the broadcast, contract with Mae West, etc. Action resulted from protests received at the FCC, principally from

(Continued on Page 2)

## EMILE J. GOUGH RESIGNS FROM HEARST RADIO INC.

Emile J. Gough has resigned as vice-president and general manager of Hearst Radio Inc., it was learned yesterday. His future plans will be announced shortly. Gough, who was connected with Hearst for 25 years in editorial and other capacities, will continue on the IRNA committee.

## Chicago Baseball War Is Started by Wrigley

Chicago—P. K. Wrigley, president of Chicago National League club (Cubs) and friend of broadcasting, baseball and otherwise, has started a private war between baseball broadcasting interests here. He opposes American League sale of exclusive rights to sponsor providing

(Continued on Page 2)

### Radios for Blind

Los Angeles—Dale Armstrong, radio editor of L. A. Times, has started a one-man campaign here to put a radio in the home of every blind person in Los Angeles county who at present has no set. The newspaper's trucks are busy picking up sets donated by readers who phone in. The idea is expected to be adopted in other cities.

Ford and Colgate-Palmolive-Peet, two large exclusive CBS clients, yesterday renewed three CBS programs. Renewals run until January, 1939.

Ford is continuing "Al Pearce and His Gang" on 95 stations, Tuesdays, 9-9:30 p.m., with repeat at 12 midnight.

C-P-P is renewing "Myrt and Marge" on 61 stations, Mondays through Fridays, 10:15-10:30 a.m.

(Continued on Page 2)



Vol. 2, No. 121 Tues., Dec. 21, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, Dec. 20)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd, Stewart Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Stromberg Carlson.

Appeals Court Reverses Texas Border Convictions

(Continued from Page 1) to violate the FCC law. Baker had been fined \$2,000 and sentenced to four months in jail. Rood had been fined \$500. The government contended that both had shipped disks, which were put on the air by a station that was heard in the U. S. In ruling, the court held that the shipping of records for broadcasts would not be any more of a violation than the shipping of radio scripts.

F.C.C. ACTIVITIES

APPLICATIONS RECEIVED Fredericksburg Broadcasting Corp., Fredericksburg, Va. CP for new station, 1200 kc., 250 watts, daytime. WKY Radiophone Co., Oklahoma City. CP for new relay station. 1622, 2058, 2150, 2790 kc., 40 watts.

Jaeger-Hassemer Wedding

John Jaeger, chief announcer at WNEW, was married Sunday to Evelyn Hassemer, also of the station.

NEW RADIO SCRIPT FOR IMMEDIATE RELEASE "MUSICAL COURT OF APPEALS"

A comedy musical half hour show combining song with current song hits. For House Orchestras or Recordings. SAM H. STIEFEL ENTERPRISES INC. 1619 Broadway, N. Y. Radio Script Service Department

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Dec. 18, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Table with columns: Selection, Publisher, Times Played. Rows include Rosalie (Chappell and Co.), True Confession (Famous Music Corp.), Once in Awhile (Miller Music Inc.), You're a Sweetheart (Robbins Music Corp.), Sweet Someone (Leo Feist Inc.), There's a Goldmine in the Sky (Irving Berlin Inc.), I Double Dare You (Shapiro Bernstein Inc.), Nice Work If You Can Get It (Chappell and Co.), Bob White (Remick Music Corp.), I Still Love to Kiss You Good-Night (Leo Feist Inc.), You Took the Words Right Out of My Heart (Paramount Music Corp.), Dipsy Doodle (Lincoln Music Corp.), Ebb Tide (Paramount Music Corp.), Farewell, My Love (Harms Inc.), I Wanna Be in Winchell's Column (Leo Feist Inc.), You Can't Stop Me From Dreaming (Remick Music Corp.), Blossoms on Broadway (Famous Music Corp.), In the Still of the Night (Chappell and Co.), Roses in December (Irving Berlin Inc.), Sweet Stranger (Ager, Yellen and Bornstein), When the Organ Played Oh Promise Me (Joe Morris Music Co.), Josephine (Leo Feist Inc.).

Atlantic Refining Gets Eastern League Games

(Continued from Page 1) to use other sponsorship. Local outfit had tentatively tied up again with General Mills prior to the bid submitted by Les Qualey of N. W. Ayer & Son.

Atlantic is said to have upped its original bid, with Trenton, Hazelton, Scranton, Binghamton, Elmira and Williamsport reported to have signed at a reputed \$4,000 apiece. Wilkes-Barre will have a separate contract, presumably at a better price.

Chicago Baseball War Is Started by Wrigley

(Continued from Page 1) for only two outlets for White Sox games here because it might in effect tend to limit the Cubs' broadcasts to two sponsors also. Wrigley prefers five as there were last year. Report has it that if Sox stand by plan to cut local outlets of their games to two, Wrigley will permit road game broadcasts of Cubs' games, bringing them into direct conflict with broadcast of Sox home games.

WOR Honors Champ Salesman

At the regular weekly sales meeting held by the WOR staff yesterday morning, George A. Schmidt, salesman, was presented a Longine watch for having written a million dollars' worth of advertising in the three and one-half years he has been with the station. Actual figure was \$1,004,337 and is held to be a record for non-network contracts. Presentation was made by Theodore C. Streibert, vice-president and general manager of WOR.

FCC Chairman Scans Mae West C&S Script

(Continued from Page 1) Catholics, to the effect that the skit was indecent and profane.

The FCC has no power to censor broadcasts, but is charged with enforcing the law against obscenity or profanity. Violation would provide grounds for revocation of license of a station.

Representative Lawrence Connery of Mass. yesterday sent a letter to McNinch demanding cancellation of license of the station where the Mae West skit originated. Representative O'Toole of New York also filed protest with McNinch.

On last Sunday night's broadcast, Chase & Sanborn made a complete apology for "any unintended offense" on the previous week's show and pledged itself to greater care in future.

Ford and Colgate Renew 3 CBS Shows Until 1939

(Continued from Page 1) with repeat at 4 p.m., and "Gangbusters" on 57 stations, Wednesdays, 10-10:30 p.m. Col. H. Norman Schwartzkopf will be commentator on Phillips H. Lord's "Gangbusters" starting Jan. 12.

Benton & Bowles places the C-P-P business, N. W. Ayer has the Ford account.



MORE for your RADIO DOLLAR

INTERSTATE BROADCASTING CO. 730 Fifth Ave., New York

COMING and GOING

MILTON BLINK, associated with Jerry King in Standard Radio, leaves his Chicago office for a trip to Hollywood after Jan. 1.

AL GOODMAN, orchestra leader, left Hollywood for New York to spend the holidays and is due back on the Coast Jan. 15 for radio and film assignments.

JOHN and ELAINE BARRYMORE are in New York for the holidays.

DAVE RUBINOFF is en route to the Coast. ABNER SILVER sails for Europe today.

FRANCES FOSTER of the Stiefel office leaves today for a cruise to Panama.

FRED ROBBINS, sales manager of the Stiefel office, returned yesterday from a business trip to Canada.

DORIS GILBERT, daughter of L. Wolfe Gilbert, is en route to Hollywood for screen and radio writing assignments.

MARY MARGARET McBRIDE flies to Florida on Thursday for one week. Will broadcast from CBS studios in Miami.

SPENCER BENTLEY of Betty & Bob cast flies to New York Jan. 13 for a short vacation. PHIL RUBINOFF to Chicago last night on business.

IRVING CAESAR, president of the SPA, leaves for Miami tomorrow for a 10-day rest.

FATHER JAMES A. WAGNER, managing director of WHBY, Green Bay, is in town.

ARTHUR GILMORE, CBS announcer, and DOROTHY BARSTOW, producer, are eastbound from Hollywood with JEAN HERSHOLT, who will air his next two "Dr. Christian" programs from New York.

Hauser as Promotion Counsel

Bert Hauser, assistant manager of the NBC sales promotion division, has been assigned to act as sales promotion counsel for all the NBC owned and operated station promotion.

THE BEST ELECTRICAL TRANSCRIPTION IS THE CHEAPEST!

A show is no better than its recording! Here are the "quality" methods we use:

Standard wax recordings on 1/2 ton machines (double safety wax reserve). Factory processed, surface-noiseless pressings, for rebroadcast purposes matching maximum range of "High Fidelity" radio stations, best pick ups and speakers on market.

All assignments guaranteed from recording to delivery to station with all necessary A F of M, MPPA, FCC releases.

Remote Control—permanent lines.

Studio — Latest double ceiling — Acoustically adjustable — Numerous dynamic microphone channels. Studio, Control and Recording Engineers (3) to each job.

JEAN V. GROMBACH, INC. 113 West 57th St. New York

Established 1930 Phone Circle 7-6980

discover the Italian Market...

*complete, economical coverage through*

**WOV**

NEW YORK, 1000 Watts

**WBIL**

NEW YORK, 5000 Watts

**WPEN**

PHILADELPHIA, 1000 Watts

**ITALO AMERICANS**

LIVING ONE HUNDRED MILES AROUND  
THE CITY OF NEW YORK:

New York . . . . .	1,200,000
Westchester . . . . .	82,000
Connecticut . . . . .	261,000
New Jersey . . . . .	507,000
Philadelphia . . . . .	350,000
Delaware . . . . .	121,000
<b>TOTAL . . . . .</b>	<b>2,521,000</b>

We know this market and we think we know how to sell your product to the Italo American consumer. For further detailed information, write or call, with no obligation on your part.

**INTERNATIONAL BROADCASTING CORP.**  
132 West 43rd Street - Tel. BRyant 9-6080 - New York, N. Y.

...a billion dollar Market

## PROGRAM REVIEWS

*"The Rhyme Doctor"*

Falling into the category of inspirational broadcasts, this new WMCA daily-except-Sunday feature at 8:30-8:45 a.m. follows a somewhat different style by giving advice in rhyme. Peter Maxwell is the "Rhyme Doctor". He invites listeners to write in and state their problems. Reading of the letters is given an emotional touch to bring out the feeling behind them as intended by the writers, whose names are withheld. Maxwell then gives a little discussion, followed by the poetic advice, which doubtless will prove a lift to the troubled writers.

Initial program yesterday had the disadvantage of following a religious talk.

Radio Ed. Takes to Air  
In "Silent Night" Plea

Cincinnati—Paul Kennedy, radio editor of Cincinnati Post, will carry his campaign to save "Silent Night" to the vast radio audience of WLW tonight in response to an invitation from Peter Grant to appear on Grant's "Press Review" program, 7:30-7:45 p.m.

Kennedy, through his daily column, has created nationwide interest in the favorite Christmas carol. Columnist contends "Silent Night" should be restricted to use at Christmas time, else the number will die within the next five years. He resents some programs literally "butchering" the carol and believes pressure should be brought to limit number of airings each season. Grant will give Kennedy the opportunity to present his side of campaign.

## Doc Rand Dead

Albany—Royden Nelson (Doc) Rand, continuity director of WOKO and WABY, died Friday and was buried yesterday. Rand was one of the few clergymen engaged in active broadcasting for sponsors. He originally did a Biblical series over WGY, Schenectady, but for the past two years had been doing a noon quiz, playing character roles, writing scripts and airing baseball games. Widow and three children survive. One son, Grenfell, will carry on the radio work.



Greetings from Radio Daily

December 21

Xavier Cugat

Bea Churchill

Pat Rossi



● ● ● Macfadden sold the title of True Story-NBC show, "Court of Human Relations," to a WOR sponsor and hereafter will call their Friday nite show "A. L. Alexander's True Story Hour".... Henny Youngman does two more appearances on the Kate Smith show and then gets the emcee spot on the Lucky Strike "Melody Puzzles" show which switches to NBC—unless Fred Keating, Jack Douglas and Jay C. Flippen (who will also audition for the spot) are selected before.... Mary Jane Walsh succeeds Ethel Shutta into the Glass Hat in N. Y., Jan. 5.... Mark Warnow leaves the Harry Conn "Earaches" show in two weeks to do a Sunday commercial and will be replaced by Freddie Rich.... New Borden show on WEAJ will be aired on Thurs. and Fri., 9-9:30 a.m., starting in Jan. and will be called "Home News" instead of "Special Edition," with Gabriel Heatter and a menu-giver-outer.... Buddy Rogers will feature a former vocalist of Vallee's, Pat Lee, at the College Inn, Chicago.... Jimmy Shields, who repeats on the Leo Reisman-Schaefer Beer show this Thursday, won't be on tonight's WOR-Lucky Strike "Melody Puzzles" show—the job going to the "unknown singer" of the "Hit Parade".... His many friends will be glad to know that Pete Barnum is recuperating at New York Hospital.... Joe Gallichio and his five musicians who've played the Amos 'n' Andy theme song for years won't be on their new series because an organ will be used.

● ● ● Thanks to radio, the Congregational church in Bertrand, Neb., had its first service in more than a year when Rev. Ray McConnell of Lincoln aired his sermon via KFAB, which was picked up and aired in the church.... All formalities of worship were carried out.... Another religious item comes from WLBC, Muncie, Ind., where Rev. and Mrs. Applegate, vocalists on "Singers' Hymn Time," got a letter from a farmer with a photograph of himself and his cow looking at a radio in the barn. Farmer says it helps with his milking and bossy always gives a moo at the end of the broadcast.

● ● ● Metro will cancel after 26 shows. Louis K. Sidney returns to New York next month. Ed Wynn may go on for Maxwell House.... Terri La Franconi and Walter Cassel have asked for and received their release from NBC.... Admiracion Shampoo has now decided to remain on with their MBSHOW—but Tim and Irene haven't accepted the deal yet.... George Olsen succeeds Dick Gasparre into La Conga Jan. 6—with Dick opening that nite at the Ambassador, following Scotti.... Bob Crosby opens at the Pennsylvania Jan. 15 for six weeks, with B. Goodman returning.... Frankie Marvin, former g.m. for Crawford Music, died yesterday. Services will be held tomorrow.... Though Nicky Blair said he'd pay \$5,000 weekly for a Paradise attraction last week—he offered Kate Smith \$30,000 for THREE weeks but Ted Collins said nix.... Nat Brusiloff-Bert Lee-Madison Loan show was renewed Sun for 13 weeks.... Harry Hershfield resumes his WMCAirings at midnite Jan. 3, Mon. thru Fri.... Joe Penner, Julie Gibson and Jimmy Griers band renewed on their show.

● ● ● (Baby) Rose Marie is now being handled by Moe Gale.... A brick was thrown into a window of the Scoville Machine Shop in Ohio and the thieves removed eight old and valuable firearms. WICA, Ashtabula, aired a description—and it so happened that a pawnbroker in Cleveland was tuned into the program. The next day two men entered his shop and laid the eight guns on his counter. He called the police, who arrested the men and returned the guns to the original owner.... WIOD, Miami, claims the doubtful distinction of being the first station to air a "blackout." It happened when Emcee Bob Nolan, playing Santa Claus with two brownies, gave the cue to cut lights—denoting end of skit. The electrician also cut off the amplifier's power of WIOD.

## AGENCIES

WILLIAM H. RANKIN CO. has added several new accounts, including British Colonial Hotel, Nassau, Bahamas, using newspapers, with Robert H. Rankin, v.p., as account executive; Parker Herhex Corp., using women's publications, and Red Star Line, with Robert H. and Charles W. Rankin as account executives.

SAVINGTON CRAMPTON, head of the William Esty office in Hollywood, trained out for New York over weekend to huddle with agency execs on future Oakie College shows, just renewed by Camel. Crampton will be East two weeks, and during his absence Ashmead Scott and Bill Goodwin will supervise the program. Mrs. Crampton accompanied the agency producer.

HARRY ACKERMAN, Packard account executive for Young & Rubicam, visiting Chicago office. He headquarters in Detroit.

BROOKS BEITLER, former Chicago Daily News news editor and latterly publicity director of Stack-Goble, has resigned to become promotion director for Audit Bureau Circulations, Chicago.

C. WENDEL MUENCH & CO., Chicago, has landed the Savory Foods account.

MITCHELL - FAUST agency, Chicago, has been appointed advertising counsel for the Consolidated Biscuit Co.

HARRY O'NEILL, manager of Consolidated Drug Trade Products, Chicago, to coast to check on radio activities there.

HSG ADVERTISING AGENCY, headed by Harry S. Goodman, has opened Chicago office at 134 N. La-Salle St. with H. Knuth in charge. Among the accounts being handled locally are the L. Fish Furniture stores which uses radio extensively; Aren Beverage & Spring Water Co., and Pilley Dairy Co.

BLACKETT-SAMPLE-HUMMERT, Chicago, has been given the Pop-sicle (frozen sucker) account.

HOWARD SMITH of the Rogers-Smith agency, Chicago, has been deer hunting in Texas.

CHARLES DALLAS REACH, president of the Newark agency, left today on a motor trip to Sarasota, Fla., where he will spend the holidays with his parents. Reach was accompanied by Mrs. Reach and their son and daughter.

## Lombardo Renewed

Guy Lombardo and his orchestra have had contract extended through 1938. It is understood that the program will continue to air over CBS. A time renewal will be signed later.

Give Your Loved Ones a Life  
Policy for Xmas

JOHN 4-2800 BEEKMAN 3-0375  
80 JOHN ST., NEW YORK

**PROGRAM**

★ **IDEAS** ★

What Local Stations Are Doing

**Christmas Specials**

Christmas activities suggested two community service opportunities to Ralph Nelson, program director of KCKN.

Nelson first arranged a special studio interview broadcast with the Kansas City, Kansas, postmaster, A. H. Gillis, to inform listeners concerning the correct way to wrap and address gifts for mailing.

Nelson then engineered a talk with Captain Roy Moulton of the K.C.K. Fire Department, on avoiding the danger of fire from Christmas lights and decorations.

**WISN to Air '38 Prospects**

On Sunday, Jan. 2, WISN in Milwaukee will present, during its regular Sunday Morning Breakfast Club program, "Prospects for 1938 Day." During the round table discussion Mayor Daniel W. Hoan will speak on the prospects for 1938 in the city of Milwaukee. Members of the Common Council will also attend the meeting and will give their thoughts on the prospects of 1938.

**KOA, Denver**

Bob Harris, announcer, beaming and willing to talk at moment's notice about his newly arrived son. Will be named after its proud father.

Joe Rohrer, engineer, appointed ass't control supervisor, succeeding Walt Morrisey, who recently became supervisor.

A. E. Nelson, manager of KDKA, Pittsburgh, coming to Denver for Christmas holiday visit. Left here last fall to manage KDKA.

Preparations under way for huge Christmas party in clients' audition room Dec. 24. KOA staff will attend en toto. Drawing for gifts, coffee and cakes. Broadcasting will go on as usual.

Ward & Sorenson, piano team, and "Girls of The West", girl trio, made personal appearance at McMurtry Co. Party held at Cosmopolitan Hotel, Denver.

**Detective Dramatizing Cases**

Detective Daniel M. Eisenberg, head of Skip Tracers Co., is having material from cases handled by his organization prepared in radio scripts with a view to placing them on the air. The N. Y. World-Telegram is running a series of articles on Eisenberg and his activities in locating missing persons.

**SALES MANAGER WANTED**

1,000,000 shopping area  
5,000 WATT CHAIN STATION

Write Box A-122, Radio Daily  
1501 Broadway New York City

**250 IRNA Contracts Already in Escrow**

(Continued from Page 1)

total returns to date about 250 contracts, which does not include key station contracts set.

According to Jos. N. Weber, AFM president, the difficulties surrounding those contracts which are being held up are mostly a matter of entertainer status on commercial programs. It is believed that if the total sum involved in the contracts reaches within \$200,000 of the IRNA allocation of \$1,500,000, the Plan of Settlement will be declared operative, provided the major portion of the remaining \$200,000 is in process of negotiation. Present deadline is tomorrow and a definite move by the AFM is expected again on either a further extension or an understanding on the contracts still to be signed. Statement of policy may also be issued tomorrow, or a position taken on the stations not in the fold nor in process of negotiation.

**Edwina Eustis Gets Award**

Edwina Eustis, contralto, only New Yorker selected as a "rising musical star," won the \$500 award presented Sunday night to the most talented instrumentalist or vocalist heard in each three-week cycle on the "Rising Musical Stars" program over NBC-Red. Florence Easton presented the award, which makes the singer eligible for the grand award of \$1,000 to be presented next month. Competitors include Eugene List, pianist, who won in the first three-week cycle, and Carolyn Urbaneck, soprano winner in the second cycle.

**Everett Henry as Inspector**

Portland, Ore. — Everett Henry, member of KOIN's engineering staff since July 1936, was successful candidate for FCC post as radio inspector at Baltimore. Henry wrote a civil service examination for the position in Portland last March. He assumes new duties on Jan. 3.

**Penner Scripters Renewed**

West Coast Bureau, RADIO DAILY  
Los Angeles — Latham Ovens and Syd Cornell, scripters on the Joe Penner show, have had options lifted for an additional 13 weeks. Don Prindle, also writing for Penner, has a contract running to March 1, 1938.

**Cantor Renews Talent**

West Coast Bureau, RADIO DAILY  
Los Angeles — Eddie Cantor has lifted options for another 13 weeks on Jimmy Wallington, Pinky Tomlin, Jacques Renard and Viola Vonn for his "Texaco" program.

**Engles Resting Easy**

George Engles, v.p. of NBC in charge of Artists Service, was reported resting fairly comfortable yesterday, following an operation for appendicitis and gall bladder trouble.

**Bingham Owned WHAS**

Robert W. Bingham, U. S. ambassador to Great Britain, who died Saturday, was owner of WHAS, Louisville.

**Immediate Action Urged On N. J. Radio Campaign**

Immediate action on a projected \$150,000 advertising program to promote the State of New Jersey has been urged by Walter Kiddie, president of N. J. Chamber of Commerce, and James Kerney Jr., Press Association leader. Pleas for the project, which call for monies to be spent on radio and press promotion, were forwarded to George C. Warren Jr., chairman of N. J. Council.

Action by Kiddie and Kerney follows closely the suspension of radio activities by the council last week. Radio plans for 1938, though still in the formative stages, are said to include broadcasts either nationally or as far west as Illinois.

**Sarg and Palooka for Live Shows**

Teddy Bergman, program director of Sound Masters Inc., has been swamped with letters from radio stations all over the country requesting audition records of his two programs, "Tony Sarg's Puppet Parade" and "Joe Palooka," for possible local sponsorship. Bergman is working on deals to present both programs as live network shows and will only set them up as electrical transcriptions should the live shows not jell.

**Big Contract for WLBC**

Muncie, Ind.—One of the largest contracts on a non-cancellable basis was landed by Bill Craig, commercial manager of WLBC, when he signed The Keller Co., men's clothing store, for three five-minute periods daily except Sunday for sixty-one consecutive weeks. Keller signed the contract after using the facilities of the station for only a period of four weeks.

**"Jimmie Allen" for 3 Stations**

Kansas City—Russell C. Comer agency has sold 650 episodes of "Jimmie Allen" to Campbell-Taggart Associated Bakeries Inc. for use on KFEQ, St. Joseph, Mo.; KVOO, Tulsa, and WKY, Oklahoma City, starting Jan. 3.

**KUMA Aviation-Minded**

Yuma, Ariz.—KUMA has gone air-minded in more ways than broadcasting. E. N. Sturdivant, manager, is taking flying instruction from Bud Wilson of local flying school, and Ted Kielsing, engineer, is taking flying instruction from Denny Wraske.

**Ronald Dawson's 9th Year**

Washington Bureau, RADIO DAILY  
Washington — With the production tonight of "Spirit of Love," his own play, Ronald Dawson, WOL dramatic director, celebrates his ninth year on the air here.

**GUEST-ING**

ALICE FAYE and TONY MARTIN, on Eddie Cantor program, Dec. 29 (CBS, 8:30 p.m.).

CONNIE BOSWELL and LOUIS ARMSTRONG, on Bing Crosby show, Dec. 30 (NBC-Red, 10 p.m.).

ARMANDO PALACIOS, pianist, and MISHEL PIASTRO, violinist, with Helen Jepson and Donald Dickson on General Motors program, Dec. 26 (NBC-Blue, 8 p.m.).

FRANCHOT TONE, on Kate Smith program, Dec. 30 (CBS, 8 p.m.).

MADELEINE CARROLL and BRIAN AHERNE in "Beloved Enemy," on Lux Radio Theater, Dec. 27 (CBS, 9 p.m.).

FERNAND GRAVET and FLORENCE RICE, on final "Silver Theater" Broadcast, Dec. 26 (CBS, 5 p.m.).

**WPEN Staff Switches**

Philadelphia—Preparatory to going in for more English broadcasts, WPEN, member of the WOV-WBIL hook-up, has named Thomas Smith general program director, with the following assistants on foreign language shows: Oscar Goren, Jewish; Ralph Borelli, Italian; George Gerhardt, German, and Ralph Moderski, Polish.

George Lasker, g.m., reports good results from tests to determine amount of English audience.

**Higgins Joins Fizdale**

Don Higgins, former publicity director of CBS, has been appointed vice-president and news director of Tom Fizdale Inc. Higgins takes up new duties immediately at Fizdale headquarters in New York.

**WCHV Appoints Devine**

Charlottesville, Va. — WCHV recently appointed J. J. Devine & Associates as its national advertising representatives.



**5 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN**

who have studied intimately the radio stations represented by this firm and are prepared to make expert recommendations concerning spot campaigns in their important markets.

**John Blair & Co.**

CHICAGO NEW YORK DETROIT  
SAN FRANCISCO LOS ANGELES

**Radio Newsfeatures**  
Available to only one radio station in each city  
Represented exclusively by  
**STEPHEN SLESINGER, INC.**  
250 Park Avenue New York



LOCAL AFRA group has been assured a larger voice in national affairs, following the board meeting last week, attended by Emily Holt, national executive secretary, and presided over by Carleton KaDell, president of the local. Norman Field, local executive secretary, who withdrew his resignation, was tendered a vote of confidence.

Meredith Willson, NBC music head here who has been conducting the orchestra on the MGM-Maxwell "Good News of 1938" under a Benton & Bowles contract expiring Jan. 1, has been given a new ticket for 13 weeks by M-G-M at a reported boost in salary. The musical assignment thus comes directly under Louis K. Sidney and the Metro production staff on the show. James Stewart will emcee this week's show, on which Louis B. Mayer plays host to the cast at a "Christmas Party," and Albertina Rasch, dance director, and Dolly Tree, costume designer, have been added to the cast previously announced.

Carlton Kelsey, newly appointed musical director at KHJ, inaugurates a new half-hour musical program this week to take the place of "Tune Twisters," MCA-Don Lee production, which has been temporarily suspended while under sponsor consideration.

Gaylor Carter, organist, gets the nod to supply the musical background for Amos 'n' Andy when they switch to Campbell sponsorship on Jan. 3.

Aerogram Corp. has completed recordings by Salvatore Santaella and orchestra of six themes and transition music for forthcoming productions.

J. Donald Wilson, announcer on the "Charlie Chan," "Strange As It Seems" and other transcribed programs of the Raymond Morgan Co., has changed his name to "Norman" Wilson to avoid confusion with Jack Benny's "Don." Wilson formerly transposed the name into Wilson Donald, but that moniker didn't jell somehow.

NBC will carry the Christmas Day handicap from Santa Anita track, with Joe Hernandez calling 'em; Hedda Hopper reporting the feminine

### F.D.R. Celebration

Three major networks are at present engaged in lining up special programs for Jan. 30 to celebrate President Roosevelt's 56th birthday. The Dionne Quintuplets are to be heard, and an attempt will be made to run wires into the Hollywood Bowl to broadcast show that will be held there featuring Shirley Temple and Edgar Bergen with Charlie McCarthy. Proceeds of special parties will go to Warm Springs Foundation.

## ORCHESTRAS - MUSIC

LUCIO AGOSTINO, one of Canada's outstanding orchestra leaders, has joined the musical staff of "Canada 1937," broadcast Friday evenings over the CBC network.

Johnny Olson, long-time WTMJ favorite, invades the orchestra business Christmas day when his new band opens an engagement at the Futuristic Ballroom, Milwaukee. Olson follows Bill Carlsen's band which goes for a run at the Trianon, Chicago. Supporting Olson will be 16 people, including the three Charmayne sisters.

Jerry Livingston, maestro-composer, picked up his baton for the first time as a maestro in a leading hotel spot last night at Laurel in the Pines, Lakewood, N. J. The band will be featured three times weekly on Mutual.

Bunny Berigan, the trumpet-playing "Miracle Man of Swing," leaves soon for the coast where he will appear at the Club Palomar.

Bob Stanley, who supplies the orchestral background for WOR's "Jazz Nocturne," "Continental Varieties" and "Pat Barnes Opera," gets a new commercial next month.

Ethyl Barrett, featured soloist on WGY's "Modern Melodies" program with Gordie Randall's band, is now singing for Herb Gordon and his band at the Hotel Ten Eyck, Albany. Latter program is aired thrice weekly over WOKO.

Erno Rapee conducting the "Music Hall of the Air" broadcast next Sunday will repeat, by request, the great Fifth Symphony by Sibelius. Program is heard over NBC-Blue at 12:30 p.m.

Teddy Hill and his Swanee Rhythm go into the Savoy Ballroom tomorrow with an NBC wire. Chick Webb and

fashions, and Buddy Twiss and Joe Parker supplying descriptive highlights. Will be on the air at 3:35 to 4 p.m., but whether Red or Blue as yet undecided.

North American Accident & Insurance Co. is sponsoring 26 fifteen minute newscasts on KFI on a twice-weekly basis. Pat Bishop will handle at 8:30 a.m.

Local Willys automobile agencies have bought nine spot announcements daily on KMPC.

Details of the Joe Penner-Cocomalt re-broadcast for the Coast have been ironed out, with the comic to be heard at 8 p.m. in future on San Francisco, Seattle, Portland, Tacoma, Salt Lake City CBS stations, and in Denver at 7 p.m. Mountain Time.

Walter Monroe, manager of the San Francisco office of Walter Biddick Co., Los Angeles station reps, and John Kiewal, Seattle manager, have returned to their respective offices after a week of conferences here with Walter Biddick.

Charles Vanda, CBS program man-

crew leave for a 10-day tour of one-nighters.

Paul Tremaine continues one-nighting, this time down into Georgia.

Fess Williams has been routed by Frances Foster of the Stiefel office into Penna. and Ohio through the holidays.

Ace Harris and the Sunset Royal Orchestra, recently of the Harlem Uproar House and now playing their fifth date at the Apollo Theater, will start one-nighters on Dec. 31.

Harry Reser and his crew, who opened Friday at the New Penn Club, Pittsburgh, have a KDKA-NBC wire.

Don Bestor and Clyde McCoy, two CRA bands, will play the Circle Theater, Indianapolis, starting Jan. 7.

Enoch Light and his orchestra will open at the Village Barn on Thursday, for a one week guest appearance. The Johnny Johnson aggregation will return to this spot Dec. 31 to continue their musical chores and broadcasting activities.

Felix Ferdinando and his orchestra, playing at the Club Palorama, Schenectady, air on Wednesdays and Saturdays over WGY.

Bill Carlsen and his orchestra hop aboard the Mutual network Bandwagon on Saturday when they will be heard from Chicago's Trianon Ballroom. They will air several times weekly.

Andre Bodo, former Continental maestro at the Ritz Hotel in Budapest, has been engaged as violin soloist by Jenő Bartal, and is now being featured nightly in the latter's Georgian Room orchestra at the Hotel Piccadilly. Bodo's engagement at the Piccadilly Hotel is his first American appearance.

ager, and Lud Gluskin, head of the musical department, joined Don W. Thornburgh, CBS vice-president, in San Francisco over the weekend for huddles on network affairs in the North.

List of possible emcees for "Hollywood Hotel" has been narrowed down to Adolphe Menjou and Douglas Fairbanks Jr., with Menjou likely to get the nod and step into the show with next week's broadcast, according to best information available. Ken Murray, Oswald and Marilyn Stuart stepped out after last week's show.

Premiere of the long-awaited Walt Disney feature-length "Snow White and the Seven Dwarfs" will be aired over NBC-Blue tonight from the Carthy Circle at 8:45 PST. Don Wilson and Buddy Twiss will officiate at the mike.

Mayor Shaw enlisted Joe Penner in a Safety Drive appealing to children. Hal Raynor wrote a special song for Joe's use in this connection.



HERBIE KAY expects Dorothy Lamour, his missus, to visit him here some time over holidays. Kay opened at Drake Hotel via Mutual on Friday.

Margaret Fry, wife of Ken Fry, in charge of NBC's special events dept., authored "Alice in Radioland," last night's vehicle for "Grand Hotel."

Marge Kerr, vice president of Tom Fizzdale, Inc., in charge of the Chicago office, is laid up at home.

Jim Jordan (Fibber McGee) went to Milwaukee to spend weekend with Marion (Molly) his wife who is convalescing in a sanitarium there.

Estelle Barnes, WAAF pianist, has a new 15 minute shot titled "Soliloquy." All numbers are played without interruption.

Sales managers' division of the National Association of Broadcasters held an all day session at Hotel Sherman last Thursday.

Purity Bakeries has dropped "Hope Alden's Romance," serial it was using in transcribed form on a number of stations. Luise Barclay who had the lead now goes into the new Pillsbury's "Woman in White" series.

George Kern, assistant to Larry Milligan at Blackett-Sample-Hummert leaving the agency to take a job with an outfit in Mexico City.

Nash-Underwood sandwich spread is participating on WBBM's Pantry Party series. George Hartman agency has the account.

John Gillis is new on the sales staff of WLS. He was formerly with Marshall Field's.

Ed Bowers, head of the Paul H. Raymer office, fractured his knee cap and has his leg in a cast. He is a brother of Virginia Clark, the radio actress.

Hoyt W. Mallinson has joined the Paul H. Raymer office.

Edwin Shomo, formerly with MacFadden publications, has joined the staff of Radio Sales.

### Fifth Mutual Show on WIP

Philadelphia—WIP has taken the new Elizabeth Arden program (Eddy Duchin orchestra), making the fifth Mutual show for this station, due to WFIL's claim that it cannot clear time because of NBC ties. Besides NBC-Blue and Mutual, WFIL is linked with WLW Line and Quaker State Network. WIP has only the Inter-City Line.

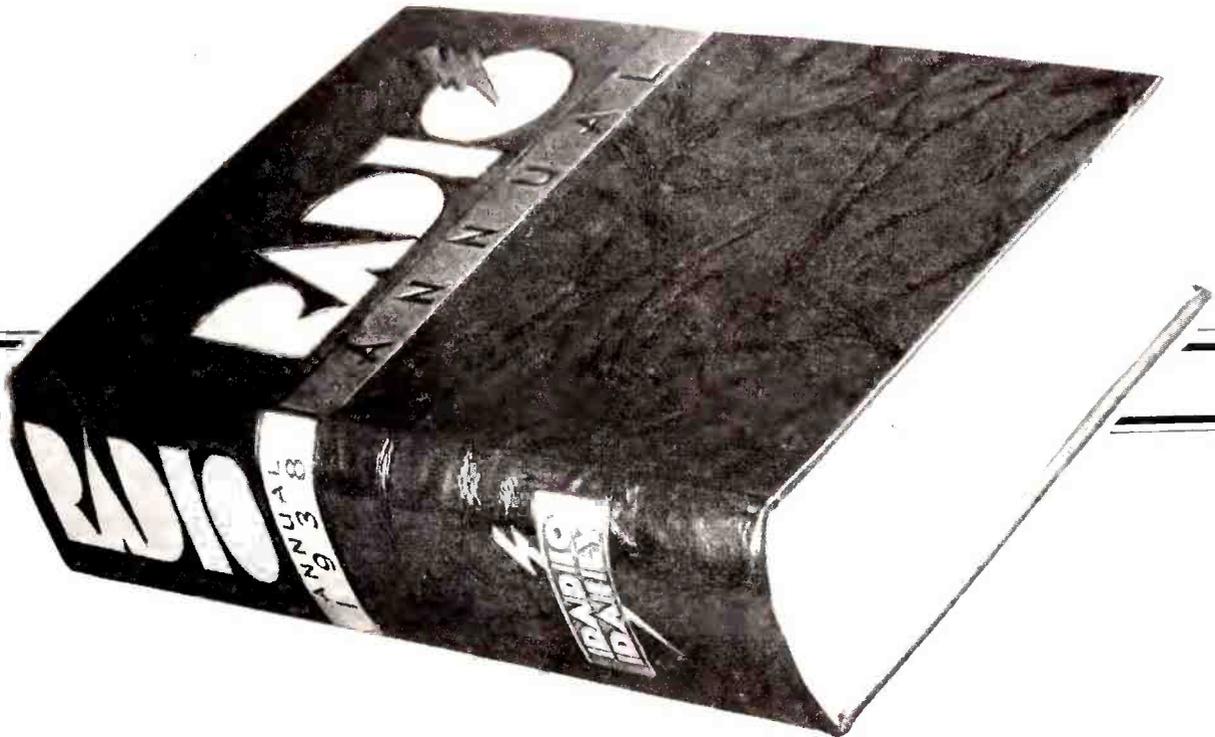


# “PREPARING FOR TELEVISION BROADCASTING”

By **DR. ALFRED N. GOLDSMITH**

Consulting Industrial Engineer and Authority on Television

*A Feature in the Television Section of the Coming*



## **RADIO DAILY:**

I am attaching hereto article on “Preparing For Television Broadcasting” for “Radio Annual.” In this article, which has been carefully “boiled down” to a minimum, I have made what I hope will be helpful suggestions to the present broadcasters. I believe they have the opportunity at minimum trouble and expense to prepare for the advent of television broadcasting in such a way that television, when it comes, may be skillfully and economically handled and met with a wide public response (in place of the apparently restricted appeal which it exerts abroad).

**DR. ALFRED N. GOLDSMITH.**

**READY SHORTLY AFTER the FIRST of the YEAR**

*... distributed complimentary to Radio Daily subscribers as part of Radio Daily Service.*

## SAN FRANCISCO

"Housewarming," 30-minute variety show, started over KFRC Friday at 7 p.m. for Spreckels Russell Dairy Co. Sam Moore, veteran stage personality, is emcee. Other regular talent includes Bob Bence in a comedy characterization and Chester Smith's ork.

Al Johns, former salesman for KROW, now on the KGGC selling staff. He writes continuity, too.

Dick Newton, the "Singing Salesman," back on NBC after a half-year's absence.

Program Manager Reiland Quinn, KYA, took a hand at interviewing the other day, with Micky Morgan, daredevil parachute jumper, as guest.

Grace Joyce, vocalist with Freddie Nagel's Hotel St. Francis ork, aired over NBC, recovering from an emergency ear operation performed in an Oakland hospital.

Janet Baird, NBC, and Radio Editor Darrell Donnell (Examiner), recovering from flu attacks.

## KTOK Victor in Suit

Oklahoma City—Oklahoma Broadcasting Co., operators of KTOK was victorious in the suit of Mr. and Mrs. Avery Harris in district court here asking \$7,500 damages, alleging that establishment of the station adjacent to Harris home cut the value of real estate \$2,500 and that noise from the station had damaged them to the extent of \$5,000.

## Canadian Song Contest

Toronto—Planned especially to encourage new Canadian songs for radio and stage use, a competition in musical composition has been announced by the Canadian Performing Right Society. The competition is stimulating a considerable amount of original work among young Canadian musicians. Contest closes March 1.

## Biddick's 1938 Lead-Off

West Coast Bureau, RADIO DAILY  
Los Angeles—First 1938 transcription release from the radio programs division of the Walter Biddick Co. will be "Daredevil of Hollywood," produced by Ted Turner. Series dramatizes the experiences of Hollywood stunt men and film star doubles.

## ONE MINUTE INTERVIEW

## JEAN ELLINGTON

"To be a good singer you should be a good talker. Study public speaking and acting. Of course it is a good idea for a singer to study music and voice. But that's not the most important feature of a singer's art. After all, people can either sing—or they can't. You must be born with a pleasant voice to be an artist. However, a popular entertainer must have more than a musical voice. You must have personality, a feeling for words and their meanings. Diction must be perfect."

## ★ Coast-to-Coast ★

**T**ALENT now featured on "Canada 1937," sponsored by Imperial Tobacco Company, Ltd., over the Canadian national network Fridays at 10 p.m., and directed by Ken Sisson, includes Russ Titus, baritone; Pauline Winters, soprano; Leo Lesieur and a 16 voice choir, and a 30 piece orchestra. The entire personnel is Canadian, except Sisson, who is American.

The special events department of WJW arranged a Saturday night broadcast from the Akron Armory, where the B. F. Goodrich Co. honored all the old-timers in its employ. Ceremony built around presentations of awards to 137 employees who have just completed their 20th consecutive year of service with the company.

During the Dec. 24 broadcast of "Lady of Millions," ET series, May Robson will celebrate her 54th holiday season as an American star by stepping out of character to wish her many movie and radio friends a Merry Christmas in person.

"The Golden Age of Song," WBNX Sunday night feature, will devote the entire period Dec. 26 to records of Enrico Caruso. The discs will be presented in the order in which they were recorded, embracing the years from 1903 to 1919.

WTMJ, Milwaukee, cooperating with Mayor Daniel Hoan and the Downtown Association, is broadcasting Christmas music throughout the downtown shopping section by unique rebroadcast through amplifiers on lamp posts. For the special broadcasts, on the air and through these outlets so that thousands of shoppers would hear WTMJ's pre-Christmas programs, the station arranged choral music from Milwaukee's outstanding choral groups. This music is being aired daily in half-hour periods until Christmas.

Stage Relief Fund resumes broadcasting today over WABC with Molly Steinberg acting as commentator for the fifth year. Today's broadcast will be 1,042 in the series.

Phillips H. Lord will concentrate on writing, directing and supervising "Gangbusters" and "We, the People," after Jan. 12, when Col. H. Norman Schwartzkopf succeeds him as commentator on the former show.

## WHIO Appoints News-Editor

Dayton—Richard Cull, a newspaperman of 25 years' experience, has been appointed managing editor of WHIO's newsroom. Dick served as editorial director of the Dayton Daily News for 13 years. He spent 12 years in Cleveland in the newspaper racket. Since the initial broadcast of WHIO, Cull has been a daily broadcaster of news over this station.

Claude Reese, top tenor of Lyn Murray's quartet, is being groomed for a CBS commercial.

The Melodeers Quartet's Victor discs are now being used over 220 stations in the United States, Hawaii and Mexico.

A new series of programs will start today on WISN, Milwaukee, in connection with the Elks Club Safety Drive. A 15-minute period will be allotted to the Elks Club each Tuesday night at 10 o'clock. During the period Vesey Walker will direct the Elks Club Band. At the end of each program a prominent Milwaukee Elk will give a short talk on "Traffic Safety."

Wayne Sanders, who has been with WWVA, Wheeling, W. Va., for the past two years, is now program director of "The Friendly Voice from Out of the Hills of West Virginia."

KNOW, Austin, Tex., had Governor James W. Allred on the schedule for the airing of the Texas Memorial Museum dedication program Sunday. The new museum building cost \$525,000. Roland Booth handled the program, with Chief Engineer Paul Shaw on the technical end.

## INDIANAPOLIS

Earl Gordon, staff pianist has been assigned to regular playing of the new WFBM Orgatron.

M. R. Williams, WFBM chief engineer, is recovering in St. Vincent's Hospital from appendectomy.

Woodrow Magnuson, WIRE announcer, has returned from his honeymoon.

Otis Winters, WFBM transmitter engineer, was seriously injured by an accidental fall, adding second casualty to WFBM's technical staff within week. He is confined to St. Vincent's Hospital.

WIRE has co-operated with all three local newspapers in boosting their Christmas Fund drives through street interviews and talks.

## Doug Brinkley Back

Just back from a five-month world cruise during which he gathered material for a new series of travel talks, Doug Brinkley, former WINS commentator and celebrity interviewer, gets a show of his own on NBC soon, aside from a guest appearance on Dave Elman's "Hobby Lobby." Brinkley has made 14 trips abroad, averaging 60,000 miles on each of his hegiras.

## Earnshaw Foreign Offices

West Coast Bureau, RADIO DAILY  
Los Angeles—Earnshaw Radio Productions has opened a European office at 12 Rue Abel-Ferry, Paris, in the charge of Herbert Rosen, who also plans an office in London after the first of the year.

## AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

## INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C.

FOTOTONE SOUND SYSTEM

Columbus 5-7366-7

Mr. Tom Revere  
Benton & Bowles, Inc.  
444 Madison Avenue, N. Y. C.

My dear Mr. Revere:

As Radio Director of Benton & Bowles, Inc., we feel that you should know something about our splendid recording facilities.

We are taking the liberty of addressing you through an open letter advertisement to call your attention to the International Production Studios, one of the most up-to-date and completely equipped recording studios in the east.

A sample of our recordings will clearly show the versatility of our equipment, its high fidelity and life-like reproduction of sound. This studio and equipment permit direct studio pickup of speech, orchestra, sound effects, or all three simultaneously.

A personal visit to our studios, however brief, will reveal many other features too numerous to mention in this letter. A telephone call will arrange an appointment for any time convenient to you.

Very truly yours,

Kenneth W. Howard  
Sales Manager.

KWH/amh



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 122

NEW YORK, N. Y., WEDNESDAY, DECEMBER 22, 1937

FIVE CENTS

# New High Seen for CBS

## CBS PLANS TO AMPLIFY INFORMATIVE PROGRAMS

CBS next year will present the most thoughtfully planned schedule of informative broadcasts in its history, declares William S. Paley, president of the network, in a year-end interview on plans for 1938.

While admitting the importance of cultural and informative broadcasts, however, Paley points out that "entertainment of the highest standard and widest variety must be pre-

*(Continued on Page 3)*

## New Barbasol Program With Godfrey on CBS

Barbasol on Jan. 24 will start another program featuring Arthur Godfrey over 24 CBS stations, Mondays through Fridays, 7:15-7:30 p.m.

A repeat to seven Pacific coast stations will be aired each Friday night, in addition to the early show. Godfrey will speak from WJSV, Washington. Erwin, Wasey & Co. has the account.

## Atlas Radio Christens Chicago Branch Office

Concluding the organization of the four territorial divisions, Atlas Radio Distributing Corp. yesterday held official opening of its Chicago offices at 333 North Michigan Blvd., with Dan Blank, director of Central Divi-

*(Continued on Page 3)*

## Alsweet Adds Stations

Chicago—Swift & Co., Chicago, has added WDEV, Waterbury, and WQDM, St. Alban's, Vt., to its Alsweet Margarine list, bringing the total to 40 stations. J. Walter Thompson is agency.

## Santa Brings Downey

Cincinnati—Morton Downey, off the air for some time and just recently back from London, will emcee and sing Christmas night in a special WLW program aired coast-to-coast via Mutual. Devore Sisters, The Eight Men and Bill Stoess with an 18-piece orchestra also will be in the show. Downey is playing a night club here.

## Christmas Warning!



THIS being the gladsome season of the year, RADIO DAILY will regale its readers with a special Christmas issue tomorrow. For one day, the serious side of broadcasting will be more or less subdued in favor of yuletide lightheartedness and well-wishing. Watch for your copy.

## RADIO'S TECHNICIANS SEVERAL YEARS AHEAD

The past year's consolidation of knowledge gained through NBC's 11 years as an entity into standardized equipment and engineering practices will meet the most exacting of tests for several years to come, according to O. B. Hanson, NBC vice-president

*(Continued on Page 3)*

## White Rouge Planning Radio Campaign in 1938

Chicago—The White Rouge Co. of this city has appointed Kirtland-Engel Co. as its advertising counselor, with plans for using radio in 1938. G. B. McDermott is account executive.

## "Popeye" on the Radio

"Popeye," comic strip, has been sold for radio by King Features to Blackett-Sample-Hummert agency to be used in the Joe Lowe Corp. (Pop-sicle and other frozen stick confections) network program starting in the spring.

## Elliott Roosevelt, Grabhorn May Move Up in Hearst Setup

### 8 Additional Accounts Signed by Tom Fizdale

Tom Fizdale Inc. has added eight accounts for publicity service, it is announced following the return of Tom Fizdale to New York from Chicago.

Business in the agency class includes "Attorney at Law," new John-

*(Continued on Page 3)*

## Billings for December Will Set Record in Network's History---Year's Gross 24 Per Cent Over 1936

### 66 COMMERCIALS SIGNED BY MUTUAL WEB IN 1937

As compared with four commercials carried by Mutual System in 1934, when the network was formed on Oct. 2, in the past year a total of 66 advertisers used all or part of the 74 stations in the web that now stretches from Bangor, Me., to Honolulu, it is revealed by the network in a year-end report.

In the beginning, Mutual serviced

*(Continued on Page 2)*

### Libby, McNeill & Libby Using Liberty Stories

Chicago—"That's My Story" series, based on Liberty magazine short stories, will be used by Libby, McNeill & Libby starting Jan. 24 on WLW Line, including WHN and WFIL. Transcriptions to be used on WLS, KNX and KYA. J. Walter Thompson Co. is agency.

### Christmas Bonuses

The Christmas bonus checks are beginning to fill the pocketbooks of the personnel in the advertising and station rep field. McCann-Erickson, William Esty & Co., John Blair & Co. are the latest firms to distribute bonuses. Lord & Thomas gave a month's salary.

December monthly billings for CBS will total \$2,900,000, the all-time high for the network, according to an estimate released by the web yesterday. CBS figures that its 1937 receipts will total \$28,828,053, an increase of 24.4 per cent over 1936.

Assuming the CBS December estimate to be fairly accurate, the January billings will reach over the \$3,000,000 mark. Addition of the

*(Continued on Page 5)*

## KELLOGG BUYS SERIAL FOR NEW ET CAMPAIGN

Chicago—"Howie Wing," saga of aviation by Capt. Wilfred G. Moore, author of "Air Adventures of Jimmie Allen," has been bought by Kellogg and is being transcribed by World Broadcasting System here for distribution in Canada starting Jan. 31 and later in U. S. in spots where firm is not using baseball. Moore will write and produce show, which features Billie Rose, Audrey McGrath, Bill Bouchey and Hugh Studebaker.

## Kellogg Loses Exclusive On Chi. Baseball Games

Chicago—Because of protests by Phil K. Wrigley, Chicago Cubs president-owner, American League deal with Kellogg which would give concern exclusive rights to White Sox broadcasts to be aired on two local

*(Continued on Page 3)*

### Extend to 5 A.M.

NBC's Red and Blue networks will stay open until 5 a.m. on New Year's Eve. A continuous cross-country parade of dance orchestras will be carried from 10 p.m. to midnight, at which time the Red and Blue networks will synchronize and continue to broadcast dance music until 5 o'clock in the morning.



Vol. 2, No. 122 Wed., Dec. 22, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

# FINANCIAL

(Tuesday, Dec. 21)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	149 1/4	148 1/4	148 1/2	.....
CBS A	17 3/8	17 1/4	17 3/8	+ 1/4
CBS B	17 1/8	17	17	.....
Crosley Radio	8	7 5/8	7 5/8	- 3/8
Gen. Electric	45 3/8	44 3/4	45	+ 1/8
RCA Common	6 3/4	6 1/2	6 1/2	.....
RCA First Pfd.	50	48 1/4	48 3/8	- 1 5/8
Stewart Warner	10	9 7/8	10	.....
Westinghouse	112 1/2	111	112 1/8	+ 1 1/4
Zenith Radio	15 1/4	13 1/2	13 3/4	- 1 1/2
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	16 1/4	16	16	- 1/4
Majestic	1	1	1	.....
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	7	8		

### Sauter on Committee

James E. Sauter, producer and publicist, has been appointed chairman of the General Events Committee for celebration of the President's birthday on Jan. 29.

### Writers for Whiteman

Joe Langan, Henry Garson and Al Lewis have been signed to write the new Paul Whiteman-Chesterfield program which is scheduled to get under way Dec. 31. Connie Boswell will appear on the Jan. 7 and 28 broadcasts. Program is definitely set to move eastward following the Jan. 28 broadcast, and shows Feb. 4 and thereafter will emanate from New York. Deems Taylor joins cast with Feb. 4 airing.

The PERFECT MARKET'S LOUDSPEAKER WAKO ALBANY, NY

Nearly Equipped for Super Power

## 66 Commercials Used Mutual Network in '37

(Continued from Page 1)

its founder-stations with but two broadcasts a week, while this year program service to member stations increased to 16 hours weekly.

Program plans for 1938 call for presenting seasoned performers and new radio personalities blended together in original production ideas, the network states. Eddy Duchin, Benay Venuta, Gabriel Heatter, Alfred Wallenstein, George Jessel, Jean Paul King and other standard artists will share the air with a group of newcomers including Vic Erwin, Ernie Fiorito, Marcella Hendricks, the Gotham String Quartet and others.

The 74 Mutual stations are located in 28 states.

### Pete Monroe Dead

Louisville — Herman F. (Pete) Monroe, 29, chief announcer of WHAS and known to thousands of radio listeners for his famous "send a boat" appeals during last January's flood, died Monday night in the Baptist Hospital. An infected blood stream was the cause. Funeral services will be held today.

### "Goldbergs" Triple in N. Y.

"The Goldbergs," Procter & Gamble script show which switches to CBS on Jan. 3, will be heard via disks over WHN beginning the same date. Addition of WHN gives program three New York outlets, as WOR is broadcasting transcribed version daily at present. WHN show will be heard at 7:15-7:30 p.m. Blackett-Sample-Hummert, Chicago, has the account.

### KFDM Transfer Approved

Beaumont, Tex.—Voluntary assignment of license of KFDM by Magnolia Petroleum Co., owner, and Sabine Broadcasting Co., licensee, to Beaumont Broadcasting Corp., of which C. W. Snider is president, has been approved by the FCC examiner.

### "Big Town" to New York

Edward G. Robinson, Claire Trevor and the entire cast of the "Big Town" program, will move to New York for approximately three weeks the latter part of January it was announced yesterday. Program, under sponsorship of Lever Bros., is heard Tuesdays, 8-8:30 p.m. over CBS network.

### WCAE, Pittsburgh

WCAE is broadcasting midnight mass on Friday from Sacred Heart Church, with Clifton Daniel, program director, again interpreting the services.

Frank Siedel, special WCAE writer, has sold a script for use on the network.

More than 100 attended station's annual Christmas party for the staff, held in the Fort Pitt Hotel.

Jack Wentley of the sales staff is ailing. A bad cold.

## ARTA Moves to Enlist All Employees of Radio

American Radio Telegraphists Ass'n yesterday distributed pamphlets to all CBS employees as they entered for work. Literature declared that, the ARTA is "organizing all those who are employed by radio broadcasting companies. Here in New York it will include all the unorganized employees of NBC, CBS MBS and every independent station."

Pamphlet included an application blank. Heretofore the CIO affiliate has confined its activities to the technicians' field. A mass meeting for radio personnel is scheduled for the near future according to the hand-out.

### KTHS Sale Up to FCC

Little Rock, Ark.—With the Arkansas Supreme Court handing down decision Monday affirming a lower court decision validating the right of the board of governors of Hot Springs Chamber of Commerce to contract to sell KTHS to Radio Enterprises, the next step is for FCC approval of applications on file. The applications seek permission to transfer license and remove station to Little Rock. Application for boost in power to 50 kw. also is being filed, according to G. E. Zimmerman, v.p. and g.m. of Radio Enterprises and who has charge of KARK here.

Radio Enterprises is headed by Col. T. H. Barton, Eldorado oil man, who owns KARK.

### WGY Christmas Sellout

Schenectady — WGY advertisers have taken advantage of Christmas Day regular rates, with all time from 11:45 a.m. to 5:30 p.m. sold for special programs. Leighton & Nelson agency handled deals.

### Re-Sign Monroe Upton

Monroe Upton yesterday was resigned as writer for the Ford-Al Pearce program for an additional 52 weeks. Program has also just been renewed over CBS web.

### Offices Burglarized

Los Angeles—Jerry King's Standard Radio offices were burglarized last week. Only loss was "petty cash" and stamps.

### Stranger Than Fiction

Infinitely more dramatic and fascinating than fiction are the true stories surrounding 200,000 cases handled by the only agency in the country specializing in the location of missing persons. Material for a program that will interest everyone.

SKIP TRACERS COMPANY  
515 Madison Avenue  
New York City

## COMING and GOING

REG. M. DAGG, assistant manager of CKWX, Vancouver, B. C., plans a trip to New York early in January.

SHANDOR, NBC violinist, will spend Christmas in Lawrenceville, Va.

RICHARD BARTHELMESS and wife returned from Europe aboard the Manhattan yesterday.

MISCHA ELMAN, violinist, also was a passenger on the Manhattan.

H. S. GOODMAN, president of the advertising agency bearing his name, leaves today for Chicago, returning to New York on Jan. 3.

## Ascap to Distribute \$1,296,000 Dividend

Anticipating its final quarterly dividend as is the usual custom, Ascap will distribute a record-breaking dividend of \$1,296,000, the proportionate shares to be paid to members in time for Christmas. This crosses the \$4,500,000 mark for the year 1937, and is an all-time high.

It is estimated that approximately 60 per cent of the total Ascap collections the past year were from radio stations. About \$200,000 in dividends is believed to have been lost to Ascap as a result of anti-Ascip legislation.

STATION  
NEW YORK  
Serving New York and New Jersey  
HOURS A DAY

### Radio's Technicians Several Years Ahead

(Continued from Page 1)

and chief engineer, in a year-end statement on the company's technical accomplishments of 1937.

Various new items of equipment installed during the year are cited by Hanson. These include new field transmitters and receivers, field amplifiers, directional antenna arrays and other equipment.

The network also opened new studios in Washington and launched construction of new plants in Philadelphia, Schenectady, Cleveland and Hollywood, all providing space for future expansion and probable television installations.

In the television line, advancements were made in increasing the image of 343 lines to 441 lines, enlarging the receiver to 7½ x 10 inches, changing color of image from green to black-and-white by use of RCA's experimental Kinescope, and delivery by RCA to NBC of the first complete mobile television unit for outdoor pickups of sports and other news events.

At the year-end, however, "television is still an unfinished product," says Hanson.

### Atlas Radio Christens Chicago Branch Office

(Continued from Page 1)

sion, in charge. New York, Los Angeles and Dallas offices already have been in operation. Detroit and Minneapolis branches are to be next.

Herbert R. Ebenstein, president of Atlas; Claude C. Ezell, director of southern division, and Ray Coffin, western head attended the Chicago opening.

Additional franchise deals for the Atlas programs have been signed by Blank with WTCN, Minneapolis; WHB, Kansas City, and KSO-KRNT, Des Moines. Deals involve 28 releases and give stations two-year exclusive rights in their territories.

### 8 Additional Accounts Signed by Tom Fizdale

(Continued from Page 1)

son's Wax show; "Woman in White," Pillsbury; "Mickey Mouse Theater of the Air," Pepsodent; "Double Everything," Wrigley, and the Dale Carnegie show for Colgate.

Personal accounts added are Jack Haley, Phil Baker and Gina Cigna.

A press-sheet service on new shows has been instituted by the Fizdale office on behalf of clients.

### NEW ORLEANS

Harold Wheelahan, manager of WSMB, is leaving here this week for Detroit, Chicago and New York, seeking a sponsor for the Sugar Bowl football classic New Year's Day.

Chez Paree, night club owned by local musicians, will toss out the local boys after the New Year and bring in name bands, which will also go out over WDSU if musician troubles are settled.

## NEW PROGRAMS—IDEAS

### "Slay Ride" Burlesque

"Radio's best" in the Cleveland area will be subjected to lethal burlesque in a special one-hour broadcast slated for Friday evening over WCLE under the title "Slay Ride."

The Louis Rich string quartet provide the No. 1 victim, with H. C. Carpenter, v.p. of United Broadcasting Co. directing from the (improved) string bass. Other members of the squad will be John T. Vorpe, piano; Mendel Jones, first violin, and C. A. MacLaughlin, viola. Their titles are production manager, program director and sales manager, respectively.

"Boy Meets Girl" comes next with Jim Sands as Kosher Kasey and Gene LaValle as Miss Oh-Me-Babble-On slated to perform the dissection. "Songland," a program of harmony by the Golden Girls and Jimmy Ague, will then be tortured by Don Dewhirst, soprano; Carl Mark, assistant soprano, and Guy Wallace, contralto, aided by John Garvey of the basso profundo.

The end will come peacefully (?) when the announcers' cnorus sings "We Are the Blah Blah Boys," composed especially for the occasion. Louis Rich's ork will furnish serious music during the broadcast.

### Add Sidewalk Novelty

WORL, Boston, already airing a number of sidewalk interview features, has added another under the direction of Marshall Shantz, staff announcer. Logged as "Fishing Time at the Repertory," show finds Shantz in front of Repertory Theater every weekday in the early afternoon, gathering group of prospective subjects and asking them to produce certain unusual articles. Payment of twenty-five cents or forty cents, for example, is made for each item pro-

### CBS Plans to Amplify Informative Programs

(Continued from Page 1)

duced by the audience. Typical article might be a 1915 penny, a pocket dictionary, or, in one case, a blond hair, offered by a male on-looker directly from his coat lapel. Pulling power: one woman came all the way from Lowell for the program, carrying a suitcase full of articles which she hoped would be requested. She sold three of them.

sent to American listeners if vast and alert audiences are to be won and held.

"Headlines and Bylines," "World Economic Cooperation," "Current Questions Before the House," "Current Questions Before the Senate," "Labor and Industry", and many other educational, scientific and spiritual features will be included in some 3,000 broadcasts dealing with politics, labor, news, and national and public affairs to be aired in the coming year.

Special attention also will be given to children's programs and to better class music. In serious music alone, CBS plans to broadcast more than 600 network programs next year.

First in local accounts  
in Chicago

**WGES**

(In the heart of Chicago)

duced by the audience. Typical article might be a 1915 penny, a pocket dictionary, or, in one case, a blond hair, offered by a male on-looker directly from his coat lapel. Pulling power: one woman came all the way from Lowell for the program, carrying a suitcase full of articles which she hoped would be requested. She sold three of them.

### Governor's Bible Class

Governor Clyde R. Hoey of North Carolina is slated to begin a series of bible lessons over WPTF in Raleigh shortly. Show will come from the Men's Bible Class of the Edenton Street Church each Sunday morning, starting Jan. 2. On same date, station's weekly church service will start from the United Church, of which the Rev. Carl Voss, well-known commentator of the local airwaves, is pastor.

### Xmas Shoppers Program

Christmas Shoppers ETs, sponsored by five merchants over KHBG, Okmulgee, Oklahoma, has proved so popular that manager T. R. Putnam has announced it will be continued in different form after the holidays. Each sponsor offers \$5 prize to listener writing best letter and telling order in which spots have been aired for five days, in addition to naming what each advertiser plugs on program.

### Kellogg Loses Exclusive On Chi. Baseball Games

(Continued from Page 1)

stations has been amended so that all five stations which aired baseball last year from both parks will be given same opportunity this year. This revision means that Kellogg will have to accept new contract with exclusive feature eliminated in Chicago area. Wrigley's fight to maintain status quo baseball broadcasting here expected to be debated by 16 club owners at next session with Judge K. M. Landis.

### KSLM, Salem, Ore.

Herb Johnston, announcer, formerly of KXL in Portland, has joined the KSLM announcing and production staff, succeeding "Boots" Grant, who took a job in the jewelry business.

Tommy Hoxie, production and local manager, recently became the father of a boy.

Harry Read, president and g.m. of Oregon Radio Inc., owners of the station, returned recently from an eastern trip. Hoxie is now acting as Read's assistant, along with production management.

Clarice Kolbe, continuity chief, resigned to enter the world of business, but didn't like the routine and is back at the station.

## Season's Greetings



# D'Artega



### ADMIRACION SHAMPOO

Charles Dallas Reach Advertising Agency

SUNDAY

6:30-7 P. M., E.S.T.

WOR-MUTUAL BROADCASTING SYSTEM

BOOKING DIRECT

1441 Broadway, New York City

CH. 4-5155

## AGENCIES

DICK MARVIN, radio director J. Walter Thompson, Chicago, in charge of talent for Christmas party of Chicago Federated Advertising Club at Hotel Sherman today. Proceeds go to Off the Street Club and vocational bureau of organization.

ROE FOWLER, copywriter with Charles Daniel Frey Agency, was named winner in sales promotion competition conducted by Advertising Managers Club in co-operation with Chicago Federated Advertising Club.

RUSSEL T. GRAY INC. Chicago has been named to handle advertising of Diesel Equipment Corp., Chicago.

HARRY P. BRIDGE CO. has been named advertising counsel for National Association of Credit Jewelers, Chicago, which plans to use radio in 1938.

WALKER G. EVERETT, formerly with Roche, Williams & Cunningham agency, Chicago, has joined Studebaker Corp. at South Bend as editor of the Studebaker Wheel, house organ.

CAMPBELL-MITHUM INC., Minneapolis, now has the account of Purity Bakeries Inc., Chicago, formerly handled by Blackett-Sample-Humert.

K. L. MATHEWS, who headed the agency by that name here, has been named sales promotion and advertising manager of the American Decalcomania Co., Chicago. He was formerly with Erwin-Wasey.

L. W. RAMSEY CO., Chicago, has been named advertising counselor for Rolscreen Co. (venetian blinds).

LEIGHTON & NELSON AGENCY, Schenectady, has placed a contract with WGY for six programs for Fitzgerald Brothers Brewing Co. of Troy. Bill Sheehan vocalizes.

## Fishface-Figsbottle to Return

"Senator Fishface and Professor Figsbottle," whose NBC-Blue Sunday afternoon variety show winds up its present series Dec. 26 to make way for the new Armco commercial, may return soon thereafter either under sponsorship or on a continued sustaining basis. The boys (Elmore Vincent and Don Johnson) have built up quite a following.



● ● ● Thinking Out Loud (and sometimes talking out of turn)—Monday nite we heard Kay Kyser's sustaining show via MBS for the first time while waiting on a cold street for a street car. Never have we been so entertained in the cold as when Prof. Kyser asked his musical queries—in fact, our fellow-freezers became chummy trying to beat each other with the correct reply.... This is a different remote—and entertaining enough to be sponsored!... Eddie Garr has a grand suggestion for the sale of Tuberculosis Stamps. Why not leave the glue off envelopes bearing Xmas cards—and in order to seal the envelopes to ascertain some form of privacy, what could be better than licking a charity stamp for this purpose?... A correction for Jimmy Fidler: Last week in your syndicated column you stated that Mae Murray looked on in contempt as Myrna Loy was mobbed by autograph hunters on Hollywood Blvd. when she left a bank. Miss Murray has been in N. Y. appearing daily on WMCA's Six Star Revue for the past TEN WEEKS.... Rudy Vallee will present New Yorker's "Education of H-y-m-a-n K-a-p-l-a-n" on his show tomorrow. ... NBC had three separate sets of actors read the Mae West-Charlie McCarthy skit for records to prove that the script wasn't at fault—but the delivery.

● ● ● Telegram traffic has become so heavy on WIL's "Dawn Patrol", all-nite request show in St. Louis, that Western Union has found it necessary to install receiving and sending equipment in the studio.... Bob "Skipper" Chase, spieler for the stay-up-lates, has the teleprinter next to him all night and as the wires come in he reads them and plays the request tune with appropriate dedication.... Quick service has "upped" the number of wires considerably and some 37 states are represented in Bob's collection of telegrams. ... Outside of local messages, New York City leads in total number of requests by wire.

● ● ● Talking of all-nite shows, as we were a paragraph back, we think that the greatest addition to the invention of radio is the auto-radio. .... This contraption has almost as many users as the cabinet house sets. .... Auto-radio plus the all-nite recorded shows have supplied many stay-outers who reside in the outskirts of the business area with entertainment plus.... Fact of the matter is that some awfully bad shows sound much better while driving than sitting in the parlor listening.... In the days of the build-up of Crosby, Kate Smith, the late Russ Columbo, etc., the networks employed good horse-sense by having their embryo stars appear on the air every day at the same time—week in and week out. It got so that people were saying it's "a quarter past Kate Smith" or "half-past Crosby", etc. That's consistent advertising, punching away at one theme like G. W. Hill plugs "Luckies are kind to your throat". However, sustaining artists being given spots by stations today are just used as filler-inners, plugging every gap which presents itself in the program traffic depts.

● ● ● Entire facilities of KSTP, Twin City, were put at the disposal of an 82-year-old woman, Mrs. Anna Armstrong of Savage, Minn., for a show which she wrote and which was aired Monday, "A Program for One Listener".... Bed-ridden, the woman's friends decided to produce her story in flicker-form at a local studio, but it was discovered that she couldn't hear the sound track. Her friends appealed to the station, which rewrote the scenario and aired it. Thomas D. Rishworth, continuity writer and educational director, produced the show, which the woman was able to hear.... It proved a "natural" for the newspapers which gave it pictures and a lengthy yarn of the woman's reactions.

## GUEST-ING

HEATHER ANGEL, with Tyrone Power in "Beauty and the Bite," on "Hollywood Playhouse," Dec. 26 (NBC-Blue, 9 p.m.).

UPTON CLOSE, journalist, and CHARLES C. BATCHELDER, former commercial attache in China, on "Town Meeting of the Air," Dec. 30 (NBC-Blue, 9:30 p.m.).

DR. ELIAS LIEBERMAN of Poetry Society, on Norman Corwin's "Poetic License," today (WQXR, 9:45 p.m.).

WALLACE FORD, on Bide Dudley's "Theater Club of the Air," Dec. 24 (WOR-Mutual, 11 a.m.).

DOROTHEA LAWRENCE, on "Hobby Lobby," tonight (CBS, 7:15 p.m.).

LOTTE LEHMANN, on "Let's Talk It Over," Dec. 30 (NBC-Blue, 2:15 p.m.).

LEONARD WARREN and CAROLYN URBANEK, on "Rising Musical Stars," Dec. 26 (NBC-Red, 10 p.m.).

ETHEL BARRYMORE and DUDLEY DIGGES in "Ghost of Yankee Doodle"; LOUIS SORIN, ADELAIDE KLEIN and KENNETH ROBERTS in "Education of Hyman Kaplan," and OLIVER WAKEFIELD, on Rudy Vallee program, Dec. 23 (NBC-Red, 8 p.m.).

LOTTE LEHMANN, on "Your Hit Parade," Jan. 1 (CBS, 10 p.m.).

ANN SOTHERN, GENE RAYMOND, VICTOR MOORE and HELEN BRODERICK, in scenes from "She's Got Everything," on "Hollywood Hotel," Dec. 31 (CBS, 9 p.m.).

WALTER CASSEL, ELIZABETH LENNOX and JOE HOWARD, on "Hammerstein Music Hall," Dec. 31 (CBS, 8 p.m.).

CECILIA FL. ZUNG, Chinese actress and author, interviewed by Clifford Adams on "Theater Guide," Dec. 23 (WINS, 11 a.m.).

**NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY \$149.00**  
PRESTO RECORDING CORP.  
135 W. 19th St. New York · N. Y.



## UNIVERSAL MODEL "A" MICROPHONE

List \$15.

Single Button with fully protected diaphragm. Furnished with two outputs—40 db. or—45 db. Most highly developed and scientifically constructed single button microphone.

Microphone Division  
UNIVERSAL MICROPHONE CO. LTD.  
424 Warren Lane, Inglewood, Calif., U. S. A.

## ORCHESTRAS MUSIC

**P**HIL SPITALNY, Maxine, Evelyn and Her Magic Violin, the Three Little Words, the startling new 10-year-old sensation, Mary-Ann, and the 32 members of the famous all-girl ensemble begin a new vaudeville tour on Jan. 21 when they open for a week's engagement on the stage of the Chicago Theater, in Chicago. The regular "Hour of Charm" broadcast heard on WEAF-NBC every Monday night will emanate from Chicago on Jan. 24 at 9:30 p.m.

*Jimmy Dorsey winds up at Congress Casino, Chicago, Jan. 5 and goes to Nicollet Hotel, Minneapolis.*

Hollywood Songs Inc., publishers of the musical numbers from the last Smith Ballew cowboy musical, "Roll Along Cowboy," will publish and exploit the new tunes from "Hawaiian Buckaroo," another Smith Ballew western produced by Principal Pictures and released by 20th Century-Fox. The two featured songs are "Hawaiian Memories" by Albert Von Tilzer and Eddie Grant, and "Ridin' To The Rhythm Of The Round-Up," by Albert Von Tilzer and Harry MacPherson.

"Christopher Robin is Saying His Prayers," a new tune brought back from London, will be sung by Morton Downey on his special Christmas night broadcast from WLW, Cincinnati, over Mutual network.

Charlie Barnet, ork leader recently back from Hollywood film work, is being booked for dance dates by CRA, starting Dec. 25 at Arcadia Ballroom, Providence.

### Equity Duties for Dullzell

Failure of this week's Actors Equity meeting to elect a president to succeed Frank Gillmore, who was induced to retain the title but was given a leave of absence until the next annual meeting in June, leaves Executive Secretary Paul Dullzell to handle the executive and office duties of the association. Dullzell is understood to have stepped out of the running for the presidency. He has been in poor health for some time.

Burgess Meredith was elected first vice-president, a non-salaried post, to fill the vacancy created by recent death of Osgood Perkins.

Dullzell will probably be provided with a salaried assistant.

Gillmore is now handling the Four A's activities.

**SALES MANAGER WANTED**  
1,000,000 shopping area  
5,000 WATT CHAIN STATION  
Write Box A-122, Radio D-il/  
1501 Broadway New York City

## PROMOTION

### Regular Newspaper Ads

In a planned promotion effort to keep its listening audience constant throughout the daytime hours as it is at night, WTMJ, Milwaukee, will carry a regular schedule of newspaper advertising during 1938.

The advertising will promote specific daytime shows over periods of a week to ten days, but during the entire year's campaign all features will receive their share of ballyhoo. All will be treated indiscriminately, whether commercial or sustaining.

Advertising will be carried daily, with "radio page requested," beginning Jan. 2.

### Welcome to Dayton

A "Welcome to Dayton" letter is received from WHIO by every family that moves to Dayton. This letter invites them to become members of the great family of WHIO's listeners. Also inclosed is a guest card, personally signed by the manager, extending an invitation to them to visit WHIO's studios. Approximately 30 letters are sent daily.

### 2,500 Orders Weekly

Angelo Palange, airing over WPEN, Philadelphia, in a two-hour Sunday spot for a New York mail order house, has been averaging 2,500 orders weekly, with sales made right over the telephone at 50c apiece. Program is called "The 920 Club," with Palange dubbed "The Gloom Chaser," and style is of the Martin Block variety.

### Weather Calendars

Miles Laboratories, Elkhart, Ind., through Wade Advertising Agency, will use 150 radio stations as part of the promotional setup for the distribution in the next two weeks of twenty million Dr. Miles Weather Calendars. Last year, about 18,500,000 were distributed.

### Dorsey Records for Coupons

Under arrangements just concluded with the Victor Recording Co., records of the Tommy Dorsey orchestra will be made available to tuners-in of the bandsman's cigaret program. Disks will go for 75 cig coupons each.

## NEW HIGH MARK IS SEEN FOR COLUMBIA BILLINGS

(Continued from Page 1)

Procter & Gamble and United States Rubber business next month will do the trick.

Industrial break-down revealed that automotive, tobacco, toilet goods,

petroleum products and foods accounted for about 80 per cent of the total receipts. All five fields showed large gains over the 1936 break-down.

Resume follows:

	1936	1937	% Inc.
Automotive	\$2,533,971	\$3,918,775	54.6
Tobacco	3,052,924	5,026,376	64.6
Confectionery, Soft Drinks	1,191,366	1,490,810	25.1
Drugs, Toilet Goods	4,885,770	5,037,070	3.1
Financial, Insurance	100,009	450,105	350.1
Foods, Food Beverages	5,216,744	6,441,120	23.5
Home Furniture	395,146	422,555	6.9
Oil and Gas	1,599,034	2,048,354	28.1
Machinery	82,365	113,780	38.1
Radios	774,010	817,520	5.6
Cleaners, Household Supplies	1,308,098	2,401,237	83.6
Stationery, Publishers	76,060	158,235	108.0
Travel	15,850	37,708	137.9

### "Let's Visit" Plays Santa

"Let's Visit" will air its full half-hour tonight on WOR from the home of Harold Troeler in Greenpoint. Family of seven was much in the news last month when one of the children committed suicide "so there would be one less mouth to feed."

Dave Driscoll, Jerry Danzig, Uncle Don and Cameron King have bought plenty of trimmings for a big Christmas dinner, tree and all. All four will be heard on the program.

### Ted Healy Dies

Ted Healy, stage, screen and radio comedian, died suddenly yesterday afternoon following a heart attack. Healy, who had been heard on the M-G-M Maxwell House program recently, became the father of a boy only a few days previous to his sudden death.

### WAML Appoints Devine

Laurel, Miss.—WAML recently appointed J. J. Devine & Associates as national advertising representatives.

### CBS Signs Rockwood

John Rockwood, baritone, has been signed under management of Columbia Artists Inc. Rockwood, a veteran of radio, will shortly be heard in his own series over CBS.

### Anthony's Anniversary

John J. Anthony of WMCA's "Good Will Hour" and Mrs. Anthony will celebrate double on Christmas Day. It's their wedding anniversary.



WOR—MUTUAL  
Is Proud to Present  
**JOSEF CHERNIAVSKY**  
"The Musical Cameraman"  
8 P. M. EST.  
Thursdays  
COAST-TO-COAST

## Coming Events

Dec. 20-31: Ohio's Third Annual High School Radio Festival, in cooperation with WOSU, Columbus.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

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

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

June 12-15: Advertising Federation of America's annual convention, Detroit.

### Jean Paul King Picks Stories

The ten biggest woman stories of the past year as sized up by Jean Paul King, radio and newsreel commentator, were aired by him on his Hecker "Information Service" program over WOR-Mutual.

Tomorrow King will deliver the year's ten leading stories culled from general events.

### Menkin, Hill with CBS

Lawrence Menkin, formerly associated with WXYZ, WLW and WMCA, and Joseph Hill, for the past two years radio director of Federal Advertising Agency, yesterday were signed by Columbia Artists, Inc., to the recently inaugurated division known as Writer-Director department.

### Deutsch on School Board

Emery Deutsch has been appointed chairman of the admissions board of the School of Radio Technique. George Marshall Durante and Robert Hood Bowers are the other members of the board.

Deutsch's contract at the Book-Cadillac in Detroit has been extended until Jan. 15. He is heard via CBS Tuesday and Thursday at midnight.

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



**PAT FLANAGAN**, WBBM sportscaster, and wife to New York on business.

John Harrington has taken over the WBBM Headliner newscasts for Sinclair oil Mondays through Saturdays.

Stan Thompson, WBBM's assistant program director, and announcer George Watson going to Minneapolis over Christmas.

Ted Morse of the National Barn Dance Novelodeons did his portion of the Alka-Seltzer show Saturday night despite fact that mother had just died.

Sally Agnes Smith of "We Are Four" and other serials and Joseph E. Bell, Chicago, have announced their engagement. They plan to marry in the spring.

Miss Genelle Gibbs and George Watson will be the double talking announcers on the new Wrigley Double Everything show. Leonard T. Holton has been signed to write the show.

Hank Richards is back in town from Chandler, Ariz., and writing such WLS features as Keystone "Barn Dance Party," Gillette "Home Town Memories" and "Voice of the Feed Lot."

Bill Bouchey has joined cast of "Romance of Helen Trent."

Annette King, NBC contralto, and Frank R. Reid Jr., assistant state's attorney of Aurora, Ill., to be married early in January.

Radio Gagster Bob Hawk to be emcee at "A Night in Versailles" ball Jan. 8 at Congress Hotel.

### WBZA, Springfield, Mass.

Mrs. Helen Lyman, music critic on the Hampshire Gazette of Northampton, is now manager of the station. She replaces Miss Josephine Tierney, who resigned when she married.

Annual Christmas party of the Westinghouse Co., owners of the station, saw the return of artists formerly connected here. The Rhythm Girls (Claire and Cecile Descoteau and Frances Lucardi) were present to entertain, and Bob White of the announcing staff of WBZ, Boston, former manager of WBZA, was emcee.



Greetings from Radio Daily

December 22

Leon J. Bamberger Eunice Howard  
Richard Svihus Deems Taylor  
Mystery Chef

## NEW BUSINESS

KSL, Salt Lake City: Musterole, "Carson Robison", E.T.s; U. S. Rubber, "Ben Bernie and the Lads", CBS program; Durke Foods; Wrigley's Sunday Show; Union Pacific, E.T.s.

WHBQ, Memphis: Coca Cola, "Singin' Sam", E.T.s.

WIP, Philadelphia: Adams Clothes, sports, through Harry Feigenbaum Agency; Elizabeth Arden (cosmetics), music, through Cecil Warwick, and Legler, Inc.

WPEN, Philadelphia: General Baking Co. (Bond Bread), Jewish program.

WMAS, Springfield, Mass.: G. W. Van Slyke & Horton, Inc., "Daytime Story for Ladies Only", spots.

KFYR, Bismarck, N. D.: Durkee Atwood (Frost Shields), announcements, through Graves and Associates; Vick's Chemical (cough drops), chain break announcements, through Morse International, Inc.; Washington State Apples, announcements, through J. Walter Thompson; Lever Bros. (Spry), chain break announcements, through Ruthrauff and Ryan; Horse and Mule Ass'n of America, announcements, through Rogers & Smith; American Tobacco Co. (Roi Tan Cigars), spots, through Lawrence C. Gumbinner; Gladstone & Karr, Winnipeg, Canada (shoes), announcements.

WPTF, Raleigh, N. C.: Carolina Power & Light Co., "Woman's Forum"; Nat'l Biscuit Co., "Dan Harding's Wife"; Alemitie; "Horace Heidt"; Pepsodent, "Walt Disney" program; Drene, "Jimmy Fidler"; Quaker Oats, two shows.

WMAO, Chicago: Quaker Oats, "Dick Tracy", E.T.s, through Fletcher & Ellis; Washington State Apples, E.T.s.

KFRC, San Francisco: Lewis-Howe Co. (N-R Tablets), announcements, through Stack-Goble.

WGY, Schenectady: Dairy Association Co. of Vermont, program, through Hays Advertising Agency; Jacob Dold Packing Co., spots, through BBD&O; Domino Citrus Assn., spots, through DeRouville Agency; Charles B. Knox Co. (Gelatine), participations in "Market Basket", through Kenyon & Eckhardt; Lamont Corliss Co., participations in "Household Chats", through Cecil Warwick & Legler; Riverbank Canning Co. (Madonna Tomato Paste), participations in "Market Basket", through Sternfeld-Godley Agency.

WHN, New York: B. C. Remedy Co., spots, renewal, through Charles W. Hoyt Co., Inc.; I. J. Fox, spots, through Schillin Advertising Corp.

## VIEWPOINTS

### Edward Johnson Hails Met Radio Opera Auditioning

"Looked at from most any angle, the contribution which the 'Metropolitan Opera Auditions of the Air' program has made and is making to the social and operatic welfare of our country is nothing short of remarkable. Every year through the medium of this radio program and the help of the Sherwin-Williams Paint Company, opera gives renewed assurance of its extraordinary vitality, its constant search for improvement, no matter what conditions it has to meet.

"Some years ago, it will be recalled, there was a notion prevalent that opera was nearing, if it had not already reached, a so-called existence of limbo. This was due I presume to the depression, the great inroads that the motion pictures had made into the arts, and the fact that opera was restricted to a moneyed few. Actually we are farther away from that edge now than ever before. Another notion which the "Met" air auditions have confounded is that opera has passed its peak of spectacular advancement and can be expected to settle down and rest on its laurels of past performances. It was thought that opera had produced about as well as it ever could and that such high points of operatic esteem as Caruso, etc., could never be equalled. Yet through the medium of radio and our hunt for operatic talent we are finding voices that are setting on operatic standard higher than ever before.

"I believe that this method of auditioning young singers for the benefit of the public is one of the greatest steps taken by the artistic

world in general. I believe also that the public and the Sherwin-Williams dealers, who have been the beneficiaries of operatic accomplishments, will continue to profit by the Metropolitan's search for operatic perfection as long as good music continues to inspire the world at large . . . and it will."—EDWARD JOHNSON, Director Metropolitan Opera Association.

### Says Symphony Air Dialers Have "Serious Music Taste"

"The Philharmonic-Symphony listeners are people with really serious taste in music. I have no concession to make to them because they ask none. I merely try to play the best music under the best conditions and they seem to accept it as that.

"The radio symphony program fulfills the need in people for something big in their lives. They show an enthusiasm and interest and a devotion equal to that of the audience which comes regularly to Carnegie Hall. Several listeners in Canada have asked me to notify them far in advance of what my programs will be so that they will have a chance to study the scores beforehand.

"If the listener particularizes at all he discusses the principal work, usually a symphony, that has been played in one of our broadcasts. Often this recalls to him performances of the particular work by other conductors which he had heard before. If he has any request to make, which is infrequent, he asks for the older works."—JOHN BARBIROLLI, Conductor Philharmonic-Symphony



**FIRST** two NBC departments to move to the Sunset and Vine location are personnel and music, with Walter Baker and Meredith Willson, respective heads, now quartered in the Otto K. Olsen building on the NBC "lot."

The Standard Symphony, NBC Coast Red, will originate from Hollywood for 10 weeks, beginning tomorrow. Conductor Henri Svedrosky will utilize the Los Angeles Philharmonic Orchestra.

"Twenty Five Years Ago Today," transcription program of Titan Productions, San Francisco, processed in Hollywood, has been taken by Dr. Ralph Power for his Australasian clients.

Cliff Arquette is becoming one of the most sought-after supporting comedians in Hollywood radio. In addition to his work with the Hollywood Mardi Gras, he appears with Burns and Allen and Jack Benny regularly.

"Your Letter Box" is a new Sunday morning program on KFI at 10:30, conducted by Elizabeth Swallow.

O-M Tablet Co., Pasadena, will sponsor a twice-weekly 15-minute program, "King Cowboy Revue," on KFI for one year. Lou Sterling and Associates, North Hollywood, handles the proprietary medicine account.

KMPC has changed the former daily except Friday schedule of "Symphonies of the Stars," conducted by Alfred Leonard, to Monday through Friday, eliminating Saturday conflict with the Metropolitan Opera broadcasts.

KHJ's sustainer, "The In-Laws," ends its career on the Don Lee net, with possibility of switching to KNX. Dramatic serial has been written and produced by Hal Berger.

Tom Hanlon will tell KNX listeners all about the Union Pacific streamline train, parked at Exposition Boulevard in University Park, on Christmas morning at 9:45 . . . but won't Dad be too busy enjoying the electric model Santa brought Junior?

Eastern football stars en route to San Francisco for the East-West football game at Kezar Stadium New Year's day will stop off in Sacramento long enough to breakfast with Governor Merriam. Coach Andy Kerr of Colgate, Bernie Bierman of Minnesota, Fred Swan, Pop Warner's assistant at Temple, will all participate in the festivities, which will be broadcast over the CRS from KFBK, Sacramento, and carried by KFWB here.

If you have an old radio in your home and want to feel a little of that glow which comes from Christmas Giving . . . call Dale Armstrong, radio editor of The Los Angeles Times, and donate the unused set to Armstrong's collection for blind residents of L. A. who now have no radio.

**OKLAHOMA**

Lyman Brown, former newspaper man, is now program manager for KASA, Elk City.

Both home and road games of Oklahoma City Indians, Texas League baseball club, will be aired, with General Mills signing over KFXR, Oklahoma City.

Veazey Drug Co., Oklahoma City, chain of 14 local stores, entering eighth year of use on radio over WKY.

**WFBL, Syracuse**

George Reid, former WMCA mike-man, joins WFBL as announcer and production man, replacing Charles "Del" Delaney, who resigned to take a job outside radio.

Addition of Tom Kelly to sales force is announced by Charles Phillips, commercial manager.

A Guernsey bull calf is the prize in a 100-word letter contest conducted on WFBL's early-morning Farm Hour. The calf is donated by Robert G. Soule, station's vice-president, from the thoroughbred herd at his country estate.

Announcer Jimmy DeLine, who celebrated his 22nd birthday last week, hopes he'll get a shaving set for Christmas.

Jack Curran, announcer and singer, m.c.'d the annual Christmas party of Syracuse Trust Co., presented by WFBL talent.

**High School Contest**

History of tomorrow is taking the air over WJW, Akron, in "Current History Exams," feature heard every Friday at 8-8:30 p.m.

Prepared for monthly Current History, program brings to the mike high school students who attempt to answer questions on world affairs.

Winners each week are awarded 2-year subscriptions to the periodical, and listeners are invited to submit suitable questions. A free copy of magazine given for each query used. Series is set for 13 weeks.

**Communications Receivers**

Los Angeles—Pierson-DeLane, Inc., recently formed to take over the manufacture and distribution of the PR 15 communications receiver has announced a new list price for the complete set. Under the firm's sales policy, the receivers will be sold only through the trade, with Charles Weinberg as general sales and sales promotion manager.

Company has established headquarters at 2345 West Washington Blvd., where it occupies entire building. Facilities include research laboratory.

**Disks for Christmas**

Certificates, redeemable in instantaneous acetate type recordings, are suggested by Advertisers Recording Service Inc. as Christmas presents. The certificates are being mailed to hundreds of friends of the concern with the suggestion that they, in turn, present them in any given sum as Yuletide gifts. The novelty is already reported to have taken hold.

**RADIO PERSONALITIES**

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

**ELLIOTT M. SANGER**

**T**HE conviction that there is a definite place in the broadcasting picture for a radio station aimed particularly at the civilized and discriminating radio listener led Elliott M. Sanger into the vice presidency of New York's WQXR last year.

An idealist and, at the same time, a successful promotion and advertising man who believes that giving good value brings value in return, Sanger is responsible in large part for the inauguration and growth of the cultural programs broadcast today by WQXR.

Since February, 1936, when he joined John V. L. Hogan, the noted radio engineer who founded WQXR with the idea of featuring quality broadcasts, Sanger, as general manager, has directed its commercial and program policies, with the result that WQXR has grown into one of the nation's most unique radio stations, one which specializes in quality programs in serious music and the other arts.

A well known figure in publishing and advertising circles before his entry into the broadcasting field, Sanger had 19 years of publicity and advertising experience behind him for his work with the station's advertising department. For its program policies, he had his hobbies and his natural taste.

He was born in New York. Sanger attended local schools and Columbia University School of Journalism. During World War, he was in Washington with the Committee on Public Information, later serving with the Naval Intelligence Department and as special aide to the officer in charge of the Liberty Loan campaigns. After the war, he was called back to the Navy to assist in the Victory Loan publicity work. Then he returned to the business world.



*A promotion ace and an idealist .....*

**Union Internationale Discusses Wavelengths**

Nice, France — Convention held here for 10 days by L'Union Internationale de Radiodiffusion, resulted in resolutions being adopted preparatory to the international conference to be held in Cairo next February. Rapid development of the broadcasting industry and the deficiency of the number of bands allotted to the standard type of broadcasting was one of the principal points of discussion. The many bands held in reserve and those allotted to official government services was one of the main reasons given for interference and pirating of wavelengths used by others. In cooperation with both North and South American broadcasters, experiments with directional antennas and synchronization possibilities have made available considerable data to be presented at the Cairo meet. Wireless communication bands also came in for a hearing.

NBC and CBS are among the foreign companies who are members of L'U. I. R. and reports were heard on progress and experiments made by the various affiliated organiza-

**INDIANAPOLIS**

Robert Bausman, WIRE business manager, back from New York.

WIRE has been scheduled for three more Red network shows, Cities Service concerts; the M-G-M show and "One Man's Family."

**Pitcairn Islanders Get Completely New Station**

Donated by a group of radio manufacturers, a new, modern radio station will shortly be installed at Pitcairn Island, which is inhabited mostly by direct descendants of the mutinous crew of the famous H.M.S. Bounty. The island heretofore has used an antiquated outfit powered by an old 12-volt storage battery, which, when discharged, was shipped thousands of miles away to New Zealand for recharging, while the station remained silent. A Marconi crystal set of 1910 vintage completed the equipment. The station is used to contact ships, and uses the call letters PITC. Andrew Young is the self-taught operator.

Equipment for the new station will come from the following manufacturers: Aerovox Corp., American Lava Corp., Ampere Electronic Products, Bassett Research Corp., Biley Electric Co., Allen D. Cardwell Mfg. Corp., Coto-Coil Co. Inc., Eby Mfg. Co., Kenyon Transformer Co., Ohmite Mfg. Co., Par-Metal Steel Products Corp., Parris-Dunn Corp., Pioneer Genemotor Corp., RCA Radiotron Corporation, E. F. Sargent Co., Shure Bros., Triplett Electrical Instrument Co., and Willard Storage Battery Co.

The outfit will permit the islanders, not only to contact passing ships, but to reach the outside world via short-waves. Although it will receive its primary power from two Willard 300

**KANSAS CITY**

Dr. Fred Schumann, assistant studio manager at KMBC, is the father of a boy.

J. Leslie Fox, KMBC director of sales, is back from a Chicago trip.

Bob Levy, KCMO program director, will do a Santa Claus at the station's Christmas party on Friday. KXBY also will throw a shindig Thursday.

**WOL, Washington**

Frank Young and Frank S. Blair Jr. join the announcing staff on Jan. 1. Young, who was at the station a few years ago, also will be staff pianist. Blair has been program director at WFBC, Greenville, S. C.

Frank Burger, announcer, resigned to return to WIS, Columbia, S. C.

Walter Compton, Mutual's Presidential announcer, also is formerly of WFBC.

**Compliments of the Weather**

Chicago—It blew hot and cold at WAAF recently—as engineer E. W. Alexander will tell you. One morning at six he arrived to start things going on the air. He discovered that a huge steam valve had blown up in front of the Exchange building in Union Stockyards where transmitter is located. Steam, drifting through tunnel beneath the street, filled the building and surrounded the equipment. It was some hot when power company finally shut off the steam heat in the building. But that didn't end it. As the atmosphere cooled, steam condensed on the rectifier units, forcing station off the air a few minutes. Then it froze on the floor, walls, stairs. For the remainder of the operating day, engineers shivered in 30-degree temperature.

ampere hour batteries, there need be no delay for recharging since a 12-volt Parris-Dunn windcharger will keep them up to par. The equipment will also include a Sargent Model 11 MF receiver, covering all bands between 9.5 and 3750 meters; unique mechanical band-spreading on the shortwaves will provide ease of tuning.

The transmitter, designed and built by Coto-Coil Co. has an output of 60 to 80 watts for phone or C.W., and is crystal-controlled on 20-40 and 600 meters. Band switching is accomplished in the oscillator and final stages by ganged Ohmite band-switcher

**Quiz Game**

An attractive and fascinating game called Quizzical Questions is the Christmas souvenir of Professor Quiz, Nash's quizzier on CBS at 9 p.m. Saturdays. The game is played by turning a dial for each new question, then—after contestants have had a chance to guess—moving a knob which reveals the answer. There are 500 questions and answers in the layout, which comes in an illustrated red box.

## SAN FRANCISCO

Bob Roberts, KYA station manager, last week was elected secretary of Northern Calif. Broadcasters Ass'n.

William Ray of Transamerican, Howard Lane of CRS, and Manning Ostroff and Stanley Kops of KFVB, Hollywood, were recent visitors. After a meeting here, they went to Sacramento.

Jessie Woods, formerly of NBC, has succeeded Evalyn Morrison as KJBS traffic chief. Latter leaving to be married.

Alice Tyler, sec. to NBC Chief Engineer A. H. Saxton, will go south to join her boss the first of the year.

Clarence T. Stevens, KSFO engineer, honeymooning with the former Alice Dillon. Joe Walters, KSFO announcer, was best man.

KJBS has five daily sponsored newscasts now.

## CKY, Winnipeg

Uncle Peter, who has a big following among kids, is back on the air with a sponsored show.

To make way for many fine extra programs over the Christmas weekend, station's "Messages to the North" will be aired at 2 p.m. the day before Christmas.

Arrangements have been made with Provincial Dept. of Education to broadcast programs to schools starting early in the new year.

## WISN, Milwaukee

Two outstanding foreign-language programs will be aired this week. Tomorrow an entire Christmas feature in Norwegian will be heard at 10 p.m. and on Christmas day there will be a German broadcast at 11:30 a.m.

Famous Milwaukee Carolers (women's auxiliary of American Legion) will broadcast Dec. 27, and Milwaukee Festival Singers are scheduled for Dec. 29.

## WHIO, Des Moines

The Fair Booking Dept. of the WHO Artists Bureau has increased personnel and extended its field of operations, according to Irving H. Grossman, manager of the bureau. More than 30 feature attractions already are under contract.

Jan Williams, second tenor with Songfellows Quartet, left recently to join KOIN, Portland, Ore.

## ONE MINUTE INTERVIEW

## ARTHUR SCHWARTZ

"Song writers must change their methods if modern music is to prosper and compete with that of pre-radio times. All too often the themes that are introduced over the air have a seeming relationship to the movie 'quickies' method of production. Music, to be outstanding, must be well written and lasting. Until the level of song writing shows a definite uptrend, the American song writers will have to be satisfied with an occasional hit tune instead of a steady procession of these."

## ★ Coast-to-Coast ★

**R**ALPH FOSTER, station manager of KWTO-KGBX, Springfield, Mo., and John Pearson, national accounts manager, will enjoy their Christmas this year — having done their good deed in the promotion of 800 gift baskets for the poor. The KWTO - KGBX Christmas Basket Drive is the special hobby of Foster. It is now in its fifth year, with the latest Christmas Party in the Springfield Shrine Mosque drawing more than 5,000 persons. Admission to the party costs a dime or a donation to the basket fund. All goes to the needy.

*Jeanette Nolan, radio actress, and her husband, John McIntire, are coming all the way from their Montana cabin to New York to appear on the Dec. 29 broadcast of "Cavalcade of America," when Mme. Schumann-Heink will be honored. Miss Nolan will do the speaking part, McIntire will portray an impresario, and Helen Olheim of the Met will do the vocalizing.*

Two Denver stations will carry the New Year's day football game between Colorado University and Rice Institute to be played at the Cotton Bowl in Dallas. The stations, KOA and KLZ, will broadcast at \$500 each, which goes to the Cotton Bowl association.

*Along with Vera Cruse in first place in the international beauty-talent hunt in Havana last week, WELI's second entrant, Mildred Rosenbaum, won second place. Vera has been auditioned with Horace Heidt's band, and both girls are receiving commercial offers.*

Carlton Warren has been given the role of "Star Reporter" and Tommy Slater has been assigned as "Editor" in "News Testers," novelty news quiz airing Sunday evenings over WOR at 9:30.

*On his Christmas Eve program Raymond Gram Swing will relate the story of a spy experience which befell him in 1915 in the Balkan countries of Europe when he was a correspondent with the Central Powers for the Chicago Daily News.*

The Jules Verne series, produced by the WPA Federal Theater Radio Division, having had a checkered career caused by the sale of election time on the air and change of schedules at the broadcasting station, will definitely begin a regular Sunday series over WHN and the WLW Line, starting from scratch with a rebroadcast of Episode No. 1, on Jan. 2 at 5:30-6 p.m.

*Forrest Willis, announcer at WOKO, emceed the Cluett, Peabody & Co. Christmas party at the Troy factory.*

Reports on the snow conditions in the skiing country around New York

will be broadcast over WNEW each Friday evening and each Saturday noon during the winter.

*Dorothy Gordon has been set to head this year's Children's Christmas Carnival which will be held at the Windsor Theater beginning Dec. 27. Miss Gordon will broadcast from the theater, with the audience being invited to stay in theater for the airings.*

Dorothy Hart, national president of the "Sunbrite Junior Nurse Corps" (Lucy Gillman off the radio), is becoming known in Europe through short wave broadcasts of the Sunbrite-NBC program. Her most recent foreign correspondent is Mrs. A. Roberts, Whalley, Lancastershire, England, who picked up the Junior Nurse Corps broadcast from W8XK (KDKA).

The WPA Federal Theater Radio Division is holding its second annual Christmas Week Radio School for college and high school students who are interested in the various aspects of radio. Microphone technique classes, held for Federal Theater actors who wish to learn radio technique and so increase their opportunities for returning to private industry, are taught by William C. Links, radio mentor of numerous well-known personages, including Dale Carnegie. For the students who are interested in the work of the radio technician, the script writer, the director, the production man, etc., full facilities are available for study. Headquarters are at 1697 Broadway, and all classes are free.

*A poll among radio listeners for the five best news stories of the year has been made by Philip Barrison, director of "Five Star Final," who will present a dramatization of the selections over WMCA on Jan. 2 at 9-9:30 p.m.*

How industry and government can cooperate is the theme of a new series of broadcasts on WMCA starting today at 8:45 p.m. The purpose of the series is to air the opinion of both industrial and government leaders on methods of straddling their differences of opinion.

## WOAI, San Antonio

Work is about completed on erection of new 425-ft. vertical Truscon antenna.

Ken McClure, news editor, has already received two Christmas gifts from two convicts at Colo. State Pen. Gifts were a hand-fashioned name plate for Ken's dog and an artistic picture frame.

Low Valentine, emcee of the Safety Department on the "Dial A Smile" program, is getting congratulatory letters from many organizations on his efforts to promote safety.

## CANADA

Augmentation of the staff of artists required to produce "Canada 1937" has necessitated acquisition of a larger production studio. Space has been found in the Associated Screen News building on Western Avenue, Montreal, where the production now originates.

Lady Tweedsmuir, wife of the Governor-General of Canada, has written a Christmas play which, under the title, "Reindeer at Christmas" has been adapted for the radio by Rupert Lucas of CBC, who is rehearsing a cast for the broadcast over CBC's coast-to-coast network Christmas Day at 8 p.m.

## KFOX, Long Beach, Cal.

Harry E. Stricklin returned this week with his radio scrapbook after an absence of several months. Rolly Wray assists him with songs and piano interludes.

Willie Winn, handicapper, is giving daily race selections.

Neil Giannini and his Majestic Ballroom orchestra are being aired five nights weekly for the California Radio System.

George Redman and his band are being heard from Omar's Dome in downtown Los Angeles.

## WPTF, Raleigh

Raymond Cosby of the popular "Children's Birthday Party" is taking a rest in Florida and will be back next month.

D. E. Steed has joined the commercial staff to handle local retail accounts, enabling O. L. Carpenter to concentrate on out-of-town business.

Sam Pridgen, hillbilly guitarist, was shanghaied recently by a hitch-hiker to whom he obligingly gave a lift.

## KGVO, Missoula, Mont.

Manager A. J. Mosby has closed contracts with Montana Power Co. for a special one-hour Christmas Day show with a cast of 15 under direction of James Alden Barber, program director.

Missoula's Park Committee is planning a new "Appreciating Missoula Parks" program for early airing.

"Ronan Boosters", thrice weekly program, is being sponsored by Chamber of Commerce at Ronan, Mont., to extol the merits of that section. Hot Springs, Mont., is sponsoring a similar program.

Teddy Bergman's "Uncle Happy" characterization on the Tim and Irene show is his 50th straight original creation for radio. It is also proving one of his most popular.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 123

NEW YORK, N. Y., THURSDAY, DECEMBER 23, 1937

FIVE CENTS

# Rexall on 200 Stations

## BIBLE STORIES DISKED FOR 50-STATION SPOTS

Chicago—"Creation", serial dramatizing highlights of the Bible, has been transcribed by Electrical Transcription Producers Co. of Chicago and Hollywood for airing on 50 stations shortly after first of year by toothpaste concern. Recordings are made in Hollywood. Leo Tendowsky, Chicago, is author of scripts.

— A Merry Christmas —

## More Firms Passing Out Christmas Bonus Checks

Weed & Co. will distribute Christmas bonuses to all its employees today. Time Inc. passed up the recent dividend but did not forget the bonus for the staff of Fortune, Life and Time. WHN gets two weeks' salary today from Loew's Inc.

Jack Robbins on Friday will pay a bonus to all employees of Robbins Music Publishing Co. and Millar Music Co., including all offices across the country.

— A Merry Christmas —

## KWNO Opening Date Is Set for Jan. 9

Winona, Minn.—L. L. McCurnin, formerly at KGLO, Mason City, Ia., is here to take charge of installing equipment for KWNO, which debuts Jan. 9. After KWNO is on the air, McCurnin will assume position of sales manager. Maurice Reutter, formerly chief engineer at KFJB, Marshalltown, Ia., will hold the same post here. A. E. Mickel is manager of the new station.

## Santa Clicks Double

Canton, O.—Santa Claus program put on by Harry Mayn, local merchant, over WHBC has resulted not only in extra business for the sponsor but also for the station. Letters have been coming in at such a rate that Mayn had to take extra time on the air to read the names of the kiddies writing in.

★  
In  
the  
Yuletide  
spirit  
the boys  
and girls of  
Radio Daily are  
herewith extending  
heartiest wishes  
to the boys and girls of  
the whole radio industry  
for a Grand Old Christmas  
and a New Year that will bring  
Good Things to each and every one  
of you. . . This is our first Yuletide  
in Radio, and the friends we have made  
during the past year fill us with happy  
anticipations for the years to come. . . And  
we hope you feel the same. . . For we all are  
engaged in the same common purpose, in the same  
marvelous industry that has proved one of the  
greatest boons to mankind that the world  
has ever known. . . And this is only the  
beginning. . . So, since there are no  
fancy words that can convey the  
sentiments in a more hearty  
and sincere form than the  
old-fashioned style, we  
will merely repeat—

**Merry  
Xmas  
and a  
Happy  
New  
Year**



## KMOX Program Analyst Will Preview Broadcasts

St. Louis—KMOX has appointed Van Woodward as Program Analyst. He will "preview" every broadcast and make suggestions for improvements to Program Director C. G. Renier.

## Toledo's New Station Sets Debut as Jan. 15

Toledo—Opening of WTOL, second local station, is now set for Jan. 15, according to M. E. Kent, g.m. William Siegman, formerly of WJR and WXYZ, will be chief engineer.

## Sarnoff Sees Television As a New Art of Its Own

When television is developed to a practical commercial stage, it will be a new art of its own, calling for a whole new generation of artists, and supplementing the older arts of stage, movies and sound broadcast-

ing, says David Sarnoff, president of RCA, in an article written especially for the forthcoming Radio Annual. The exploration of the ultra-high frequencies, wherein radio sight will

(Continued on Page 3)

## Special Disk Campaign Is Being Launched Next Month

United Drug, through Street & Finney, the last week in January will start a series of five quarter-hour musical programs over 200 stations. Disks, placed by Spot Broadcasting, will promote a Rexall Birthday Sale. Each station will air five disks. Starting date varies for each station—campaign will end in February.

Jean Paul King, commentator, Walter Cassel, Willie Morris, The Norsemen Quartet, Don Voorhees' orchestra with Don Ross as emcee will be the talent.

— A Merry Christmas —

## IRNA AND AFM SIFTING CONTRACTS IN ESCROW

Although the established deadline for the IRNA arrived yesterday without a definite settlement, Jos. N. Weber, AFM president and Samuel R. Rosenbaum and Emile Gough representing the IRNA were going over the contracts during the afternoon and evening in effort to see whether enough pacts had been signed or were

(Continued on Page 3)

— A Merry Christmas —

## Robert Dunville Named Assistant to Shouse

Cincinnati—Robert Dunville, brought in from KMOX by James D. Shouse, g.m. for Crosley stations, has been appointed manager of WSAI and assistant to Shouse. Robert W. Jennings remains on corporation's executive staff. Chester Herman, assistant producer of St. Louis Municipal Opera, has been retained as program consultant.

## Seasonal Swap

Kansas City, Kan.—The KCKN staff believes that thoughts of Christmas dinner were responsible for this illuminating letter which was addressed to the station's "Swap Shop" program this week: "Will swap a young singing canary for a turkey, goose or fat hen of equal value."

P. S.—The turkey was found.

# RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Wednesday, Dec. 22)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	148 3/4	148	148	- 1/2
CBS A	17 1/8	17	17	- 3/8
Gen. Electric	45 1/4	44	44	- 1
RCA Common	6 5/8	6 3/4	6 1/2	...
RCA First Pfd	48 3/4	47 1/4	47 1/4	- 1 1/2
Stewart Warner	9 7/8	9 3/4	9 3/4	- 1/4
Westinghouse	11 1/2	10 8 1/2	10 8 1/2	- 3/8
Zenith Radio	14	13 1/4	13 3/4	...

### NEW YORK CURB EXCHANGE

Hazeltine	16 1/4	16 1/4	16 1/4	+ 1/4
Nat. Union Radio	7/8	13-16	13-16	-1-16

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6 3/4	7 3/4

### Gabriel Heatter Renewed

Gabriel Heatter yesterday was renewed by Rogers Peet Co. for another 26 weeks on WOR. Renewal is effective Feb. 28, making a full year for Heatter under exclusive Rogers Peet contract. The new paper calls for Heatter's exclusive news commentator services. Program is heard Mondays through Fridays, 9-9:15 p.m. Marschalk & Pratt Inc. is the agency.

### WEW Promotes Flemming

St. Louis—Ray Flemming, sales manager for WEW, has been promoted to assistant general manager.

### 4-Hour New Year Show On Inter-City Network

Elaborate preparations for the departure of 1937 and the ushering in of 1938 have been completed by WMCA in a four-hour broadcast taking listeners on musical tours throughout the associated stations of the Inter-City System. Program will begin with a salute to the New Year at midnight on Dec. 31, to originate from Times Square.

— A Merry Christmas —

### WOV to Air "Aida" in Full Via Disk Christmas Day

Complete performance of the opera "Aida" in recorded form will be aired by WOV on Christmas Day at 2-4:30 p.m. The singing is by the La Scala opera company.

— A Merry Christmas —

### Conti Raises Budget

Conti Products Co. yesterday announced an increased advertising budget for 1938 season, with additional money to be spent in radio. Plans will be made public shortly after Jan. 1. Birmingham, Castleman & Pierce is the agency.

— A Merry Christmas —

### Campana Repeats "Bethlehem"

"Little Town of Bethlehem," Christmas play of Campana's "First Nighter" programs, will be presented for the fourth time during the Christmas Eve broadcast at 10 p.m. over NBC-Red network.

Les Tremayne will be heard in the role of Joseph and Barbara Luddy will be cast as Mary. Special entr'acte music will be played by Eric Sagerquist and his orchestra.

— A Merry Christmas —

### WBRY, New Haven

Jack Skelly is a new addition to the sales department. He was formerly account executive in the Waterbury studios, and has also done agency sales work in New York.

A new twist in the Question Mark program on WBRY is the "Know-It-All-Machine". The P.A. system is used to supply the correct answer from the next room in a very authoritative voice when those questioned slip up.

Jack Henry, station super, will celebrate Christmas with a two-day leave.

### Utah Broadcasting Co. Wins Ruling on Station

Salt Lake City—U. S. Circuit Court of Appeals overruled objections by Intermountain Broadcasting Co. and passed favorably on application of Utah Broadcasting Co. to construct a new station here. New station, to be known as KUTA, received favorable consideration two years ago from FCC. Partners in the venture are Frank Carmen, now operating a station at Price, Utah; Grant Wrathall, Washington engineer, and Jack Powers and David Smith of Salt Lake City.

Construction is expected to begin soon.

— A Merry Christmas —

### Gets "Beauty" Rights

Toronto—Associated Broadcasting Co. Ltd. of Montreal and Toronto announces that it now holds exclusive world rights, with the exception of U. S., for broadcast of the transcribed musical feature, "Beauty That Endures." Presented in 52 quarter-hour transcriptions, series features a 48-piece orchestra composed of musicians of the Chicago Symphony and Civic Opera Orchestras, under the direction of Palmer Clark, with Jean Paul King as announcer.

— A Merry Christmas —

### Col. Major in Person

Col. Jack Major has been signed for personal appearances for one week at the Metropolitan Theater, Boston, beginning Jan. 20. Paul Ross, Columbia Artists Inc., set the deal.

— A Merry Christmas —

### Baghdad Broadcast

First broadcast ever made from the ancient city of Baghdad, Iraq, scene of the famous Arabian nights tales, will be heard over NBC-Red network on Christmas day at 11 a.m.

## COMING and GOING

BILL LEWIS, CBS vice-president, leaves today for Hollywood to look over the western front.

WALTER O'KEEFE returns today from Europe aboard the Normandie.

HAROLD A. SCHULER, vice-president of Remington-Rand Co., arrives today from Europe.

A. B. SCHILLIN, head of the Schillin Advertising Co., sails Jan. 5 for Havana with HY LEVY, of the Levy Agency, WILLIAM ROBERTS of RCA and HARRY WOLF.

MACK DAVIS of CBS leaves Saturday for Miami and will vacation for two weeks.

HERBERT GLOVER, publicity director of Lord & Thomas, is back in town after a Hollywood trek.

BILL KIRKENDALE, manager of WCPO, Cincinnati, is on a New York business and pleasure trip.

TONY WONGS goes to Chicago today to visit family for one week.

JANE PICKENS goes to Cleveland on Dec. 28 to fill theater engagement.

GEORGE OLSEN and his orchestra have left New York for a series of one-nighters prior to his La Conga stint next month in New York.

FRANCES STEVENS has left for an engagement at the Dempsey-Vanderbilt Hotel, Miami Beach.

BENNY FIELDS returns to New York from Chicago immediately after the first of the year.

TYRONE POWER comes east for Jan. 2 and 7 broadcasts of Woodbury's CBS program over CBS. MANN HOLINER, producer of the show, as well as DARRYL ZANUCK and HARRY BRAND of 20th Century-Fox, will accompany him east.

FRED ALLEN and his troupe head back from Hollywood on Saturday.

— A Merry Christmas —

### Akron Yank Games on WWJ

Akron—Exclusive broadcast rights for the Akron Yank games of the Middle Atlantic league for the next three years have been given to WJW. Bill Griffiths of the announcing staff has been retained in that capacity. In appreciation of his announcing last season, his sponsors (Wheaties) presented him with a handsome wrist watch as a Christmas gift.

## NEW YEAR'S RESOLUTION

Resolved —

"I WILL NOT DISREGARD ANY ATTRACTIVE OFFER FROM ANY RELIABLE SPONSOR."

signed

Jay C. Flippin

'DISC' IS THE TIME...  
TO PLAY MY FAVORITE  
RECORDING.







# What They Want for Christmas



**DAVID SARNOFF**—commercial television. **FRANK R. MC-NINCH**—his FPC job back. **BILL PALEY**—just 50 more stations. **ALFRED J. McCOSKER**—golf balls that average 300 yards. **LENOX R. LOHR**—ideas for RCA-NBC World's Fair Exhibit in 1939. **PHIL SPITALNY**—fewer marriage proposals for his musical charmers. **POWEL CROSLEY JR.**—continued renewal of those 500,000 watts. **COMMISSIONER GEORGE HENRY PAYNE**—less gore in kid shows. **JIMMY SCRIBNER**—more characters to conquer.

**BING CROSBY**—a few track winners. **DON E. GILMAN**—how to keep San Francisco contented. **HANK CRISTAL**—Petry made exclusive rep for NBC and CBS. **ED CRANEY**—an anti-Ascap law in every state. **DON DAVIS**—name of the guy who busted up his room. **GENE O'FALLON**—politics by the forelock. **LEWIS ALLEN WEISS**—the rest of California. **DICK RICHARDS**—a 50,000 watter cheap. **L. B. WILSON**—500,000 watts. **NILES TRAMMELL**—Jimmie Petrillo's retirement. **GLENN SNYDER**—National Barn Dance extended to two hours. **SAMUEL R. ROSENBAUM**—a dividend on the IRNA efforts. **LAMBDIN KAY**—peace, quiet and a typewriter. **PETE WASSER**—a little jury duty on the side.

**E. C. MILLS**—moratorium on state legislation. **JOHN G. PAINE**—that music users acknowledge Ascap's "benefits". **EDWARD KLAUBER**—just an even break for poor CBS. **CLAY MORGAN**—executives' promise not to talk for publication. **JACK LAVIN**—a home in Pasadena. **FRANK MASON**—the Blue sneaked up on the Red. **DOROTHY HAAS**—Al Pearce on tour again. **FRED WARING**—an idea that hasn't been copped. **PAUL WHITEMAN**—a few more saddle horses. **PHIL LOUCKS**—a fool-proof NAB reorganization package. **HAROLD HOUGH**—notice from the probate court that Andy

Mellon remembered the NAB treasury.

**HERB GLOVER**—note from Mr. Lasker that L. & T. employes can cut down to four packs of Luckies a day. **BILL BACHER**—"Please come home" (signed) MGM. **NICK KENNY**—a 40-week option on top of list for Martin Alexander. **JACK ROBBINS**—more chop suey joints with major outlets. **SHAW NEWTON**—cut Tony Wons' time—less commercials to write. **SYLVAN TAPLINGER**—another brother like Bob. **PAUL MONROE**—larger hatgears. **PHIL-LIPS LORD**—a boat called "Seth Parker". **GABRIEL HEATTER**—fewer commercials.

**JAMES APPELL**—a commercial for Del Casino. **MACK DAVIS**—more air time for Barry Wood. **COLE PORTER**—horseless carriages. **AL JOLSON**—a winner in any race. **WALTER WINCHELL**—at least one big news break every Sunday nite. **BEN BERNIE**—an option from Zanuck. **ZACK BECKER**—revised CRS contracts. **TOMMY ROCKWELL**—prohibition ban spots. **RALPH WONDERS**—a car that hits 150 m.p.h. **CHARLES E. GREEN**—more remote time.

**ROY WILSON**—another Tommy Riggs. **JAMES SAPHIER**—a demand for baritones. **DEANNA DURBIN**—more copies of her birth certificate. **VICK KNIGHT**—Cantor's bank book. **AL ROTH**—a sponsor who appreciates a distinctive musical program. **NORA STIRLING**—a sponsor who wants a novel kid show. **COL. JACK MAJOR**—just a sponsor. **PROF. QUIZ**—harder questions. **ARTHUR GODFREY**—an even hundred sponsors. **MAJOR EDWARD BOWES**—more and better amateurs. **LEO REISMAN**—another booking in Paris and the Riviera. **BUYRL LOTTRIDGE**—a mileage book.

**EARL J. GLADE**—FCC approval of that new 50,000-watter. **ALICE REMSEN**—a later hour for that first Sunday a.m. show. **RICHARD BROOKS**—bigger little things. **LARRY NIXON**—publication date on that new book. **ELLIS ATTEBERRY**—more press books to fill. **JOHN VAN CRONKHITE**—his own airplane. **DONALD W. THORNBURGH**—completion of coast studios ahead of time. **CHARLIE MCCARTHY**—voice insurance for Edgar Bergen. **EDGAR BERGEN**—knee insurance against splinters.

**HUGH K. BOICE**—how to sell the same spot twice. **PAUL KESTEN**—a fool-proof plan for new studios on Park Ave. **DOC MORTON**—less budget trouble. **JOHN SHEPARD III**—less commissions to Petry. **BILL SCHUDT JR.**—WBT office nearer New York. **JAMES W. BALDWIN**—how to keep everybody happy. **GENE BUCK**—more painless ASCAP revenue. **BOB TROUT**—a boat for a summer home. **JOHN U. REBER**—better script writers. **DON SHAW**—an idea for NBC (National Biscuit Co.). **DON STAUFFER**—less commuting to Hollywood.

**GEORGE BOLLING**—more time to shoot ducks. **O. B. HANSON**—tenant for present NBC-Hollywood studios. **VINCENT CALLAHAN**—more Washington gossip. **G. C. PACKARD**—less stations wanting Chevy disks. **JOE WEED**—more Canadian stations. **HERB AKERBERG**—airplanes that don't get lost. **CLARENCE WHEELER**—more SL&C biz. **RALPH STARR BUTLER**—no CIO-Boake Carter quarrels. **W. A. P. JONES**—Pontiac the No. 1 U. S. car. **TINY RUFFNER**—a good musical show. **MEFFORD RUNYON**—fewer late office hours.

**ED COHAN**—CBS television transmitter in operation. **FRANK MASON**—time in Florida. **RADIO EDITORS**—fewer last minute corrections. **ROBERT GRIGGS**—

10,000,000 requests for Charlie McCarthy premium. **JOE ALLEN**—top Crossley rating for Fred Allen. **JOHN ROYAL**—an original idea. **BARRY BINGHAM**—a Bigger and Better IRNA. **JIM SHOUSE**—a lot of commercials for WSAI. **ARCHIBALD CROSSLLEY**—less pot-shots at the reports. **LAWRENCE LOWMAN**—real results from auditions. **KELLY SMITH**—idea to sell early morning time.

**TOM GOOCH**—fewer visits by Akerberg. **EDDIE CANTOR**—more people like GEORGE VOS, JAMES TIERNEY and LOUIS A. WITTEN. **TED STREIBERT**—WLW exclusive with MBS—Seconded by FRED WEBER. **JOHN CLARK**—that the Warner-Luckies show keeps clicking. **PERCY DEUTSCH**—more accounts like Chevy. **FRANK HUMMERT**—a scriptless script show. **JACK HOWARD**—more S-H owned stations. **EMILE GOUGH**—I.R.N.A. success. **SAM FUSON**—more stories by Dinty Doyle. **LEONARD BUSH**—P. & G. sales keep climbing.

**TONY WONS**—a high book shelf for scrapbooks. **HOLLACE SHAW**—to see a snowstorm. **VICTOR ARDEN**—another series of Chevrolet ETs. **BENAY VENU-TA**—a movie projectionist license. **HAL NICHOLS**—an insomnia cure. **H. K. CARPENTER**—Buckeye network additions. **JAMES F. HOPKINS**—baseball reports from W.U. **LEO FITZPATRICK**—a good network for Father Coughlin. **GEORGE W. TRENDLE**—less movie gossip on the air. **ARTHUR B. CHURCH**—a camera. **SID FLAMM**—bigger and better clay pigeons.

**JOE KEELEY**—a candid camera that really works. **JOHNNY JOHNSTONE**—a final decree from streptococci. **ROY C. WITMER**—more sponsors like P. & G. **HERB ROSENTHAL**—another trek to Hollywood. **GEORGE**

A MERRY CHRISTMAS

AND A

HAPPY NEW YEAR



HENNY YOUNGMAN

HOLIDAY GREETINGS

FROM

"The Aristocrats of the Turn Table"

ASSOCIATED MUSIC PUBLISHERS, INC.

25 West 45th Street

New York City

SHER—a sail boat and the south seas  
 BILL LEWIS—about five good program ideas  
 MONIE HELLINGER—a set of golf clubs that shoot straight  
 TED HUSING—a new pair of field glasses



DONALD FLAMM—a few more kilocycles to conquer  
 TOM McAVITY—a snowstorm in sunny California  
 RUDY VALLEE—a new sensational discovery  
 WAYNE RANDALL—the good old days  
 JACK BENNY—autograph copy of "Love In Bloom"  
 FRED FIELDING—faster trains to Philly—and vice versa  
 JOS. M. WEBER—a musician in every station's stocking  
 LANNY ROSS—midnight in Manhattan  
 LOUIS K. SIDNEY—a box seat at the world series  
 VICTOR RATNER—a Ford that will go faster  
 ARTHUR PRYOR JR.—another "March of Time"  
 F. W. BORTON—a good Florida season  
 LOMBARDO BOYS—skates  
 ANNETTE HANSHAW—a showboat



BOB HURLEIGH, DAVID NOWINSON, EVELYN WILLIAMS, CHARLES H. MAUGHAM, ANDY SANDACK, BOB LONGWELL, BILL BAILEY, JOHN CONRAD, BART SLATTERY, DWIGHT BURROUGHS, HARRY ELDRED, JACK HARRIS, CHARLES BERRY—bigger publicity breaks



ANGELO PALANGE—an Adam hat  
 JACK PEARL—a trip around the world  
 JOE PENNER—a good successor to a duck  
 DONALD PETERSON—Lux Radio Theater  
 RALPH POWELL—a larger advertising budget  
 JOE KOEHLER—more hours between 7 and 12  
 RALPH STEINBERG—more conferences with the President  
 WILLIAM RAMBEAU—a TWA pass  
 ERNO RAPEE—some bridge luck  
 IRVING REIS—unusual Hollywood weather  
 CARSON ROBISON—a pair of

*Not believe in Santa Claus!... Nobody sees Santa Claus, but that is no sign there is no Santa Claus. The most real things in the world are those which neither children nor men can see. No Santa Claus! Thank God! he lives and he lives forever.—Frank Church.*

chaps BEN ROCKE—another participating show for the kids



HENNY YOUNGMAN—a colored chauffeur  
 CHARLIE ROSS—bigger and better premieres  
 BEN LaFRENIERE—a hit song  
 HARRY SALTER—a Hudson de luxe automobile  
 ADOLF SCHMID—a trip to his homeland  
 KEN SISSON—an imperial suite  
 STEPHEN SLESINGER—more features on the air  
 RAYMOND SPECTOR—a serial account  
 BILL GARTLAND—front page stories  
 DAN C. STUDIN—ditto.  
 JIMMIE LYONS—a new type-writer  
 ED STRONG—a studio in New York  
 BILL SWANSON—another Max Kramer



C. G. PHILLIPS—a week end at Sun Valley  
 WILLARD EGOLF—tickets for "Of Men and Mice"  
 STANLEY HUBBARD—a Hollywood tour  
 WILLIAM SCRIPPS—a blue ensemble  
 THOMAS LEE JR.—Fred Allen  
 LUCILLE and LANNY—a television set  
 BARRY McKINLEY—a Chevrolet  
 J. P. MCGREGOR—more subscribers  
 JAMES MADISON—the old days  
 ZEKE MANNERS—a new accordion  
 GARNETT MARKS—a newsreel contract  
 MERTENS & PRICE—another Bible program  
 JACK MEAKIN—more fancy arrangements  
 RAY MIDDLETON—a concert



JACK MILLER—less script and more music  
 BURT SQUIRES—drums along the Mohawk  
 HARRY KALLER—a news break  
 BILL MURRAY—another Jol-

son EDDIE GARR—French Casino  
 ADELE PURCELL—a good boss  
 JULES NASSBERG—an annuity  
 DORIS SHARPE—more clients  
 BEN GREEN—a course without a green fee  
 BILL HAWORTH—another Souvaine  
 HARRY NORWOOD—a Hollywood office  
 FRANK NOVAK—Rainbow Room  
 H. S. GOODMAN—fewer trips out of town



AL GOODMAN—another Palmolive show  
 LILLIAN GORDON—a good press agent  
 ROSS GRAHAM—three more years of Cities Service  
 WILLIAM GERMANNT—a special postman  
 LEE GRANT—a box of Wheaties

GLEN GRAY—a pair of ice skates  
 BILL BURTON—more time to spend in his office  
 GEORGE GRIFFIN—February in December  
 JOHN B. HATCH—a healthy year  
 FERDE GROFE—a trip to the Grand Canyon  
 FRANCES HUNT—a high C  
 FRANZ TELEWSKI—a successful radio year



FRANK MOSS—more scoops  
 ELLIOTT SANGER—a yacht  
 PAUL HEINICKE—more chess players  
 LOU IRWIN—more stars in his firmament  
 SAM LYONS—the same  
 MRS. MARTIN JOHNSON—a ranch in Arizona  
 SUE TOHRNER—a trip to Pensacola  
 ARTHUR KASS—an automatic baby carriage  
 DON KERR—box of lozenges  
 BOB KERR—a pinto  
 HARRY MAIZLISH—more trips into New York  
 HELEN KING—an epidemic of contests  
 RALPH KIRBERY—more recordings  
 RANDY RYAN—new promotion ideas  
 BEN LIPSET—a red necktie  
 WILTON

(Continued on Next Page)

**HAPPY NEW YEAR 1938**

**W·N·E·W**  
**NEW YORK**

**ON THE AIR 24 HOURS A DAY**  
 Covering New York City, its environs, and New Jersey... the entire Metropolitan Trading Area... at the lowest per capita rate the territory offers.  
 1550 KILOCYCLES · 2500 WATTS—DAY · 1000 WATTS—NIGHT  
 STUDIOS:—501 Madison Avenue, New York City, New York  
 National Representatives:—William G. Rambeau Co., Inc., Tribune Tower Building, Chicago, Ill.

*Season's Greetings from*

**Tommy Dorsey**

E. HALL—a vacation in Virginia Beach

M. GAFFNEY—more time to play with the baby AL ROSE—a book of instructions on ping pong JIMMIE JAMES—a trip to England JOE CREAMER—fewer interruptions AL SIMON—a season pass to the Garden JIM REYNOLDS—more CBS shows CAPT. JEAN GROMBACH—a new set of foils M. KEILSON—a national Jewish hour JIMMIE SAUTER—another B-S-H JIMMIE ALDIN—another 100-week contract A. L. ALEXANDER—no more lawyers LOUIS ARMSTRONG—a lemon sucker in the front row AARON S. BLOOM—an easier way to get to New York

HERBERT R. EBENSTEIN—an o.k. from John Shepard ALVIN AUSTIN—one more Pilot Radio account CLYDE BARRIE—an operative role CARL BIXBY—an automatic typewriter WHITNEY BLAKE—more network plugs JOHN BLAIR—an automatic contract renewer MORTON BOWE—a good connection with Edward Johnson MAY SINGH BREEN and PETER de ROSE—a Paramount date E. V. BRINCKERHOFF—a well-earned rest SEDLEY BROWN—a divorcee lawyer to settle some of his questions GEORGE BURNS and GRACIE ALLEN—her missing brother

WALTER CASSEL—a son FRANK CHASE—a new tailor JOSEF CHERNIAVSKY—a client TED COLLINS and KATE SMITH—a longer vacation in Alaska FELIX COSTE—a golf score of 72 J. WILLIAM CODY—a bicycle built for one FRANK BURKE—more time for his family C. H. VENNER—more foreign stations JERRY COOPER—another polo shirt HERMAN ROSENBERG—revival of Standard Slide Co. MRS. NORMAN CRAIG—a trip to Florida

JAMES R. CURTIS—160-minute hours D'ARTEGA—a mustache curler EMERY DEUTSCH—a

Christmas is coming, the geese are getting fat, Please to put a penny in the old man's hat; If you haven't got a penny, a ha'penny will do, If you haven't got a ha'penny, God bless you! —Unknown, Beggar's Rhyme.

Strad TEDDY BERGMAN—less acting and more producing AL DONAHUE—a stock broker without a telephone EDDY DUCHIN—another White House invitation BILL ELLSWORTH—a few more golf dates DAVE ELMAN—a hobby of his own JAMES ETHERINGTON—a home in the city LOU DIAMOND—six months in Europe SHEP FIELDS—another fish bowl TOM FIZDALE—another Kate Smith JIMMIE WADE—a swimming pool

HERMAN BERNIE—another brother like the maestro MA-RIO COZZI—a contract for the Met HELEN GLEASON—an operetta HORACE HEIDT—more debts around the mike TOMMY DORSEY—a mess of trombones REED LAWTON—more sassiety folk in his club ROSE MARIE—an official acknowledgment of having grown up BERNICE JUDIS—self-answering telephones WALLY DUNCAN—a new joke to tell the space buyers HERMAN BESS—more than 24 hours a day to sell ROBERT SCHMID—bigger and better funny papers IRNA PHILLIPS—a few new dolls MARTIN BLOCK—more areas to cover

ALAN COURTNEY—a larger studio audience M. J. WEINER—a golf course for Studio "D" DORIS SMITH—sponsors who write short sentences STAN SHAW—longer nights DICK HIMBER—recognition as MISTER Humber JACK ARTHUR—a movie contract BUDDY MORRIS—a cure for seasickness LLOYD SHAFFER—a contract without options TED HAMMERSTEIN—a pair of shoes

that fit WALLACE JORDAN—a gentleman's farm STAN LO-MAX—more 28 page plugs

LARRY MARKS—a Santa Claus suit PETER ROTUNDO—more night hours JACK MOSES—Jack Benny DEL CASINO—a screen test AARON STEINER—a contract for Frank Hawks CHARLEY MICHELSON—an easier way to make a living GENE BRESSON—a freshly stocked Maine lake and a month to enjoy it HELENA BLUE—a musical break B. CHARLES DEAN—a mess of good English dramatic actors on the air under his wing PAUL LOUIS—more classical programs ANICE IVES—a few more sponsors

HAROLD STEIN—a bass from Rockland Lake JOAN BROOKS—fewer rehearsals and more work GEORGE MARSHALL DURANTE—a few pupils with mature minds JESSICA DRAGONETTE—a Russian wolfhound LEONARD KAPNER—bigger advertising budget from Hearst radio CLAIR R. McCULLOUGH—bigger and better Mason-Dixon group FRANK MEGARGEE—more listeners than ICS has students LOUIS K. BALTIMORE—bigger and better trips ROY THOMPSON—full time for station FRANK R. SMITH JR.—a publica-

tion advertising budget J. J. LAUX—more advertising to place WALTER FRAMER—lots of work for 1938 C. G. MOSS—less work at the state building

H. J. BRENNEN—longer days NORMAN WHITE—a hearing at J. W. T. LOU HOLTZ—an affirmative answer on audition MYRT and MARGE—Myrt to Chi, Marge to California home CARLOS FRANCO—fewer trips to Cleveland IRENE WICKER—less trouble getting small clothes LOWELL THOMAS—an extended vacation STEW HAWKINS—a larger organization RED REYNOLDS—a non-fishing cat and more goldfish J. KELLY SMITH—commutation ticket New York-to-Chicago LESLIE ATLASS—ten or twelve more horses

ED CASHMAN—a set of Swing Club twins A. E. PHOENIX—more studio remodeling VERNICE BOULIANNE—another trip through the canal ROBERT A. HORIES—more food accounts HAROLD E. SMITH—more time for his many friends ROY L. ALBERTSON—an FCC ruling C. D. MASTIN—more station surveys by J. & B. HARRY TRENNER—more lines to sell GORDON WHYTE—a Kentucky coloneley JACK ROCHE—an appointment as Mayor of Westport GERALDINE LENNI—a few free evenings with hubby AMORY L. HASKELL—continued pleasant relations with all nations

W. C. ALCORN—5000 watts SIDNEY W. CAUFIELD—a linguist

A MERRY WBNXMAS Santa says For Your PRESENT and FUTURE WBNX NEW YORK 1000 WATTS DAY AND NIGHT The Station that Speaks Your Language

TO THE PERSONNEL OF MUTUAL BROADCASTING SYSTEM AND OUR MANY OTHER RADIO FRIENDS A MERRY CHRISTMAS AND A HAPPY NEW YEAR HAROLD STEIN COSMOPOLITAN STUDIOS INC 145 WEST 45TH ST. NEW YORK

SENSATIONAL! THRILLING! RADIO'S NEWEST GAME PLAYED "OVER THE AIR"— USING TELEPHONE NUMBERS SPONSORS ARE WAITING FOR IT! STATIONS WILL WELCOME THIS HUGE AUDIENCE BUILDER! FULLY PROTECTED UNDER UNITED STATES COPYRIGHT FOR EXCLUSIVE RIGHTS—PHONE WIRE OR WRITE TO THE H. S. G. Adv. Agency 420 MADISON AVE. NEW YORK 134 N. LA SALLE ST. CHICAGO

*Many merry Christmases, friendships, great accumulation of cheerful recollections, affection on earth, and Heaven at last for all of us.—Charles Dickens.*

secretary... **EDWARD ERVIN**—110 Piece-Symphony Orchestra... **FRANK JOHNSON**—a headache powder... **EDGAR H. TWAMLEY**—NAB action... **W. DOERR**—national program origination at station... **HIREM W. DEYO**—a new hobby... **A. F. BUSCH**—a new car... **JACK HAMMOND**—a quicker route from home to Phila... **A. E. NELSON**—pick up in steel production... **LYNDEN MORROW**—more Chicago trips... **CLIFFORD M. CHAFEY**—better local programs... **WILLIAM FAY**—a new desk set

**ARTHUR KELLY**—an automatic budget maker... **CLARENCE WHEELER**—fewer board meetings... **GUNNAR O. WIIG**—another 10,000 visitors... **GORDON P. BROWN**—a night time license... **KOLIN HAGER**—lower phone bills... **GEORGE R. NELSON**—more up-state business... **ROBERT G. SOULE**—an asbestos mobile unit... **COL. HARRY C. WILDER**—a few more stations... **LINNEA NELSON**—a trip to Bermuda... **TOM LUCKENBILL**—another Texas trip

**GREG WILLIAMSON**—more programs... **NICK CARTER**—2-month European vacation... **GEORGE ALLEN**—a good vacation in the woods... **TOM JOYCE**—101 new ways to sell sets... **WALTER KRAUSE**—another Magic Key show... **JACK MULLEN**—a Broadway play... **FREDERICK KEESEE**—more local Syracuse business... **A. K. REDMOND**—an advertising appropriation... **RALPH ATLASS**—bigger and better local business... **HENRY SOUVAINÉ**—a honeymoon with Gerry in California... **NICK ORLANDO**—a client for "One Way Street"... **EARL THOMAS**—the friendship and confidence of radio buyers... **TOM STIX**—a permanent vacation... **ARCHIE BRAUNFELD**—a decent drugstore sandwich

**KEITH McLEOD**—a chorus that sings in unison... **TOM TERRISS**—a Cook's contract... **MANNY ROSENBERG**—a tuna out of the can... **JAMES PEPPE**—a long vacation home... **WEBB ARTZ**—room service... **RUDY VALLEE**—careful house guests... **NED WAYBURN**—another Eleanor Powell... **MARK WARNOW**—a concert in Carnegie Hall... **MAU-**

**RICE COLEMAN**—a straight flush... **MAJOR EDNEY RIDGE**—high tobacco prices and good peach crops... **GERALD SLATTERY**—a break from the FCC... **JOE WEED**—another Canada...

**FRANK SEITZ**—a new studio... **HOPE BARROLL**—an extra phone... **DONALD WITHCYCOMB**—fewer conferences... **JOHN PATT**—a month on Mackinack Island... **GENE DYER**—a trip to New York... **LEW WHITE**—a transcription contract... **AL CORMIER**—Atlantic City in his backyard... **SAM HENRY**—a budget... **CARL ZOMAR**—better deliveries by Farley's boys...

**H. ALLEN CAMPBELL**—a northern Mich. hunting trip... **ANDRE BARUCH**—more opportunities to emote... **HAL MAKELIN**—another expo for Chicago... **COL. JAY C. FLIPPEN**—major network recognition... **LEITH STEVENS**—longevity for swing... **KELVIN KEECH**—a sailboat... **AL MITCHELL**—an encyclopedia... **HERBERT MOORE**—a daily big news event...

**JEAN PAUL KING**—a Christmas Day assignment... **GEORGE A. WARD**—star-lit mornings... **HOWARD WARWICK**—a zipper briefcase... **L. L. STRICKLEN JR.**—a nice persimmons crop... **ALICE FROST**—a Charlie McCarthy doll... **HELEN CLAIRE**—a real big radio role... **CHARLES LA TORRE**—more character parts in scripts... **MR. and MRS. LAWSON ZERBE**—time off for a real honeymoon trip...

**JOHN V. L. HOGAN**—select accounts... **PARKYAKARKUS**—

more chances to recite poetry... **JOAN BLAINE**—fewer auditions in Chicago... **DOROTHEA LAWRENCE**—more patriotic airs... **MARGIE ANN KNAPP**—a long dress... **EVE VEVERKA**—a Baedeker... **MARTIN STARR** and **FRANKIE BASCH**—more celebs arriving and sailing... **MERRY MACS**—a tour with Al Pearce... **TOM VALENTINO**—a sound effect order he can't fill

**CHARLES E. SEEBECK**—more steel furnaces going... **RUBINOFF**—a five-room trailer... **GERTRUDE BERG**—time for film writing... **REG. M. DAGG**—ticket from Vancouver to N. Y... **JOCKO MAXWELL**—sports guests... **MARCUS GRIFFIN**—a motor launch... **LINTON WELLS**—a trip to China... **SAM HAMMER**—an inventor who can invent a sponsor...

**KEN STAWMAN, EDWARD CODEL, LEON GOLDSTEIN, WILLIAM H. GREEN, VIRGINIA WILSON, MCKINNEY, NORMAN WAREMBUD, ED DUKOFF, SYLVIA PRESS, MURRAY ARNOLD, DOROTHEA BECKMAN**—less blue-penciling by editors.

**MAURICE SPITALNY**—a black ivory baton... **JEANETTE MACDONALD**—time to read her Christmas mail... **ESTELLE LEVY**—a saxophone... **VICTOR ARDEN**—another Chevrolet renewal... **FEG**

**MURRAY**—to forget Christmas of 1918 in France... **ELMORE VINCENT** and **DON JOHNSON**—three competing prospective sponsors... **SANTA CLAUS**—a rest.

—A Merry Christmas—

**KSLM, Salem, Ore.**

Earle W. Headrick of the commercial department went Christmas shopping in a big way. He bought a new car and a new home, recently completed.

Barney Kenworthy, another commercial dept. member, was made a colonel in the Community Chest drive. Station business suffered a little, but the Chest gained much, so everybody's satisfied.

Since affiliation with Don Lee-Mutual system, station business has gained considerably, along with better programs, staff changes and improved equipment.

*Season's Greetings*  
FROM  
IN  
**WBIG** GREENSBORO  
N. C.

"... and Santa, please bring me the key to that Half-Billion Dollar Westchester Market."

(signed) A. Space Buyer.

**SANTA:** "Another One! I hope there'll be enough time left for him on WFAS!"

From Boston . . .



SEASON'S  
GREETINGS

**W C O P**

**SWING SESSION**  
Sends GREETINGS  
LEITH STEVENS

Saxes	Brass	Rhythm
ARTIE MANNERS	NAT NATOLI	WALTER GROSS
TOOTS MONDELLO	LOYD WILLIAMS	FRANK WORRELL
HANK ROSS	WYLLIS KELLY	LOU SHOUBE
GEO. TUDOR	RUSS CASE	BILLY GUSSAK
	JOE VARGAS	
Script	ROLAND DUPONT	Engineering
BOB SMITH	WALTER SCHWITZENBERG	FRANK PROTZMAN

**PAUL DOUGLAS**  
**ED CASHMAN**  
**PHIL COHAN**

**CBS CHRISTMAS NIGHT AT SEVEN**

This May Be a  
Stock Arrangement  
but  
Merry Christmas

**JACK MILLER**

SEASON'S GREETINGS

INDICATED

NAT BRUSILOFF

Joyeux Noël



AIR FEATURES, Inc.

247 PARK AVE. NEW YORK

A MERRY CHRISTMAS



Lee Grant

MERRY XMAS



ED. DUKOFF HOTEL EDISON

ALL TOGETHER, NOW "Merry Xmas"



TED STRAETER



A Letter FROM Santa Claus!

Dear Scoopsie-woopsie: In answer to yours of the 16th inst. asking what you want in your sock Xmas morn—I have this to say: You are selfish and inconsiderate. Think of the things you've gotten the past year which couldn't be cramped into Primo Camera's sock—and you didn't ask for it. How does a push-mobile compare to a personal phone call from G. W. Hill asking where a certain item emanated—or for that matter the news from KSL, Salt Lake City, that its employees are having a shindig today at their place under the supervision of Irma Bitner of the press dept. You state that you've placed a hole at the toe of the sock so that I might keep pouring bon-bons galore. Would you rate bon-bons on the same level with word that Gabriel Heatter's son, Buddy, is now writing for the Old Man—or that his daughter, Mada, has written a fashion show for the air. Think of last week when Kate Smith, in her dressing room, related for one hour the thrills she enjoyed talking with Mrs. FDR and when the latter in her column, said that she'd enjoy nothing better than to meet Miss Smith personally. Imagine how few people heard the singer relate this—and you were of the Chosen Few.

A Merry Christmas

You state that the first Xmas card received by Hal Styles of KHJ, Los Angeles, was from Major Albert Tansley Luck, who was the first guest on Hal's "Help Thy Neighbor" show last Jan. How interesting. For that matter, so is the information that KGVO's Barn Dance will celebrate Xmas by the drawing of names and an exchange of gifts by members of the cast—before a mike decorated like a tree—which will be aired. I am going to file a protest pronto on your word that Bob Levy, program director of KCMO, Kansas City, will impersonate me at an employees' party in their studios today—and then go to call on Larry Sherwood, station manager; Lloyd Sigmon, engineer; Moreland Murphy, special events man—and leave gifts for their youngsters. Such deception is outrageous—and besides, he'll be cutting into my business.

A Merry Christmas

Reverting to your recommendations for people: What would Richard Brooks, one of your best commentators, be doing with a dictionary—when he makes up his own words anyway. I kinda sorta like the suggestion to send my latest song to Jack Robbins for publication. But he's always complaining about having too many flicker tunes. How about my giving Herb Rosenthal a desk—unless he has one by now. Bill (CBS) Lewis, you say, may be able to use me for a guest shot. Well, get Lester Lee to handle the deal—and I'll pay out the usual 10 per cent. It's nice of you to remember Earle Ferris, one of the country's better press agents—who never asked you for a favor all year. I'll see what I can do about getting a good gag man for him FREE—though I personally think he's been doing well without one these many years. Also Garnett Marks. How about getting him on a commercial? What's this about Joe Rines? Giving him a magic book would only be placing him in the same class with Richard Himber.

A Merry Christmas

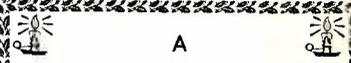
I like the spirit displayed around WWL, New Orleans. There's a small tree in every executive's office with wreaths to boot—but no mistletoe! Can't understand why you requested an automatic door-closer-inner for Don Shaw. Is it because he's never in his office? Vick Knight is off the diet on the coast and may want a reducing machine but my load's too heavy to monkey around with that. What was that you said about Jerry Cooper? Rudy Vallee has his dog more dignified this year on his Xmas cards, doncha think? Wish you'd see what you can do about getting me a crack on the Bing Crosby show. I kinda would like to mince words with Bing and Bob Burns. More later.—SANTA.

To our many helpful friends, especially the National Broadcasting Company for making this such a

MERRY CHRISTMAS

LUCILLE and LANNY LINWOOD GREY

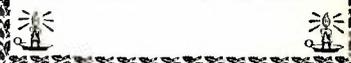
"Two Voices and a Pianny"



A MERRY XMAS and a HAPPY NEW YEAR



BARRY WOOD



HOLIDAY GREETINGS



JOAN BROOKS NBC

A Merry Xmas and a Happy New Year



GEORGE GRIFFIN

Merry Xmas



DON KERR WMCA

# ORCHESTRAS - MUSIC

**T**HIS Christmas will be no holiday for Horace Heidt, leader of the Brigadiers. As a matter of fact, it will be busier for him than most days during the year. Dec. 28 marks the end of two and a half years of broadcasting over CBS and the start of a new series of commercials for the same sponsor on NBC-Blue. Change requires long preparation, and the fact that the change takes place so close to the holidays makes it busier than it might ordinarily be, what with changes to new studios, finding right set-ups, and all this is coupled with the usual business of Christmas shopping that everyone has to go through at this season.

Joe Fransetto and his band will remote over WDAS, Philadelphia, from the Hotel Adelphia.

Besides being heard over CBS on New Year's Eve, Leighton Noble and band will go on the air by way of WFIL's Mutual Line later the same evening.

Bill Davies replaces Dave Appolonia at the piano of the WIP studio band of Clarence Fuhrman.

Willie Bryant and Band will be heard over WDAS hereafter starting Christmas Eve.

Vincent Lopez and his orchestra are now heard over WHN regularly on Saturday, Sunday and Monday evenings. The program originates in Cincinnati.

George Kirk and his Orchestra begin a series of pickup broadcasts from the Mirror Room of the Newhouse Hotel over KDYL, Salt Lake City. Schedule is for two broadcasts weekly, MST Fridays and Saturdays.

Lyn Murray's orchestra will be heard on two more CBS programs after the first of the year. He is currently heard on eight CBS shows, including four weekly with Ruth Cartwright.

Bandsman Oscar Bradley, who will remain in Hollywood until March with the Phil Baker CBS Sunday show, will do a comical bit in a musical picture soon. Bradley is also slated to make two guest appearances, without his orchestra, on Hollywood programs.

Marek Weber, now playing at the Stevens Hotel, Chicago, finds the job of making records a fascinating experience, but one of the most uncomfortable in the world. The "Toscanini of Dance Music" denies violently that he's superstitious, but he won't make a recording unless he's wearing a jacket he wore when he made his first record, which subsequently brought him a contract with a gramophone company. Weber's music will be featured on the new "Contented Hour" series beginning Jan. 3. Maria Kuranko, Russian soprano, will be his soloist.

Richard Himber will sound the opening trumpet in the WOR-Mutual deluge of melody on New Year's Eve—a non-stop flight of rhythm that starts at 11:15 p.m. at the Essex House in New York, pulsates its way across the nation with a score of crack dance bands, and finally walls to a halt at 3:45 a.m. the next morning in far-off Honolulu. Heidt, Goodman, Lombardo, Dorsey, Fields, Nelson, Nicholas, Reisman and Kaye will add their notes of swing and sweet rhythm.

"Found," a new song written by two Baltimoreans, Woody Frisino, member of the staff of WBAL, and Virginia Bridges, was selected and played by Guy Lombardo as "the hit of the week," on his coast-to-coast program last Sunday evening. The maestro made glowing remarks about the selection, predicting it will be the best-seller within a very short time.

Virginia Verrill, rhythm singer of Jack Haley's Saturday night Log Cabin Jamboree, has chosen "That Old Feeling" to head the list of 10 favorite songs for 1937. That's the number which she introduced in Walter Wanger's picture, "Vogues of 1938." Her other nine favorites, in order of choice are: "September In the Rain," "All God's Chillun Got Rhythm," "Where or When," "Danger, Love at Work," "Cabin of Dreams," "The Natural Thing to Do," "Let's Call the Whole Thing Off," "Bob White," "The Lady Is a Tramp."

— A Merry Christmas —

## OMAHA

Don Kelley, KOIL announcer, and Evodia Olsen, KOIL dramatist, will marry on Dec. 26—sandwiching the wedding and honeymoon between shows. They'll be back at the mike after a two-day honeymoon.

Gardner Nursery Co. of Osage, Ia., has reserved 5 to 15 minute spots on WOW during all of 1938.

Cast of "The Jangles," 15-minute script show written and produced by Jettabee Ann Hopkins, has been busy with personal appearances during the holiday season before clubs, conventions and civic groups.

Sandra, 4-year-old daughter of Had Hughes, KOIL announcer, recognized her dad's voice over the radio as Santa Claus from a local department store.

John Blair, president, and John Bolling, New York manager of John Blair & Co., radio representatives, visited John J. Gillin Jr., WOW manager.

Keith Wilson, radio editor of the Omaha World-Herald, and Mrs. Wilson are parents of a baby boy.



**KATE SMITH**

**Merry Christmas**

**TED COLLINS**



★

**BRINCKERHOFF**

TRANSCRIPTIONS

**W**ishing you a very **Merry Xmas** and a

**H**appy

**N**ew Year



New York's No. 1 Showmanship Station  
 Affiliated with Loew's Theatres and  
 the Metro-Goldwyn Mayer Studios  
 15-10 Broadway, New York City

Announcing!



Holiday Greetings

**KELVIN KEECH**



PROGRAMS RECORDED BY US AT 29 W. 57th ST. NEW YORK, N. Y. ARE BEING BROADCAST ALL OVER THE MAP

TEL. PLAZA 3-3015



# Christmas on the Networks



**HIGHLIGHTS** among the Christmas broadcasts will be the greetings of President Roosevelt during the official lighting of the national Christmas Tree on the White House lawn at 5-5:30 on Christmas Eve, aired over all networks, and the salutations of King George VI of England to the world at 10-10:10 a.m. on Christmas Day, also on all networks. Also from London, via BBC and CBS, will come a Christmas message from Haile Selassie, Ethiopian emperor, at 12-30-12:45 noon Christmas Day.

— *A Merry Christmas* —  
Additional items of interest culled from the Holiday Season radio logs are the following:

## CBS

"Christmas in a Democracy", dinner party at home of Mr. and Mrs. Chester Alan Arthur (he's the grandson of the 21st U. S. president), with Senator Theodore F. Green, Frances Farmer and Burgess Meredith among guests, 6:15 p.m.

Father Finn's Paulist Choir and a Yuletide playlet, "Blessed Are They" with Betty Garde and Ray Collins, on Kate Smith program, today 8 p.m.

Enid Dickens Hawksley, granddaughter of Charles Dickens, among guests of Gabriel Heatter on "We, the People", today, 7:30 p.m.

Eamon de Valera, President of Irish Free State, in talk from Dublin, with Christmas songs by Irish Plain Songsters, tomorrow, 6 p.m.

Victor Bay's "Essays in Music" with Hollace Shaw in a program of music about toys, tomorrow, 6:15 p.m.

"Twas the Night Before Christmas", dramatization, tomorrow, 7:30 p.m.

Nora Johnston in Christmas music on the carillon, tomorrow, 11:50 p.m.

ALBERT MITCHELL  
"THE ANSWER MAN"

WOR  
MONDAY'S—WEDNESDAY'S & FRIDAY'S  
7:15 P.M.

SPONSORED BY  
PROVIDENT LOAN SOCIETY

**Results**  
**COUNT MOST**

**Merry Christmas**

**WEED & COMPANY**

**RADIO STATION REPRESENTATIVES**  
NEW YORK - CHICAGO  
DETROIT - SAN FRANCISCO

*While rich men sigh and poor men fret,  
Dear me! we can't spare Christmas yet!*

—Edward S. Martin.

Columbia's Annual Carol Service, Howard Barlow conducting, with Margaret Daum and Jules Mattfeld, tomorrow, 12 midnight.

The English Singers on Coca-Cola "Songshop", tomorrow, 10 p.m. "Hammerstein Music Hall" Christmas Eve program with Lucy Monroe, Vienna Choir Boys, John Griffin and Art Gentry, tomorrow, 8 p.m.

BBC Singers from London, Dec. 25 at 9 a.m.

"The House of the World", dramatization of the spirit of Christmas presented for fifth year by child actors under direction of Nila Mack, Dec. 25 at 10:30 a.m.

Polish Christmas music by Genia Zielinska and Leon Goldman's orchestra, Dec. 25 at 2:30 p.m.

Coronation Choir from Waldorf-Astoria, Dec. 25 at 3:45 p.m.

Annual presentation of the Dickens "Christmas Carol" with Lionel Barrymore, on special "Hollywood Hotel" program, Dec. 25 at 4 p.m.

Christmas musical program by Columbia Symphony Orchestra under direction of Bernard Herrmann.

Solemn Pontifical Mass celebrated by Cardinal Mundelein, Dec. 25 at 1 p.m.

"Cavalcade of America" dramatization of Mme. Schumann-Heink and her singing of "Silent Night", Dec. 29 at 8 p.m.

From Bethlehem, a description of the city and of the Church of the Nativity, Dec. 26 at 12 noon.

— *A Merry Christmas* —

## NBC

Cleveland Christmas Song Fest from Cleveland's Public Square, today, 7:30 p.m., Blue network. Also Christmas Day.

Rev. Francis C. Young in original Yuletide verses, also small boys' choir, on Farm and Home Hour, today, 12:30 p.m. Blue net.

Gene Autry describing a cowboy's Christmas in music and interview, on Elza Schallert program, today, 11:15 p.m. Blue net.

Christmas greetings and Christmas services of Americans in China, tomorrow, 6:15 p.m. Blue net.

Christmas sketch by Lum and Abner, tomorrow, 7:30 p.m. Blue net. "Hansel and Gretel", Metropolitan Opera production, tomorrow, 2:25 p.m. Blue net.

Edward McHugh (Gospel Singer) in special program of Yuletide hymns, tomorrow, 6:45 p.m. Red net.

Christmas service in English from courtyard of Church of the Nativity, Bethlehem, tomorrow, 2 p.m. Red net.

"Trimming the Human Christmas Tree", skit, tomorrow, 7:30 p.m. Red net.

Tuskegee Institute Choir in Christmas carols, tomorrow, 11 p.m. Red net.

"Evergreen and Tinsel", Christmas songs, Harold Sanford conducting, tomorrow, 11:05 p.m. Blue net.

Dramatization of Holy Night and playing of original score of "Silent Night", tomorrow, midnight. Red net.

Chimes of Trinity Church, New York, preceded by Kirsten Flagstad singing "Stille Nacht," tomorrow, 11:57 p.m. Red and Blue nets.

U. S.-Paris-Honolulu-Alaska Christmas hookup, Dec. 25 at 4 p.m. Red net.

"Heavenly Child," Christmas cantata, Dec. 25 at 8 a.m. Red net.

"Gift of the Magi," by O. Henry, Dec. 25 at 10:30 a.m. Blue net.

Christmas service aboard U.S.S. Pennsylvania, Dec. 25 at 2 p.m. Red net.

"Christmas Masquerade," Dec. 25 at 2:30 p.m. Red net.

— *A Merry Christmas* —

## MUTUAL

"Salute to the land of the Christmas Trees from the land of the coco palms," from Honolulu, today, 8:30 p.m.

"Carols by Candlelight," from St. James Protestant Episcopal Church, New York, tomorrow, 5:30 p.m.

"Four American Christmas Eves," tomorrow, 11:15 p.m.

Christmas Eve Pontifical High Mass from St. Peter's Cathedral, Cincinnati, tomorrow at midnight.

Schwaebischer Saenger Bund of New Jersey, chorus of 70 male voices, tomorrow, 1:30 p.m.

Federal Music Project Christmas

MERRY  
CHRISTMAS



ANICE IVES

WMCA

EVERYWOMAN'S HOUR

GREETINGS

(Especially to Prospective Sponsors)

Senator Fishface

(Elmore Vincent)

AND

Professor Figsbottle

(Don Johnson)

OVER TWO YEARS ON

NBC Blue Network

Party, including Handel's "Hallelujah Chorus" and other Yuletide music, tomorrow, 2:15 p.m.

Pat Barnes Christmas sketch, Dec. 25 at 8 p.m.

"The Legend of the Christmas Rose", offered by Irene Wicker, Dec. 26, 4 p.m.

— *A Merry Christmas* —

## (CBC) Canada

"Canadian Christmas", produced by Laurence Gilliam, BBC producer on loan to CBC, Dec. 25 at 5 p.m.

"The Animals' Christmas", Dec. 25 at 6:30 p.m.

"Reindeer Christmas", play by Lady Tweedsmuir, Dec. 25 at 8 p.m.

"A Christmas Stocking", juvenile musical fantasy, Dec. 25 at noon.

"Yuletide Music", directed by Percy Harvey, Dec. 25 at 8:30 p.m.

Christmas Day program from the Vatican, in cooperation with NBC, with Sistine Chapel Choir and Beniamini Gigli, Dec. 25 at 1 p.m.

Opening of CBL, new 50,000-watt at Hornby, Ont.

Greetings from King George VI (same as CBS, etc.).



Merry Christmas  
and  
Happy New Year  
D'ARTEGA



SEASON'S  
GREETINGS



SOUND  
REPRODUCTIONS  
CORP.



17 West 46th St. New York



# Stations' Christmas Specials



SO that WLS folks and associates on Prairie Farmer can put on a Christmas party, "National Barn Dance" show on Christmas will be broadcast from studios, instead of theater, for the first time since 1932.

Louise Hummel Curry and Lou Peirce will be heard in a radio version of "The Christmas Carol" over WIBG, Glenside, Pa., on Dec. 27 at 3:15 p.m.

Mrs. Laura Virginia Douglas, author of the letter, "Is There a Santa Claus?" which inspired the famous New York Sun editorial, will be interviewed by Dr. Seymour N. Siegel, director of WNYC, at 4:15 p.m. today. Tomorrow at 3:45 p.m. the station will present Ellen Eddy Shaw talking on "Christmas Myths and Fables."

"The Nativity" will be dramatized by the Ave Maria Players over WMCA and other stations at 12 midnight tomorrow. Preceding this program, Polish Christmas Carols will be broadcast on WMCA at 11:30

**WBIG** *famed*  
**GREENSBORO** *for*  
**N. C.** *Showmanship*

CRAIG & HOLLINGBERY, INC. *Natl. Reps.*



Season's  
Greetings

A. L. ALEXANDER



## They Should Have Been Numbered

Moorhead, Minn.—Manny Marget, manager of KVOX, has been at home the past days recuperating from a sore throat. No, it isn't a cold or an infection, but a broadcast of a basketball game between Moorhead High School and a quintet from Crosby Ironton. Most of the time during the game the lineup for the Crosby Ironton team was:

Odonovitch, Dobervich, Drazenovich, Blanich, Perpich.

Manny was always about four plays behind because by the time he said "Drazenovich" three of the other Crosby Ironton players had handled the ball. He'll be back on the job by Christmas, according to "His Girl Every Day."

p.m., while earlier in the day, at 1:15 p.m., there will be a Christmas Party from the Dime Savings Bank, Brooklyn.

Federal Theater of Music will offer Christmas Carols over WQXR and WNYC at 2 p.m. tomorrow.

Special Christmas Mass from St. Ann's Church of Highwood in Hamden, Conn., will be aired by WICC, Bridgeport, on Christmas Day at 11 a.m.

The annual Christmas tree celebration from Wall Street will be broadcast for the first time this year by WQXR. The ceremonies including the chimes of Trinity Church, community singing, choral music and the giving of gifts by "Santa Claus" will be heard over the air at 12:15 p.m. today.

Charles Dickens' famed "Christmas Carol" relating the adventures of Scrooge and Tiny Tim will be brought to WHN listeners on Christmas Day at 12 noon. The program will originate in Cincinnati and come to New York via the WLW Line.

Dance music to furnish the background for Christmas parties in homes throughout New York and New Jersey, will be broadcast almost continuously over WNEW on both Christmas Eve and New Year's Eve, starting at 5 p.m.. All possible sustaining programs have been cancelled for these two evenings, the station management believing listeners prefer dance bands to soloists or talk broadcasts. In view of the large number of choral and other strictly Christmas type broadcasts scheduled

by other stations in this area, WNEW will concentrate on dance music on both Dec. 24 and Dec. 31.

Christmas carolers who assemble in the studio to sing Christmas songs are no novelty, but this year KCKN will set up a remote installation to catch the Kansas City Kansas Community Singers as they make their rounds.

Cooperating with Salt Lake City Junior Chamber of Commerce's Christmas Lighting Contest, KDYL staged a stunt broadcast wherein shortwave mobile unit and two announcers made tour of residential district, describing Christmas lights on homes, then took mike direct to door of two prize-winning homes where Gus P. Backman, Chamber of Commerce secretary, interviewed successful contestants.

Constance D'Arcy Mackay's play, "On Christmas Eve," will be presented by the College of Paterson Players in their weekly broadcast on Christmas Day at 9 p.m. over WNEW.

A half hour of Christmas Carols will be broadcast today by WNEW from the open air building lot at 74th Street and York Avenue. The broadcast, scheduled for 9 p.m. will run for half an hour with several thousand neighbors expected to participate. Broadcast is under auspices of the Protestant Episcopal Church of the Epiphany.

The Goody Goody Club, an aggregation of some 20,000 children under the leadership of Carrie Lillie who broadcasts their club proceedings

weekly over WMCA, will be host to a special Christmas party for underprivileged children on Christmas Day at 1-2 p.m.



Transradio wishes you a Merry Christmas and Happy New Year. We invite you to keep in tune with the infinite variety of world events by listening regularly to Transradio News broadcasts.

Transradio Press Service

New York City



A MERRY  
CHRISTMAS  
and  
A PROSPEROUS  
NEW YEAR

CONQUEST ALLIANCE CO.  
INC.

NEW YORK—515 Madison Ave.  
CHICAGO—228 N. La Salle St.



A Merry Christmas, Everyone



GABRIEL HEATTER

# Los Angeles

**FRED WEBER**, general manager of Mutual, and Mrs. Weber are here to spend the holidays as the house guests of Mr. and Mrs. Lewis Allen Weiss. Immediately after the first of the year, Weiss, Don Lee g.m., will pilot Weber around on a tour of inspection of all 25 of the Don Lee stations on the Coast.

Fred Allen has finished work in the 20th Century-Fox edition of "Sally, Irene and Mary" and will head back to New York with his entourage next Saturday, winding up his Coast broadcasts with Wednesday night's show.

Harry Sosnik has had his contract as musical director of the Tyrone Power show for Woodbury renewed for another 13 weeks. Power will broadcast from New York on Jan. 2 and 7 while East for personal appearances at openings of his latest starring vehicle, "In Old Chicago." Darryl Zanuck, Harry Brand and Mann Hollner, producer of the Power air show for the Lennen & Mitchell agency, also will make the trip, returning to Hollywood in time for the opening of the picture here at the Four Star, Jan. 14.

Last Saturday afternoon at KFWB, Clover Kerr, the amazing girl who by sheer force of personality has made of herself a local radio star since suffering the loss of both legs and an arm in an automobile accident a year or so ago, staged a party for crippled, hospitalized and underprivileged children which will go down in radio history as the greatest ever. General Manager Harry Maizlish had provided a 50-foot Christmas

## Fitzpatrick Host

Detroit—Leo Fitzpatrick, guiding genius of WJR, likes to throw parties. On Wednesday afternoon he "shot the works" when he entertained 58 boys and girls whose dads or mothers work at WJR. Oddly enough there were 29 girls and 29 boys. The party was held in the Recess club, a few floors below the WJR studios. The band was dressed in toy soldier uniforms; there was a ventriloquist, a magician, movies, a swell gift for each kid and enough ice cream and cake and candy. Three nurses looked after the kids while the mothers had something besides ice cream in an adjoining room.

tree which was set up on Stage 6, and more than 1000 children, many of whom came in wheel chairs and on stretchers, had the time of their young lives. Many local business firms contributed by furnishing transportation; Otto K. Olsen lighted the tree; volunteer nurses were there from all hospitals; and county and civic dignitaries were present by the score. Miss Kerr had provided a miniature three-ring circus for her little guests, and Joe E. Brown, Hugh Herbert, Eddie Cantor, Phil Baker, Joe Penner and innumerable other picture and radio favorites of children were on hand to entertain.

Josephine Starr, seven-year-old Filipino prodigy and protegee of George Jessel, will sing Christmas carols in her native tongue to her countrymen in the Philippines on Wednesday night at 11:30, as a part of KFI's international Yuletide Greetings to the far corners of the world. Nola Luxford is arranging the program.

KEHE now features five daily news periods handled by five different news commentators. First is at 8 a.m. and the last at 11 p.m.

Berna Deane, KFI contralto, has moved her Wednesday 15-minute program from 5:45 to 4:15 p.m. The blues stylist is accompanied by Nell Larson, pianist.

Martha Tilton, the "Sweetheart of Swing" with Benny Goodman's orchestra, just completed her first movie short for Columbia Pictures. It's called "Broker's Follies."

Van Newkirk, special events head at KHJ-Don Lee, has set the East-West football game at Kezar Stadium, San Francisco, New Year's Day, for Mutual coast-to-coast. Also will carry the Vines-Perry tennis matches from here on Jan. 13.

## PHILADELPHIA

Agnes Tolle, heard daily over WDAS, bows off the air due to illness.

A new weekly broadcast makes its debut on WFIL called "Memory Cavalcade" featuring Florence Bendon and Jack Steck.

Carlotta Dale, Bonnie Stuart, Frances Carroll, Kay Allen, Carlisle and London and Arthur Hinnett will be heard on KYW's special Christmas show for NBC-Red.

Stanley Moderski, director of Polish programs over WPEN, has a set of twins.

Pat Stanton, general manager of WDAS, is producing a film called "Dawn Over Ireland."

Ed Roecker former WIP baritone, and featured at present on the Pick and Pat show, is spending the holidays with his folks in Philly.

Don Withycomb, g.m. of WFIL, left for a three week vacation in Florida.

Adele London will give a series of special organ recitals over KYW.

Nat Frank is now being heard weekly in a new series on WPEN. Florence Benden has been signed as vocalist for Anthony Candelori's WFIL band.

Taylor Grant, WCAU announcer, who also writes songs, will have one of his tunes introduced by Leighton Noble.

Frances Carroll, WIP songstress, is to be married Jan. 9 to George Wolf.

Charles Bedford, Washington News commentator, is inaugurating a daily program over WFIL.

Charles (Hi) West, former Philly newspaper man, joins the staff of Boake Carter.

Williams Banks of the WIP sales staff sails for a cruise to Cuba.

Robert Elmore will be heard in a series of weekly recitals over WFIL.

W. Fred Ford, WCAU sports commentator, is recuperating in Bryn Mawr Hospital.

Maurice Spector, drummer in Bob Golden's band at WCAU, is to be married on Jan. 2.

Marie Shaeffer returns to the air over WDAS after a long absence.

Vernon Crawford and Anthony Candelori's band are to be heard on WFIL with a new program called "Under a Pampas Moon."

Bob Elmer, assistant to Bill Dyer, sports commentator over WCAU, will shortly make his debut as a guest soloist on a local program.

WPEN's Manning Hall, publicity director, has quite a reputation as a caricaturist.

A series of comedy skits called "The Janitor," featuring Al Rae and Henry Mason, starts weekly over WFIL.

## CHEERIO BENAY VENUTA

Station WOR

JUST A HOBBY OF HOBBY LOBBY

WISHING FOLKS A MERRY CHRISTMAS AND A HAPPY NEW YEAR



Dave Elman  
on the air for  
The Hudson Motor Car Company

## Season's Greetings

To My Friends and Listeners  
from

## ALICE REMSEN

"CASTLES OF ROMANCE"—4th YEAR  
"LAND OF MAKE-BELIEVE"—3rd YEAR  
"TURN BACK THE CLOCK"—2nd YEAR

OVER NBC

## The Merry Macs Extend

The Season's Greetings  
To All Their Friends

Management—Harry Norwood  
RCA Bldg.

## MERRY CHRISTMAS

## JIMMY ALDIN

Lawson

Zerbe

PL 3-2600

## Holiday Greetings

Jules Rosenberg  
INSURANCE

10hn 4-2800

Beekman 3-0375

280 JOHN ST., NEW YORK

ARTISTS MANAGEMENT

SEASON'S GREETINGS

17 EAST 45th ST., New York MU 2-1888

## CARL BIXBY

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

## HELENA BLUE'S NOVELTY STRINGS

An all girl orchestra playing  
in a modern, distinctive style

NOW AVAILABLE  
FOR  
RADIO HOTELS  
THEATRES

Circle 7-4124

New York

## Merry Christmas

TIM AND IRENE  
RYAN NOBLETTE

WOR



**B**ILL IRVIN, who writes under name Don Foster as Radio editor of Daily Times, is sponsoring a movement to deluge Molly McGee (Marion Jordan) with Christmas good wishes at Sacred Heart Sanitarium in Milwaukee where she is convalescing. Present dope is that she must remain there from four to six weeks longer.

Band leader Harry Kogen and NBC are to part company as result of a reshuffle. Kogen has been penning several torch ditties and is getting movie offers.

Bill Weaver, NBC page boy baritone, is doing some warbling with King's Jesters at LaSalle Hotel.

Ben Kanter, one-time jazz band leader, now musical director of WJJD, has been admitted to the bar.

Priscilla Holbrook, former WLW pianist, has joined WJJD.

Bill Newcomb, cowboy ballad singer from South Bend, has landed a WLS contract and will be used on the Barn Dance show.

Scriptwriter Pete Lund is turning out his 226th National Barn Dance show with January performance. He's been with the show more than four years.

★ PROMOTION ★

**KSTP Institutional Campaign**

The radio industry, although it is constantly extolling the virtues of radio advertising, seldom makes use of it itself. But KSTP, St. Paul-Minneapolis station, is doing just this, and is now using available daytime station breaks to plug its own programs.

The announcements, which run about 30 words, are used to publicize forthcoming shows, special features, talent, and even the regular air shows of the day.

The plan has met with good response, not only from listeners, but from advertisers, too, who view the plugs as an extra service to them. However, the plugs are planned exclusively for the listener's benefit.

The system was evolved because it was felt that the ordinary resume got insufficient attention, except from ardent dialers. Result of plugs is that intermittent dialers' attention is grabbed so they come back for more. Short, punchy copy marks the plugs.

**Xmas Mail Promotion**

A new way to promote mail was introduced on WTMJ, Milwaukee, by Eddie Thompson and George Comte, who conduct "Behind the Mike" for Nelson Brothers.

They offered to "exchange" Christmas cards with listeners. To every listener sending them a Christmas card they send their own. Theirs consists of a government postal with a mike in the middle and their respective pictures on each side, and appropriate verses underneath each half-tone.

Thompson and Comte have been drawing the most mail of any daily feature on WTMJ during December.

They expect to continue the "exchange" after the holidays, and will simply have new verses as captions for their pictures. The verses are by George Comte, regarded as poet laureate of the station.

**KSTP's Seal-Selling Stunt**

St. Paul—KSTP took over a job for itself this week—selling Christmas

seals—with an unusual program called "Sealed Request."

Station threw its entire staff into a night-time production, and, through advance station announcements and plugs in the KSTP publicity affiliate, the Minneapolis Journal, told listeners that anything would be offered on the air that was requested, provided the request was mailed and that the envelope contained a Christmas seal.

Upwards of 3,000 requests were received, with the result that the show, planned for one hour, ran two hours and a half. Duplication of requests saved the station's and staff's necks; otherwise they'd be at it still.

**KDYL Exploits NBC Symphony**

KDYL, Salt Lake City, is mailing out NBC-prepared personal post-cards, bearing picture of NBC Symphony and its guest conductors, to entire membership of Salt Lake Civic Music Association, as a promotion for the two-hour program heard Saturday evenings on the Red Network.

**Jumbled Geography**

New folder from KSFO, San Francisco, features two geographically jumbled maps, with equivalent distance, rather than direction, used to drive home story of station's primary and secondary coverage. Confusing by self-admission, job is provocative enough to read further. Distant-reception testimonials from Philco dealers at various California points polish off the story.

**Theater Party Draws**

Matinee theater party, arranged with St. Louis Fox Theater, served double use recently of testing program response over Station KWK and plugging local movie attraction. Idea was to learn drawing power of station's domestic dramatic strip "Mrs. O'Brien's Boarding House." Two thousand theater tickets, one to each listener, were offered dialers who wrote in for them. Supply was exhausted after mention on a few programs.

*Stranger Than Fiction*

Infinitely more dramatic and fascinating than fiction are the true stories surrounding 200,000 cases handled by the only agency in the country specializing in the location of missing persons. Material for a program that will interest everyone.

**SKIP TRACERS COMPANY**

515 Madison Avenue  
New York City

★  
Wishing  
you  
and  
yours  
a  
WORLD  
of  
good  
things  
at  
this  
happy  
holiday  
time  
and  
all  
through  
the  
New  
Year  
★

WORLD BROADCASTING SYSTEM



Season's  
Greetings

**TED HAMMERSTEIN**

---

**Holiday  
Greetings**

FROM  
**AL CORMIER**



HEARST RADIO INC.  
**STATION WINS**



Season's Greetings



**GARNETT MARKS**

Christmas Greetings  
to the Trade



ADRIAN JAMES FLANTER  
"Showmanship in Promotion"

Holiday  
Greetings



**BURT SQUIRES**

MOHAWK VALLEY  
BROADCASTING SYSTEM

29 West 57th St. New York

SEASON'S GREETINGS



AND I DO MEAN YOU

WORDS AND MUSIC

BY

**BILL WATTERS**

NBC—CBS—MBS

Joyous

Noël

INTERNATIONAL

André Baruch



SEASON'S  
GREETINGS

GEORGE EVANS

**RADIO PERSONALITIES**

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

**JOHN M. DOLPH**

**A**WAY back in 1911 there was a 16-year-old lad in Portland, Ore., who was able to boast the ownership of one of the few workable sending and receiving sets in the country. A lad who little dreamed as he sat up night after night tinkering with this rare possession that he was some day to become an executive in one of the largest radio networks of the world.

This lad, known as Jack to his friends, and later to be known as John M. Dolph, assistant general manager of the CBS Pacific network, was born in Portland on Aug. 11, 1895. After schooling in Portland and New York, a season with a circus, attending university in Oregon, serving in the World War and managing a wheat ranch, Dolph entered the advertising business as a partner in a small agency. He moved to Los Angeles to establish an agency in the Southland and during this time he played a season of stock and vaudeville.

In 1926 he joined the N. W. Ayer advertising agency in Philadelphia as copy writer and after succeeding to the positions of copy supervisor and assistant copy chief, resigned in 1931 as service manager of the company to do free lance writing.

In 1932 he became manager of WHAT, the 100 watt station of the Philadelphia Evening Public Ledger, but two years later returned to N. W. Ayer, where until 1936 he directed such shows as Fred Waring's Pennsylvanians, Ford Sunday Evening Hour, the Hal Kemp show and many others.

Later that year Dolph went to Los Angeles to accept a position with CBS as Pacific Coast sales manager and another year found him assistant general manager of the CBS Pacific network.



Pioneer owner of a receiving set .....

HOLIDAY GREETINGS



**PAUL WEIRICK**

MERRY SCRIPTS  
MERRY PROGRAMS  
MERRY XMAS

SAM H. STIEFEL ENTERPRISES, INC.  
1619 Broadway, N. Y.  
Script Service Dept.



SEASON'S GREETINGS

GENNETT  
SOUND  
EFFECTS

THOMAS J. VALENTINO

**SPA Reorganization  
Meets With Approval**

Reorganization plan of the Song Writers Protective Ass'n is declared to have been favorably received by SPA members who recently resigned and that a full complement of membership will again be on tap shortly. The reorganization plan was worked out by three attorneys representing the SPA and two factions and members therein. Howard E. Reinheimer, attorney for Jerome Kern and other writers who left the SPA fold, is now on the coast, where he presented the new plan.

Features of the SPA by-laws considered objectionable have been remedied, including the life-time membership and other clauses. It is expected that any remaining objectionable features or recent actions of the SPA will be smoothed out in order to placate all types of writers.

**Coming Events**

- Dec. 20-31: Ohio's Third Annual High School Radio Festival, in cooperation with WOSU, Columbus.
- Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.
- Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.
- April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.
- June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.
- June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.
- June 12-15: Advertising Federation of America's annual convention, Detroit.

HIGH  
FOTOTONE SOUND SYSTEM  
FIDELITY

Wishes all  
A Merry Christmas  
and  
A Happy New Year  
Frank Telewski  
and  
Kenneth W. Howard  
INTERNATIONAL PRODUCTION STUDIOS

Heartiest  
greetings  
for  
Christmas  
and best wishes  
for the New Year  
Sue Tahrner

SEASON'S  
GREETINGS!

DUKE ELLINGTON  
and His Famous Orchestra  
CAB CALLOWAY  
and His Cotton Club Orchestra  
INA RAY HUTTON  
and Her Melodears  
HUDSON-DeLANGE  
Orchestra

MILTON BERLE  
RAYMOND SCOTT  
and His Quintet  
BERT GORDON  
IRV S. BRECHER  
MORTON GOULD  
SHIRLEY LLOYD  
TOMMY MACK  
BERT SHEFTER  
JOE USIFER

MILLS ARTISTS, Inc.  
Irving Mills, President  
799 Seventh Ave. New York, N. Y.  
Circle 7-7162

**PROGRAM REVIEWS**

**Thornton Fisher**

It is a very entertaining quarter-hour of sports chatting that Thornton Fisher delivers over WNEW at 7-7:15 p.m. on Tuesdays, Thursdays and Saturdays. A fluent and genial talker, with a newspaper background that helps him materially in the selection of dressing of items, Fisher talks both authoritatively and interestingly on baseball, football, tennis and other sports, past and present. It's one of the topnotch programs of its kind.

**Eddie Garr**

Eddie Garr sprang a surprise on the Vallee Show last Thursday. Suddenly stepping out of his usual role of ace mimic, Eddie proved himself a top-flight comic with a new twist for the air. He did a satire on a sidewalk interview program in which he handled five distinctly different voices, and finished off with one of his famed musical impersonations. The turn, written by Frank Galen and Abe Burrows, was well received by the studio audience.

— A Merry Christmas —

**Barbasol Twice-Weekly**

The Barbasol show with Arthur Godfrey which starts over CBS on Jan. 24 will be heard on Mondays and Fridays, 7:15-7:30 p.m., not Mondays through Fridays.

**WNBX, Springfield, Vt.**

William Moore, chief engineer, goes to WSYR, Syracuse, on Jan. 1. He will work in an advisory capacity with all three Wilder stations, the other being WJTN.

Manager Phil Hoffman has a Christmas smile on his face. Reason is that WNBX had its biggest November billings in history, while December will be 25 per cent higher. Station is now doing local business in 46 cities in Vermont and New Hampshire, and boasts 90 per cent renewals. Both national and local business has increased.

Lansing Lindquist, program director, has mapped out a good Yuletide schedule, running from carillon chimes to carols and Santa Claus programs.

— A Merry Christmas —

**KDKA, Pittsburgh**

Another wedding, making eight in recent months, is just ahead. It will combine Paul G. Sloane, Westinghouse engineer, and Mildred Reuter, secretary to D. F. Dickson.

Manager A. E. Nelson has completed arrangements for the debut of Maurice Spitalny as musical director next month. A special program to greet him will be aired Jan. 13, with Phil Spitalny bringing his all-girl band here for the occasion, while a third brother, Leopold, and Dave Rubinoff also will come here for the occasion.

**WTMJ, Milwaukee**

William Wengel, manager of the Fireside Quartet, directed one of the choirs in WTMJ's elaborate Christmas music which went through amplifiers on downtown streets.

Fred E. Eriksen, prominent Milwaukee advertising executive, returns to the air Christmas Eve for annual airing of his unusual Christmas story of the Northwoods, which has become a classic.

Sam Levy's "Sports Spelldown" was again "sold out" for the second performance.

Guests this week on Ed Thompson's "Behind the Mike" include "Aunt Jemima," Bill Carlsen, band leader, and Santa Claus from Schuster's annual "Billie the Brownie" program.

Ed Thompson of "Behind the Mike" and Bob Heiss, chief announcer, have been chosen to judge the finals in Hotel Schroeder's "Big Apple" contest, with Clyde Lucas' band furnishing the music.

— A Merry Christmas —

**WOKO-WABY, Albany**

Harry Goldman of WOKO's sales staff is expected to be appointed sales manager within the next few days.

Harold E. Smith, g.m., is progressing on the path to health.

Aaron Kellert, commercial manager of WOKO, will address Abigail Lodge of Temple Beth Emeth, Jan. 2 on "Behind the Microphone".

Forest Willis, staff announcer, will replace the late Royden N. (Doc) Rand on the two-a-week bowling broadcast. Grenfell Rand takes his father's place on the Quik Quizz.

**GUEST-ING**

OLIVER WAKEFIELD with Bing Crosby on Paul Whiteman program, Dec. 31 (CBS, 8:30 p.m.)

RUBY KEELER, on Al Jolson show, Dec. 28 (CBS, 8:30 p.m.)

WILL H. HAYS, on "Story of Industry," Dec. 28 (CBS, 4:30 p.m.)

THE KIDOODLERS, on Al Pearce program, Dec. 28 (CBS, 9 p.m.)

EDWARD G. ROBINSON and BOB HOPE, on "Your Hollywood Parade," Dec. 29 (NBC-Red, 10 p.m.)

GINGER ROGERS and her mother, Lela Rogers, on Ozzie Nelson, Harriet Hilliard and Peg Murray program, Dec. 26 (NBC-Blue, 7:30 p.m.)

MARIA STUART, Scottish-American soprano, on Herman Neuman's "Concerts Royaux," Dec. 26 (WNYC, 1:30 p.m.)

STANLEY HIGH, on Town Hall Club program, Dec. 28 (WNYC, 1:15 p.m.)

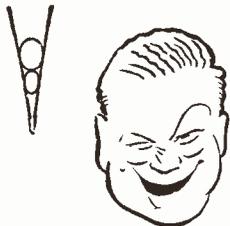
IREENE WICKER, on "Road to Life," Dec. 24 (NBC-Blue, 11:15 a.m. and NBC-Red, 4:45 p.m.)

ROSETTA DUNCAN and GRHAM McNAMEE, in "Topsy and Eva," Dec. 24 (NBC-Red, 7:30 p.m.)

GROVER WHALEN, on "Hobby Lobby," Dec. 29 (CBS, 7:15 p.m.)

COLBY CHESTER, chairman of board, and CLARENCE FRANCIS, president, of General Foods, on Kate Smith program, tonight (CBS, 8 p.m.)

**AL PEARCE'S "WATCH THE FUNGOBY"**



Afraid You'll Have  
A MERRY  
CHRISTMAS  
I Hope I Hope  
I Hope!

**AL PEARCE**

THAT GOES DOUBLE FOR US

**CARL HOFF**  
AND ORCHESTRA

ME TOO—

and a Scrappy  
NEW YEAR

ARLENE HARRIS  
"THE HUMAN CHATTER BOX"

AND US—

MONROE UPTON  
WRITER

AND YOUR ANNOUNCER  
KEN ROBERTS

**Season's Greetings**



TO OUR LISTENERS and SPONSORS

**STATION W-I-N-D**

GARY, IND.

"THE TIP-TOP SPOT ON THE DIAL"

RALPH L. ATLASS, *president*

HAL MAKELIN—*Sales Manager*

**NATIONAL SALES OFFICES**

201 NORTH WELLS STREET — CHICAGO  
505 FIFTH AVENUE — NEW YORK

## CINCINNATI

Bob Newhall, WLW sportscaster, leaves this week for Florida to spend the winter.

Bill Kirkendale, manager of WCPO, off to New York on a combination business and pleasure trip.

Sales and promotion departments of WCKY in Gibson Hotel were officially opened yesterday. Main offices and studios still in Covington, across the river.

Elmer Dressman, WCKY publicity director, is back from a month's honeymoon in Miami with the former Sidney Christie.

— A Merry Christmas —

## KDYL, Salt Lake City

S. S. Fox, manager, distributing customary Christmas gifts to agencies, sponsors, staff, etc.

Jack Gregson, announcer, laying off with sore throat, which gives him chance to revisit home town, Spokane.

Forrest Hobbs, technician, promoted to control op.

By Woodbury, new musical director, is plotting series of live shows.

Myron Fox debuting as wrestling announcer.

Ted Kimball assigned Mirror Room stanza emceeing for air show with George Kirk and ork.

Alan Gunderson promoted to chief controlman.

Barbara Perkins, shopfound, flies to home in Great Falls, Mont., for holidays.

★ *Coast-to-Coast* ★

**T**HEATRICAL tradition and the grand trouping spirit of Jeanette MacDonald and Nadine Conner made last Sunday's broadcast of Vick's Open House one of the dramatic Christmas programs of the season. Absent from the program because of production on her picture, "Girl of the Golden West," Miss MacDonald had looked forward for weeks to her Christmas broadcast. She had conquered a slight illness earlier in the week, and was heartbroken when a sudden and acute attack of ptomaine poisoning made it impossible for her to sing. It was not until two hours before the actual broadcast that she would submit to the fact. At that late hour, a hurried summons was sent Nadine Conner, who rushed to the studio. With only a time rehearsal, she went on the air, singing Miss MacDonald's selections.

*Gundy Ruscioli, cowboy radio entertainer, was fatally burned in a fire at a theatrical boarding house in Wheeling, W. Va., this week. He died in the hospital. His wife and Hamilton Fincher (Rawhide) were severely burned.*

Tinny Tigges, emcee, and Tom McClowry, exploiteer, did good work in

connection with the WHBC (Canton, O.) program to raise funds for local Christmas baskets. Station remained on the air for five hours with professional and amateur talent, and netted about \$2,500 in cash plus truckloads of foodstuffs.

*Ralph Sisson, who does a local news stint over WSPD, Toledo, will deliver the daily 15-minute review from WTOL when latter station debuts the middle of next month.*

In an effort to get the surrounding communities to realize the station was as much a part of their life as it is to this city, WGRN of Hattiesburg, Miss., is broadcasting by remote control once weekly from Charleston City, Miss. The program goes on for an hour on Sundays, with the city's chamber of commerce sponsoring and furnishing the local talent. Manager P. K. Ewing Jr., announced the remote broadcast plan will be carried to other cities.

*Due to station commitments the WPA radio series, "Police Honor Men," will not be heard over WHN on Wednesday evenings as previously announced. It will be presented over WHN and the WLW Line on Saturdays at 5:30 p.m.*

## ST. LOUIS

Pappy Cheshire, KMOX hillbilly chief, is back on the job after a lay-off necessitated by overwork.

J. L. Van Volkenburg, assistant to H. Leslie Atlans in Chicago, visited KMOX recently.

Hotel Chase supplies locale for KWK Christmas party.

France Laux, KMOX chief announcer, returned recently from Texas vacation.

James D. Shouse was a visitor several days ago from Cincinnati.

Harriet Edwards will head a new department for educational-cultural-religious programs at KMOX, working in cooperation with Jerry Hoekstra, public affairs head.

— A Merry Christmas —

## WHBC, Canton, O.

Tom McClowry is writing the "Melody Parade" for local Dodge distributor.

"Vic" Decker, sports announcer handling the nightly Bond Bread sports broadcast, laid up by flu. Ced White is pinch-hitting.

— A Merry Christmas —

## Return to "Time" Cast

Jeanette Nolan will take her place before the "March of Time" microphone tonight after a long absence. Her husband, John McIntire, who is convalescing will be heard on the show at a later date. Both are also on the "Calvacade of America" program.

Compliments of the Season

*Jack Robbins*

for  
ROBBINS MUSIC CORPORATION  
MILLER MUSIC COMPANY, INC.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 124

NEW YORK, N. Y., FRIDAY, DECEMBER 24, 1937

FIVE CENTS

# Radio is Top Recreation

## FINAL AFM DEADLINE IS NOW SET AS JAN. 3

After a session that had lasted until the previous midnight the IRNA committee members and President Joseph N. Weber of the AFM met again early yesterday morning and agreed upon a final deadline of Jan. 3. To date 156 contracts have been okayed as negotiated between the individual affiliated station and the AFM local which has jurisdiction over its territory. More than 100 other contracts are actually in nego-

(Continued on Page 3)

— A Merry Christmas —

## State Court Jurisdiction Upheld in WJBW Action

New Orleans—Reaffirming opinion that contracts affecting radio stations and approved by FCC are subject to state courts' jurisdiction, the Supreme Court here returned suit of Southern Broadcasting Co. vs. WJBW-owner

(Continued on Page 3)

— A Merry Christmas —

## Havana Parley Actions Are Ratified by Senate

Havana (By Cable)—Agreements reached at the recent Inter-American Radio Conference here have been ratified by the Senate.

— A Merry Christmas —

## Gen. Johnson Curtails

Due to a very heavy writing schedule, General Johnson has found it necessary to cut down the number of airings for Grove Laboratories to the Tuesday and Wednesday periods at 10 p.m. Last Monday and Thursday broadcasts will be heard the week of Jan. 20. Stack-Goble is the agency.

### KMBC Paid Show

Kansas City—A 25-cent admission will be charged to "Brush Creek Follies," new KMBC weekly participating show to be staged in 2,200-seat Ivanhoe Masonic Temple starting Jan. 8. Jimmie McConnell, KMBC artists bureau head, and Fran Heyser, production chief, are handling show, which will include amateur and professional talent.

## MEN WHO MADE NEWS IN RADIO DURING 1937

(First Installment of a Series)

- FRANK R. McNINCH •
- WILLIAM S. PALEY •



On supposedly temporary loan from the Federal Power Commission, Frank R. McNinch was appointed FCC chairman to succeed the late Anning S. Prall and to iron out the

affairs of the Commission, which has been a target for much brick-throwing. In the few months that he has been at the helm, the FCC has gone through considerable revising, constructively, reflecting the efficiency and quiet but quick action characteristic of McNinch.

- • JOHN ELMER • •



He was enjoying a comparatively serene life as owner of small-watter WCBM in Baltimore. Then John Elmer was elected president of the NAB, and immediately his troubles

began. Exigencies compelled him to call a special NAB meeting to take up a reorganization plan—and incidentally discuss the AFM situation. It was an unruly session, but Elmer handled the chair with commendable composure and much tolerance.

## 16x12 ft. Television Screen Expected Soon in London

London—Scophony Ltd., which has successfully demonstrated television on a 6x5-foot screen as well as a home receiver with pictures 2-foot square, expects to have a 16x12-foot screen available in three months.

Scophony's new "Cinevision", full-

(Continued on Page 6)

Something that CBS prexy William S. Paley said about the business of broadcasting at the educational parley in Chicago late in the year made such an impression on Congressmen



who read it that they had the talk inserted in the Congressional Record. Diary of the live-wire CBS outfit also reveals leadership in expansion and profits, new Hollywood studios started, television tower on Chrysler Bldg. and many other items.

- • DAVID SARNOFF • •

RCA's president, in addition to executing his multiple duties of keeping the RCA family coordinated, was kept pretty busy on television the past year, the chief development in this end being a new cathode ray demonstration on a screen 3x4 feet—but still no assurance that commercial television is very near.



## Run of "On Broadway" Extended Four Weeks

General Foods has extended the "On Broadway" contract four weeks, making the termination date March 24. Program is heard on NBC-Blue, Sundays, 3-3:30 p.m. Benton & Bowles has the account.

## Fortune Survey Shows Listeners Exceed Moviegoers

Radio is the No. 1 pastime of the American public, with movies coming second, while reading of magazines and books is third; hunting or fishing, fourth; watching sports, fifth; reading newspapers, sixth, and legitimate theater, seventh, according to the eleventh Quarterly Survey of Public Opinion by the magazine Fortune and appearing in the January issue of that publication, out today.

At the same time, Fortune announces the results of its latest poll of radio favorites, with Jell-O. Major

(Continued on Page 2)

— A Merry Christmas —

## E. K. JETT APPOINTED FCC CHIEF ENGINEER

Washington Bureau, RADIO DAILY

Washington—Lt. E. K. Jett has been appointed chief engineer of the FCC, effective Jan. 1, succeeding Commander T. A. M. Craven, who was recently made a commissioner. Jett has been acting chief engineer since Craven's promotion.

— A Merry Christmas —

## CBS, Young & Rubicam Join the Bonus Parade

CBS today will distribute a week's salary to all the personnel in the employ of the firm for at least a year. This is the third consecutive year CBS has handed out a bonus at Christmas time.

Young & Rubicam yesterday delivered bonuses to all the staff.

### Sponsors Gifted

East St. Louis, Ill.—WTMV advertisers will get some free time as a Christmas gift from the station tomorrow in a special program publicly thanking all sponsors who have been on the station during the year. Chief Announcer Fred Moegle will handle the show. Other Christmas promotion also is being done by station.

**RADIO DAILY**



Vol. 2, No. 124 Fri., Dec. 24, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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**FINANCIAL**

(Thursday, Dec. 23)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	148	146	146	.....
CBS A	17 1/8	17	17	.....
CBS B	17	17	17	.....
Crosley Radio	7 1/2	7 1/4	7 1/4	- 3/8
Gen. Electric	44 3/8	43 1/4	44 3/8	+ 1/8
RCA Common	6 1/2	6 3/8	6 3/8	- 1/2
RCA First Pfd.	47 1/4	46 3/4	46 3/4	.....
Stewart Warner	9 3/4	9 3/4	9 3/4	+ 3/8
Westinghouse	109	106 1/2	108 7/8	+ 3/8
Zenith Radio	14	13 5/8	14	+ 1/4

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	16	16	16	- 1/4
Majestic	1 1/8	1	1	.....

**OVER THE COUNTER**

Stromberg Carlson	Bid 6 1/2	Asked 7 1/2
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— A Merry Christmas —

**12,000 Miles of Xmas**

Seattle—From the American colonies in Honolulu, Alaska and Paris will come the Yuletide greetings of expatriated citizens in 12,000 miles of Christmas, a special broadcast released on the NBC-KOMO Network at 1-1:30 p.m. PST tomorrow.

Opening in New York, the program will shift almost immediately to the U. S. House at University City, Paris, where a little group of Americans will tell how they spend Christmas Day abroad.

From Paris the jump is to NBC station KGU in Honolulu, where the famous Police Glee Club will be entertaining at a children's party.

The final third of the unique broadcast will be from the experimental colony at Matanuska Valley, Alaska, settled by former farmers of the American Dust Bowl. The pick-up will be handled through KINY of Juneau, with Fred Ordway as commentator.

**MARTIN BLOCK'S "Make-Believe Ballroom"**

A WNEW FEATURE 1250 Kc.

10 TO 11 A. M. 10 TO 11 P. M.

**RADIO TOP RECREATION, FORTUNE SURVEY SHOWS**

(Continued from Page 1)

Bowes, news broadcasts, Chase & Sanborn, Ford Sunday Evening Hour and "One Man's Family" heading the list of most popular programs, in the order named, while Jack Benny, Boake Carter, Lowell Thomas, Eddie Cantor, Bing Crosby and Major Bowes lead the tabulation of favorite personalities. Benny has topped the list for four years.

The surveys by Fortune are conducted in impartial, news-gathering style by personal interviewing of 5,000 persons, so selected as to age and sex, geographical distribution and density of population, and as to their economic level and relation to their communities, that they represent the U. S. faithfully in microcosm. This is proven by Fortune's accuracy in the last Presidential election, when Fortune predicted Roosevelt's total majority with an error of less than 1 per cent—a much closer estimate than the Gallup survey.

Fortune's January issue also devotes considerable space to Toscanini and his NBC concert series. Surveying the music tastes of the pub-

lic, Fortune finds that 42.5 per cent prefer popular music, while only 21.5 per cent prefer classic, and 31.3 per cent like both, while 4.7 per cent care for neither and 60.1 per cent never heard of Toscanini.

Fortune finds that 88.1 per cent of all U. S. homes have radios. This is higher than the latest Gallup figures, which give only 77 per cent.

Another question put by Fortune in its survey pertained to the advertising matter in radio programs, with 38.1 per cent replying that they were not annoyed, while only 15.1 per cent said they were annoyed by all commercial talks and 44.7 per cent by some.

Commenting on the huge following of radio news commentators, as compared to the smaller number of newspaper readers, Fortune says that "this has significant bearing upon journalism, for it seems to mean that world news edited by the town criers of the air has a much readier acceptance than news in cold print."

Detailed tabulation of the results in the Fortune survey follows:

**FAVORITE RECREATION**

Listening to the radio	18.8%
Going to the movies	17.3
Reading magazines and books	13.8
Hunting or fishing	11.0
Watching sporting events	10.4
Reading newspapers	7.1
Playing outdoor games	6.6
Playing cards and indoor games	5.3
Legitimate theater	3.7
All others	3.5
Don't know	2.5

**FAVORITE PROGRAM**

Jell-O (Jack Benny)	8.7%
Major Bowes	6.9
News broadcasts	6.6
Chase & Sanborn (Charlie McCarthy)	5.8
Ford Sunday Evening Hour	4.3
One Man's Family	4.2
Lux Theater	3.5
Kraft Music Hall	3.3
Amos 'n' Andy	3.0
Gang Busters	2.5
Fibber McGee and Molly	2.4
Lum and Abner	2.3
Texaco (Eddie Cantor)	1.9
Lucky Strike Hit Parade	1.8
All others	4.28

**Use of Mae West's Name Banned on NBC Networks**

NBC yesterday issued an order to all its key stations and owned and operated stations banning Mae West's name in any script or the use of her name in connection with any picture.

Network is afraid that others may use the Mae West-Charlie McCarthy incident as a gag. On the Fred Allen show last Wednesday Benny and Allen got across some remarks about the show but did not use Miss West's name. Understood the Legion of Decency phoned a protest to NBC about the Allen program. Anyway NBC is not taking any chances that others might try to outdo Benny and Allen and go off the deep end.

	Total	Men	Women
Listening to the radio	18.8%	15.3%	22.4%
Going to the movies	17.3	11.3	23.5
Reading magazines and books	13.8	8.6	19.2
Hunting or fishing	11.0	18.1	3.7
Watching sporting events	10.4	16.2	4.4
Reading newspapers	7.1	8.6	5.5
Playing outdoor games	6.6	9.3	3.8
Playing cards and indoor games	5.3	4.6	6.1
Legitimate theater	3.7	2.4	5.0
All others	3.5	3.2	3.8
Don't know	2.5	2.4	2.6

**FAVORITE PERSONALITY**

Jack Benny	10.7%
Boake Carter	7.1
Lowell Thomas	5.9
Eddie Cantor	5.5
Bing Crosby	5.4
Major Bowes	4.6
Bob Burns	4.3
Nelson Eddy	4.0
Edwin C. Hill	3.5
Charlie McCarthy	3.0
President Roosevelt	2.7
Gracie Allen	1.9
Fred Allen	1.4
Edgar Bergen	1.3
Lum and Abner	1.0
Rudy Vallee	.9
All others	36.8

**NBC Permitted to Air Opening of Congress**

NBC yesterday was granted permission by Representative William B. Bankhead, speaker of the House, to broadcast the opening of the 78th Congress on Jan. 3. Airing will start at 12 noon, over Blue network.

*More Power for Your Job!*  
**WABY**  
 NEW EQUIPMENT...  
**NEW PUNCH!**  
 ALBANY, N.Y.

**COMING and GOING**

WILBUR EVANS, baritone vocalist on Vick's "Open House" trained out this week from Los Angeles for a concert engagement in Pittsburgh. Evans returns to the show next month, and John Charles Thomas will be heard on the program in his stead next Sunday.

FRANK FALKNER, CBS chief engineer in Chicago, has returned to that city from New York for the holidays, but returns east in about 10 days.

KELLY SMITH, head of Radio Sales Inc., Chicago, is in New York.

IRENE RICH is in New York from Hollywood to spend Christmas with her family. She will broadcast her next Sunday program from Radio City and the Jan. 2 show from Chicago, returning to Hollywood for her Jan. 9 appearance.

JIMMY LUNCEFORD arrived in New York yesterday from Pittsburgh and Hollywood.

WILLIAM H. GREEN, press representative and advance man for Dave Rubinoff, left New York last night for Detroit to spend Christmas with his folks, after which he will continue toward middle-west in connection with personal appearances booked for Rubinoff.

WALTER MOORE, ex-NBCite, stopped over in town yesterday en route home for Christmas.

LEONARD BRADDOCK, secretary to Wayne Randall, off to Florida yesterday for a 10-day vacation.

— A Merry Christmas —

**UP News for Theaters In Experimental Stage**

Kansas City—According to A. F. Schliecker of KCMO, United Press is seeking to stop the outlet from feeding news to the Newman theater on the ground that UP plans to sell its news to theaters on a nationwide basis, with special announcers to handle the work.

United Press radio news officials in New York stated that it was doubtful whether a nationwide theater service was contemplated at this time. Two trans-Lux movie houses here have been showing UP news dispatches on its screen by means of a special paper for the past few weeks. Trans-Lux has two out-of-town houses but does not plan to extend the news service to these houses for the time being. Understood that the news service to the two houses in this city is more or less an experiment.

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

### Final AFM Deadline Is Now Set As Jan. 3

(Continued from Page 1)

tiation or, having already been signed by one side or the other and held in escrow, have been found to be subject to adjustment.

Communication to the IRNA affiliates of NBC, CBS and Mutual read as follows:

"All but a few dozen affiliates have either signed contracts with musician locals or are now actively negotiating and contracts practically assured.

"Owing to the Holiday season, it is impossible to expect completion this week. In fairness to the vast majority of affiliates who are showing good faith, Weber has agreed, at the request of the committee, to close this matter finally on Jan. 3, 1938.

"Please cooperate by completing contracts before that date if not yet closed." Wire is signed by Samuel R. Rosenbaum and E. J. Gough.

— A Merry Christmas —

### AGENCIES

FRANK PRESBREY CO. has been appointed to handle radio account for Mark W. Allen Co., Detroit, for 2-Drop Hand Lotion. A spot campaign will be instituted early next year according to present plans.

"TINY" RUFFNER is back at his Ruthrauff & Ryan vice-presidential desk in Hollywood after his trip to New York to confer with agency heads.

PAT WEAVER, Young & Rubicam radio director in Hollywood, trained out this week for home office huddles in New York. Due back Jan. 1 with Walter O'Keefe in tow. O'Keefe bows on the Packard show of Jan. 4.

— A Merry Christmas —

### Gov. Horner on Air

Chicago—Gov. Henry Horner of Illinois has reserved time on WBBM, KMOX and a special Illinois network to broadcast a special New Year's Day message on Jan. 1. The Governor will speak from Springfield.

— A Merry Christmas —

### Sylvia Froos Booked

Sylvia Froos has been booked for one week in the Earle Theater, Philadelphia, beginning Dec. 31. Henry Frankel, WOR Artist Bureau, handled the deal.

1	2	3	4	5	6	7
SUN	MON	TUE	WED	THU	FRI	SAT
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### Greetings from Radio Daily

December 24

Lucrezia Bori

Tony Labriola (Oswald)

December 25

Cab Calloway

Bob Ripley

Josef Stopak

Gladys Swarthout

Tony Wons

## NEW PROGRAMS—IDEAS

### Provides Santa for Sponsor

A radio station plays Santa Claus! That's what it amounts to, at least, for KVI of Seattle-Tacoma provides the Santa for a daily remote control program from a local department store.

For the past five years at Christmas time, Montgomery-Ward in Tacoma has featured a daily 15-minute program at the store with Santa Claus interviewing kiddies. During all that time, Elvin Evans, crack KVI salesman who sold them the program, has played Santa. The part was intended to be temporary, but Evans was so successful that each year the store has asked him to repeat. Now he recognizes many of the youngsters coming in . . . remarks on their growth since last year (which goes over big with visiting parents) and asks what they want for Christmas. He manages to draw the children

out so that listeners feel something of their naive faith in Santa and the program has real appeal. High point of a recent broadcast was when one little tot trustingly asked for a baby brother for Christmas!

Although no bid is made for mail, dozens of letters come in—mostly from parents requesting that their children's names be broadcast by Santa. One enterprising lad phoned the studio himself (unknown to his parents) and asked that Santa tell his mom 'n' pop over the air how good he had been all year!

Hundreds of children crowd the store every day, usually accompanied by their parents . . . which of course is an ideal setup for the sale of toys. And although the commercial merely announces briefly that the broadcast has originated in the toy department of Montgomery-Ward, orders for toys are even being sent to Santa, in care of KVI.

### More Christmas Cheer

Chicago—Zenith Radio Corp., which distributed a bonus a month ago to all employes, passed out another one this week titled Loyalty Bonus.

Stewart-Warner-Alemite yesterday distributed a bonus of one week's salary to all employes with the firm a year and in addition a management bonus to all executives.

McCann - Erickson agency distributed a fortnight's pay to all employes as a Christmas bonus at a special party.

NBC gives a Christmas party today for employes, wives and children, with gifts for all.

— A Merry Christmas —

### Lawnhurst on Kroger Disks

Cincinnati—Vee Lawnhurst is the latest radio personality to be signed through the Ralph H. Jones Co. agency for guest appearances in "Linda's First Love" disk series for Kroger Grocery & Baking Co. Program is spotted five times weekly on 23 mid-west stations, and Miss Lawnhurst becomes a member of the cast for the week of Jan. 3.

— A Merry Christmas —

### Ozzie Nelson's Sixth Year

Ozzie Nelson and his orchestra have been signed for their sixth consecutive year for the same sponsor on the Sunday night Bakers' Broadcast over NBC-Blue network. The new extension of Nelson's contract, making his sixth year for the Bakers, carries the program through the Spring of 1939.

— A Merry Christmas —

### Shoe Co. on WJR for Year

Chicago—Musebeck Shoe Co., Danville, Ill., has signed the "Donald Novis Sings" transcribed program series for WJR, Detroit, for a weekly broadcast to run one year. Series is produced by Radio Features division of Standard Radio, the deal being negotiated by the local office of Standard and the Henry Sehl advertising agency.

### State Court Jurisdiction Upheld in WJBW Action

(Continued from Page 1)

Charles Carlson, instructing Judge Hugh Cage to proceed with case on its merits unless he had objections other than those voiced in previous opinions.

Cage had ruled twice, despite Supreme Court opinion, that he lacked jurisdiction which belonged to FCC. Southern is asking injunctions to compel Carlson to adhere to alleged contracts, FCC approved, giving it operation of WJBW.

— A Merry Christmas —

### Phil Gross Opens Office

Phil Gross, former dramatic producer for the Federal Theater, has opened his own Broadway offices. Prior to going with the WPA organization, Gross operated a summer resort booking agency and was the first to produce plays from the pens of Moss Hart and Eddie Eliscu.

Gross intends specializing in talent for advertising agencies in connection with radio.

— A Merry Christmas —

### O'Haire May Air Games

Albany—Gene O'Haire is understood to have the inside track as the sportscaster to air the 1938 Albany baseball games for General Mills.

O'Haire is now doing a series of five-minute programs of scrambled history over WOKO for Peter Schuyler cigars.

## FOR FUTURE REFERENCE FOR YOUR NEXT RADIO PROGRAM

# EDDIE GARR

Comedian

"Eddie Garr scored with his impersonations on the Valley Hour."

BEN GROSS  
Daily News.

"Eddie Garr was very good on the Vallee Hour."

DINTY DOYLE  
N. Y. Journal-American.

"Eddie Garr sprang a surprise on the Vallee show last Thursday. Eddie proved himself a top-flight comic with a new twist for the air."

Radio Daily

## 2nd Week New York Paramount

Radio Authors

ABE BURROWS

FRANK GALEN

Management

WILLIAM MORRIS AGENCY, INC.

## GUEST-ING

AMPARO ITURBI, with Philharmonic-Symphony Orchestra, Dec. 26 (NBC-Blue, 3 p.m.). Substituting for Guiomar Novaes, who is ill.

GRISHA GOLUBOFF, 14-year-old violin prodigy, on George Jessel's "30 Minutes to Hollywood," Dec. 26 (Mutual, 6 p.m.).

PHIL GOLDFARB, blind accordionist, on Robert L. Ripley program, Dec. 25 (NBC-Red, 8 p.m.).

FOUR MUSKETEERS, quartet, repeat engagement on Anice Ives "Everywoman's Hour," today (WMCA, 11:15 a.m.).

MARY PICKFORD and DAVID RUBINOFF, on Chase & Sanborn Hour, Dec. 26 (NBC-Red, 8 p.m.).

DAVID RUBINOFF, on Eddie Cantor program, Dec. 29 (CBS, 8:30 p.m.).

JOY HODGES, on Jack Eigen's "Broadway Newsreel," tonight (WMCA, 6:45 p.m.).

CORNELIA OTIS SKINNER, on "Magazine of the Air," Jan. 2 (CBS, 5 p.m.).

— A Merry Christmas —

## NEW BUSINESS

WMCA, New York: Policy Holders Advisory Council, "The Insurance Counsellor", through Everite Advertising Agency; I. J. Fox, announcements, through Schillin Advertising Corp.; I. Rokeach & Sons, "The Voice of Jerusalem," through Advertisers Broadcasting Co.; You Pray For Me Church in Harlem, "Elder Rosa Artimus Horn Revival Meeting."

KGO, San Francisco: Union Pacific R. R., "Strange As It Seems," ETS.

WTMJ, Milwaukee: Olson Rug Co., news, through Presba, Fellers & Presba; Scott Paper Co., spots, through J. Walter Thompson Co.; Carter Products, Inc., ETS, through McCann-Erickson.

WNBX, Springfield, Vt.: Gudes Pepto Mangan, spots, through Morse-International, Inc.; C. R. Burr & Co., announcements, through Wm. B. Remington Agency; Gregg & Son, announcements, through James Fay Associates; Ballantine Ale, sports programs, through Hays Agency; Cow-Kare, announcements, through Hays Agency; Ford, Sunday Evening Hour.

WBT, Charlotte: Benjamin Moore Paint Co., program.

— A Merry Christmas —

## WMPS, Memphis

Dave and his Rhythm Rangers, "hillbilly" and "Western" singers and instrumentalists, have been invited to Hollywood by Republic Picture studios to make a screen test for a movie starring Gene Autry. The invitation was predicated on a transcribed audition sent to Hollywood. They will leave for the coast Jan. 2. Members of the group include four boys and a girl.

Hiram Higsby, well-known "rube" character and emcee on "Mid-South Dinner Time" program, likes Memphis so well after only five months' residence that he has bought a home and expects to remain permanently.



A Letter FROM Santa Claus!  
(Continued)

● ● ● Here's something that Buddy Green, songwriter and composer of "Once in a While," will find in his stocking—a check for \$1,250 from Ascapi as the quarterly award for a hit tune... Buddy is sending \$625 to Mike Slowitzky in Pa., who originally wrote the tune but wouldn't share in this prize since he isn't an Ascapi member. Isn't that grand of Green?... Doris Rhodes will wake up tomorrow and find a contract from CBS in her silk stocking... Whereas Patti Chapin, Richard Maxwell, Doris Kerr and Ray Heatherton, will discover a release from CBS bounds... I agree with you regarding Jackie Osterman, who yesterday went to see the Wm. Esty agency about writing the Jack Oakie show—it would be swell for both Jacks... Didn't see what you meant about Hy Kantor, mid-west rep. for Chappell, getting married yesterday to Lorraine Teatom, the pro ad model. What could they possibly want now?... In the first portion of this letter I mentioned Jack Robbins. Did you know that he received from me a FIVE-year exclusive contract to publish all music for Hal Roach pictures as a Xmas gift?... Yesterday I gave Belle Baker a contract to open at the Paradise Dec. 28... Joe Rines will be given a party at Leon & Eddie's Sunday. Why?

— A Merry Christmas —

● ● ● Did you know that in the recent Salvation Army Xmas fund campaign over at WCBS, Springfield, Ill., the station is co-operating by means of a unique public address system over which "Charlie" speaks and answers the questions of the people and encourages them to make their donations in the kettle... "Charlie" was given away free the other day with the compliments of the station... After announcing a party for the girls only at KDKA, Pittsburgh, plans were altered and today the entire staff partakes in a special buffet supper.

— A Merry Christmas —

● ● ● What's this I hear from you regarding Noble Sissle going into the French Casino with his band—splitting the music with Lyman?... No doubt you're sincere in asking that I give Davie Kent, one of the finer men in the songplugging business, a better deal this year. But what can I do outside of giving him a few nice gifts? Why don't you speak to the Spitzers, Links, Bregmans and Rocco Voccos about him? They have the business employment situation at their finger tips... That's a very amusing card Mickey Alpert and Kate Rand sent this year... Another couple swell people who deserve a break.

— A Merry Christmas —

● ● ● And now, let's get back to your own requests: True, 'tis the day before Christmas and a friendly spirit is in the air. Everyone is greeting his neighbor and there's a spirit of giving all around. One day in 364 where "Love Thy Neighbor" coincides with "Meet Thy Neighbor"... Why should people place a price-tag on business relationships and personal feelings?... Why can't they be civil, decent and trusting all year 'round instead of just this day?... "Peace On Earth—Good Will Toward Man" is ringing throughout the universe tonight. Just think how grand 'twould be in this business—if Mr. Joe Doakes wanted to see Mr. Joe Executive, say in Feb., because he had a great idea—and the latter would open his doors pronto to the former—just because the idea might be great—not because Joe Doakes might have a gift in his hand for Mr. Executive today... Bear that in mind. It's more valuable than a dozen neckties!... Life is so short. Let's make it sweet, too... "Heaven got a swell Xmas present when it got Ted Healy"... Yours until next year, KRIS KRINGLE.

## PROGRAM REVIEWS

## "King Arthur's Court"

A very amiable afternoon entertainment is the "King Arthur's Court" over WNEW on Tuesday through Saturday at 2-2:30 p.m. It's a somewhat easy-going melange of vocal and instrumental rhythm, unforced and easy to take. Douglas Arthur is the emcee, with Johnny McKeever, Libby Hall and Slim Gaillard as soloists, while Jimmy Rich officiates at the organ—though he was reported indisposed on yesterday's program.

## Briefly

Lovers of piano music will get some real enjoyment from the work of Rosa Linda, young pianist who started a weekly Thursday program over NBC-Blue at 3-3:15 p.m. yesterday. Miss Linda is adept at both popular and classic pieces.

As was to be expected, the visit of Jack Benny to the Fred Allen program Wednesday night over NBC-Red turned out hilariously. Allen also had other swell items on this show.

— A Merry Christmas —

## FCC ACTIVITIES

## APPLICATIONS RECEIVED

WHK, Cleveland: Special experimental authorization to operate facsimile station. 1-6 a.m. 1 KW.

KOCA, Kilgore, Tex.: Vol. assignment of license from Oil Capital Broadcasting Ass'n to Oil Capital Broadcasting Association.

## APPLICATION RETURNED

Kammeraad-Smith Broadcasting Co., Holland, Mich. CP for new station. 1200 kc., 100 watts, specified.

— A Merry Christmas —

## WLBC, Muncie, Ind.

Kenneth Williams, announcer, has resigned and plans to go to the coast after the first of the year.

Staff presented Donald Burton, station owner, with a film viewer for Christmas.

E. Pierre deMiller, news editor, busy writing a special Yuletide opus.

Henry Hank Marks, announcer, now known as Cactus Pete and listeners are calling station to "wow" the program.

Earl Kirk, auditor, preparing for his Second Annual All-Request Christmas program.

Bill Craig, commercial manager, hopes to hold housewarming after New Year's.

Jimmy Fidler, weatherman, leaves for Indianapolis tomorrow to attend the sectional meeting of the American Meteorological Society.

— A Merry Christmas —

## CBS Signs Doris Rhodes

Doris Rhodes, singer, has been signed to a management contract by Columbia Artists Inc. She will join the "Buddy Clark Entertains" series next Monday. Miss Rhodes has been heard over the networks with Rudy Vallee, Milton Berle and others.

## ORCHESTRAS MUSIC

**T**HE first broadcast of the New Year on NBC's Red and Blue networks will be the music of Al Donahue and his orchestra which will be presented at 12:01 a.m. Together with Durelle Alexander, the String Choir and Male Glee Club, Donahue will present a "Cavalcade of 1937 Song Hits."

Cab Calloway and his Orchestra have recorded the two hit songs from the forthcoming Mae West film on Vocalion Records, including the numbers, "Jubilee" and the title song of the picture, "Everyday's a Holiday." Calloway does the vocal scating in both selections.

Jerry Livingston and his band are now being heard over WOR from Laurel-in-the-Pines, N. J., taking the place of Howard Wood.

Will Hudson has completed a unique composition titled, "Definition of Swing," which was recorded by the Hudson-DeLange Orchestra this week for Brunswick on a studio date on which Rudy Novak, torrid trumpeter who was discovered in one of Manhattan's dime-a-dance halls, makes his debut.

Dave Rubinoff is in Hollywood to spend the holidays before starting his forthcoming concert tour at Denver Jan. 15.

A "Toytown Band" will be Bob Stanley's novel Yule offering to dial twisters tonight on the WOR-Mutual "Pat Barnes Opera." Toy trumpets, saxes, violins, etc., will replace the regular instruments of Stanley's augmented band during the special holiday show.

Joe Rines will be honored by radio celebrities including Graham McNamee and Sheila Barrett at a party given by Leon and Eddie after Rines' "Time of Your Life" broadcast Sunday evening. This Sunday's program will conclude this series on NBC until March, when it will be resumed.

— A Merry Christmas —

### Party for Hersholt

Robert S. Gill, president of Chesebrough Manufacturing Co. (Vaseline), will give a cocktail party on Monday at the Park Lane for Jean Hersholt, screen and radio star, who appears in the Sunday "Dr. Christian" series on CBS. Hersholt is in the east for a vacation and will air his next two programs from here.

### SALES MANAGER WANTED

1,000,000 shopping area  
5,000 WATT CHAIN STATION

Write Box A-122, Radio Daily  
1501 Broadway New York City

### Talks Self Out of Jail Over KELD

El Dorado, Ark.—KELD added to its list of unusual broadcasts and capped the climax recently by broadcasting from the Negro section of the Union County Jail. To begin the broadcast, an invocation was rendered by a Negro preacher who did a good job of preaching himself out of jail. The prosecuting attorney announced after listening to the broadcast that he was firmly convinced this Negro preacher was innocent. A Negro quartet then furnished a musical program by singing a group of sacred songs. The high spot of the program clearly demonstrated the rather uncanny power of the microphone as one Negro, who had tangled with the law a number of times before, had been caught the week previous to the broadcast with a house full of stolen goods. The prosecuting attorney's office and the sheriff's office had tried many times, without success, to get this Negro to confess to the burglaries he had committed. In interviewing this Negro, Fletcher Bolls, manager of KELD, who acted as emcee and interviewer, succeeded in getting the Negro confused a bit due to the fact that this was his first time to broadcast, and very successfully made the Negro confess to the burglaries he had committed. After the broadcast the prosecuting attorney took special pains to thank members of KELD for the good job they did in getting this confession from the Negro. The microphone was placed on the fourth floor of the Union County Court House in the hall just outside the bars and the prisoners did their broadcasting from the inside looking out.

### PHILADELPHIA

Agnes McCabe, former secretary to Jim Aull KYW's press chief, is now traffic manager of the station.

Leighton Noble, heard from the Arcadia Restaurant via WIP remote, is scheduled to desert the airlines this fall to make a picture.

A mixed quartet makes its bow over WFIL, made up of Polly Willis, Clint Johnson, Jack Steck, and Florence Benden.

Jack Hutchinson, baritone, is now being spotted on WDAS.

Warren Schutt in "Looking over Books" is heard weekly over KYW. Nancy Hill is appearing in a series of mystery dramas on WFIL.

Helen Kiley, former secretary to Murray Arnold of WIP, has been promoted to receptionist, with Lorraine Riley taking her place.

Bill Dyer, WCAU sports commentator, takes on job of giving play by play description of college basketball games.

WFIL's hostess Ruth Allenben surprised the folks by getting married.

Major Coulson starts a new program over WCAU called "Current Events Forum".

WIP and American Communications Ass'n have come to terms on an agreement covering engineers. Salary increases and 44-hour week are included.

Larry Vincent, the Tell sisters and Bert Balus start a new thrice weekly series on WCAU.

Gale Page flew back from Hollywood following second screen test at Warners.

— A Merry Christmas —

### Seattle Friendship Frolic

Seattle—The city of Juneau, Alaska, over 1,000 miles from here, will again be saluted Christmas Day via the "Seattle Friendship Frolic" which made quite a hit last year. The all-day program will be heard over KINY, the Edwin A. Kraft station in Juneau, and will include music, comedy, speeches, etc., in a combination entertainment and Chamber of Commerce good-will promotion.

### SAN FRANCISCO

Janet Baird, NBC interviewer, will air an interview with Vicki Baum, novelist, the night of Jan. 8.

KGO and the Coast Blue web loses "Meet Your Neighbor" show when it fades Jan. 7. Sponsored by Local Loan Co.

Don Logan, rewrite man on Oakland "Post-Enquirer," succeeds Bill Holmes as radio editor of the sheet. Holmes now writing on NBC.

Two new Sunday shows via KGO have been originated by NBC—Beryl Cameron, songstress, and the Four Pages Male Quartet on a 3:30 spot, and Ernest Gill's Concert orchestra at 3:45 p.m. Three Cheers, vocal male trio, also spanning the nation on Mondays now at 4:15 p.m.

Marcel Willeman, KROW newscaster, replaced by Guy St. Clair, former newsmen, who bowed out for Willeman some months ago.

Thomas H. Hutchinson, former coast program mgr. for NBC, will manage the newly-created NBC television program department in Radio City. John Gihon, ex-continuity editor for NBC, will be his assistant.

Sperry's "Daytime Special," heard five times in the p.m. via KPO and the Pacific Red web, moves up an hour to a 1:30 spot Jan. 3.

— A Merry Christmas —

### Joe Towner to WMPS

Memphis—Joe Towner, for the past two years located at WNOX, Scripps-Howard Radio station in Knoxville, now doing publicity and promotion with WMPS here.

## PROMOTION

### The Metropolitan Angle

A brochure titled "The Metropolitan Angle," put out by Glickman Advertising Co. Inc., sets forth the advantages of specialization in a concentrated market.

The arguments for such concentration are not intended to reflect on network advertising, however, it is pointed out by Norman Lessin, director of the agency's radio department. On the contrary, he says, one of the main points in "The Metropolitan Angle" is predicated upon the opportunity afforded a national advertiser interested in radio to test the program in the Met area—and reap substantial benefits at the same time—before risking the expense of broadcasting nationally. Without such a test, chances would be slim, in many cases, of the aforementioned advertisers trying the networks at all.

As a case in point is Glickman's Adam Hat account, for many years a sponsor of local sports programs, now taking its "tried and tested" boxing broadcasts over the NBC-Blue network.

— A Merry Christmas —

### WBT Five Minutes Earlier

Charlotte—To take care of the new Beeman program, "Your Neighbors From Around The Corner," on the Musical Clock, WBT is now winging on the air at 6:25 a.m. instead of 6:30.

**IMPROVE**  
YOUR SUNDAY STANDARDS  
with the SUNDAY PLAYERS



Open a 1938 campaign for better Sabbath programs with the true story of the Adam and Eve incident

### "THE FALL OF MAN"

beautifully and reverently dramatized by this world-famous Oberammergau of the air



Samples shipped \$4.00 C.O.D., refundable, on receipt of wire.

You can easily make the first Sunday in the New Year

### MERTENS AND PRICE

1240 South Main Street  
Los Angeles — California

**BARRY  
McKINLEY**

IN

"CHEVROLET  
ROMANTIC RHYTHM"

SUNDAY 6:30-7 P.M. EST  
WABC-CBS Network

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## WAVE Engineers Build Miniature Transmitter

Louisville, Ky.—A new midget transmitter, so small that it can be carried in one hand while user speaks into a miniature microphone mounted on the outside of the box, has been built by WAVE's chief engineer, Wilbur Hudson and designing engineer Jack Starks. It measures 4½ x 4 x 2 inches, weighs two pounds, and has a power output of one-tenth of one watt, or about one-five-hundredth of the rating of an ordinary electric lamp.

Completion of the unit was celebrated with quite a bit of ceremony by manager Nate Lord, the engineers, George Patterson, program director, and Burt Blackwell, news commentator. The station chose a former Hollywood actress' appearance in the city with a miniature castle to introduce the invention to the public. Among the first broadcasters were the Governor and Louisville's mayor.

The designers hold a complete government license on the little short wave outfit under the call letters of W9XSF, and are now experimenting to determine the maximum distance it will stand for re-broadcasting through the WAVE studios located in downtown Louisville. Preliminary tests have fixed the present range at above one-half mile.

The engineers explained that while the pack transmitter is novel it also fills a need in the radio business. It can be speedily set up in any location and can be taken into quarters where the stringing of wires to a large microphone and complicated set would not be possible.

— A Merry Christmas —

## 16x12 ft. Television Screen Expected Soon in London

(Continued from Page 1)

sized television, is said to have advantages over the Baird system, which Gaumont-British Film Corp. is installing in theaters. Scophony equipment doesn't require the expensive cathode ray tube, and it is claimed sets will soon be available at \$50 to \$75.

Baird's new screen has increased size to 8x6 feet.

### CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.  
WE FURNISH  
Electrical Lighting Equipment of Any Kind  
FOR RADIO STATIONS  
244-250 WEST 49th STREET  
New York City Tel. Circle 6-5470-1

## NEW PATENTS Radio and Television

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

2,102,670—Wave Translation System. Harold S. Black, New York, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,102,760—Photoelectric Tube. George B. Stilwell, Plainfield, N. J., assignor to Bell Telephone Laboratories, Inc.

Re. 20,602—Vacuum Tube. Samuel Ruben, New Rochelle, N. Y., assignor by mesne assignments to Revelation Patents Holding Co.

2,102,779—Thermionic Amplifier. George L. Beers, Collingswood, N. J., assignor to RCA.

2,102,904—Radio Receiving System for Aeroplanes. Sol J. Levy, New York.

2,102,951—Generation of Electric Relaxation Oscillations. Edmund Hackenberg, Berlin-Charlottenburg, Germany, assignor to C. Lorenz Aktiengesellschaft.

2,103,022—Gaseous Discharge Tube. Alexander Senauke, New York, assignor to Hazeltine Corp.

2,103,031—Electric Gaseous Discharge Device. Ted. E. Foulke, Nutley, N. J., assignor to General Electric Vapor Lamp Co.

2,103,033—Electron Emissive Electrode. George E. Inman, East Cleveland, Ohio, assignor to General Electric Co.

2,103,079—Wave Signaling System. John K. Johnson, Rye, N. Y., assignor to Hazeltine Corp.

2,103,090—Means for and Method of Generating Electrical Currents. Josef Plebanski, Warsaw, Poland, assignor to RCA.

2,103,097—Power Supply System for Signal Receivers. Benjamin Singer, Bronx, N. Y., assignor to Hazeltine Corp.

2,103,135—Radio Receiver. Edward F. Andrews, Chicago.

2,103,159—Electric Discharge Device. Kenneth H. Kingdon, Schenectady, N. Y., assignor to General Electric Co.

### Designs Tele Equipment

Tulsa, Okla.—A new and different type of television broadcasting and receiving equipment, capable of handling a picture equaling in clarity a newspaper halftone, has been designed and patented by Fred Ragsdale of this city. After six years of experiment he expects to complete his work within the next year.

### BOSTON

A daughter was born to Alice O'Leary and Adrian O'Brien. Both mother and father are heard over Yankee network airwaves.

Collette Lyons, just returned from a London engagement, is spending the Christmas holidays with her sister in Dorchester.

Pen Rad Oil Company are sponsoring the telegraphic play-by-play descriptions of the Bruins hockey games over WAAB. Frank Ryan continues to do excellent job of hockeycasting.

Lee Sims and Ilomay Bailey are playing the RKO-Boston Theater for a week.

— A Merry Christmas —

### NEW ORLEANS

Radio row went Christmassy with holly and trees this week. WWL holds a Christmas party of its own today, with part of the party going on the air early in the afternoon. The Santa Claus of the afternoon is Vincent Callahan, station manager.

Henry Dupre left Thursday for a week's vacation to visit his relatives in Birmingham.

### Radio Parts Show

Chicago — National Radio Parts Trade show will be held here June 8-11 at the Stevens Hotel, according to Ken Hathaway, managing director. S. N. Shure is president.

— A Merry Christmas —

### New Mike Catalog

Los Angeles—Universal Microphone Co., Inglewood, has issued its 1938 trade catalogue of microphones and accessories, recording machines and blank discs, in looseleaf form.

### LOUISVILLE

George Kuhn, general manager WGRC, will hold open house New Year's Eve at his station, inviting friends and guests.

Foster Brooks, WHAS announcer, in a popularity contest conducted by Bill Bryan, radio columnist of the Times, took first place. Meador Lowrey was selected as most popular news commentator.

Much enthusiasm around WGRC about a new negro quartet, discovered singing in a local church. Will make their air debut Christmas Day.

— A Merry Christmas —

### KANSAS CITY

Albert Jacobson (Fritz, the Cheer Leader on WDAF and KCMO since 1934) died this week.

Luther Crumbaugh, KCMO staff engineer, is engaged to Virginia Jones, staff pianist.

Eddie Dennis, WHB salesman, is in Florida and Louisiana on vacation.

"The Model Kitchen", co-op program with six sponsors, started this week.

## New WMPs Studios Nearing Completion

Memphis—New studios of WMPs being rushed to completion with opening date set around the first of the year. When completed will give station most modern studio facilities in the South. New studios will be located on ground floor of Columbian Mutual Tower enabling passersby to look in at program in progress.

— A Merry Christmas —

### G. E. Elects Birge

Schenectady, N. Y.—Nathan R. Birge, assistant to the president of the General Electric Company since 1927, has been elected a vice-president of the Company, it has been announced by President Gerard Swope. He will remain in Schenectady. Mr. Birge entered the employ of General Electric in 1900, following his graduation from Worcester Polytechnic Institute with the degree of B.S. in electrical engineering.

— A Merry Christmas —

### Wallace Heads Engineer Club

Seattle—James Wallace, Chief Engineer of KVI, Seattle-Tacoma, has been elected president of the Tacoma Engineer's Club for 1938. For the past year, Wallace has been chairman of the Seattle Section of the Institute of Radio Engineers.

— A Merry Christmas —

### Remodel WICC

New Haven—With new studios of WICC scheduled to open here January 1, work has started on remodeling of the outside building.

IN  
*Any*  
EMERGENCY—

...we pick up work  
quickly

...we make haste  
carefully

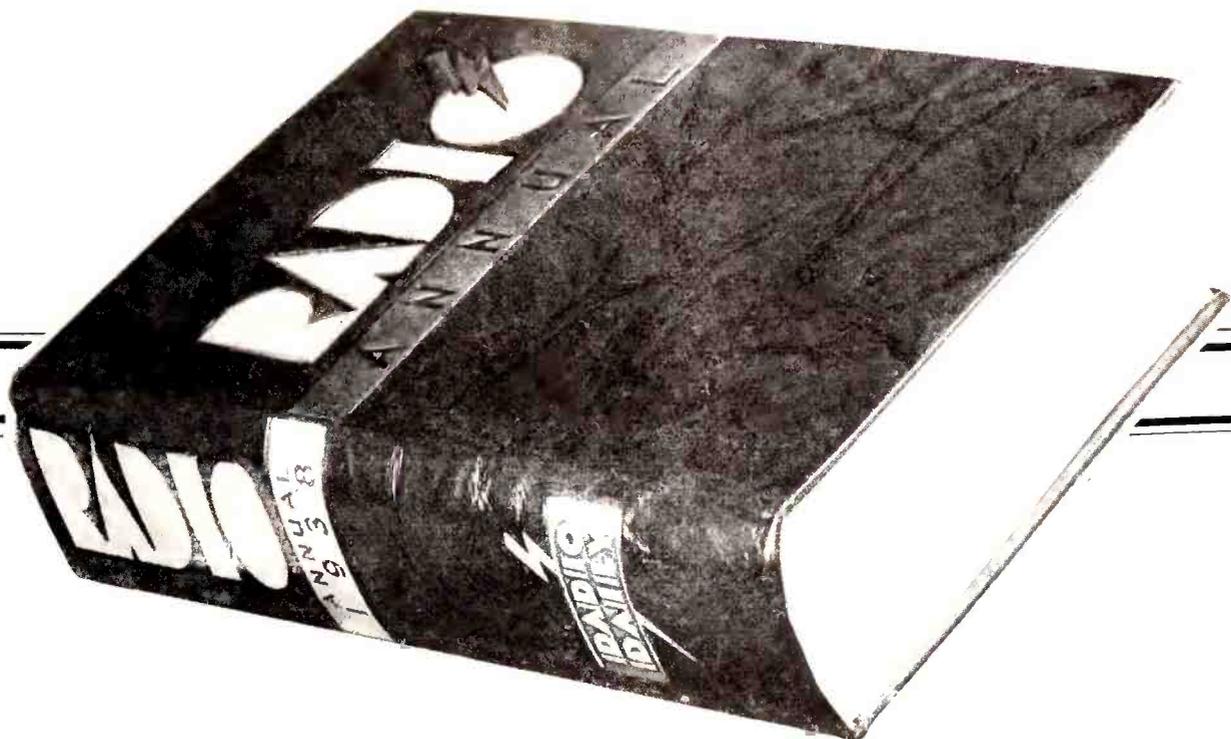
...we deliver promptly.

**CITY**  
PHOTO ENGRAVING CORP.  
250 WEST 54th STREET, NEW YORK  
Telephone . . . . . COlumbus 5-6741

# THE PRODUCTION SIDE OF RADIO

**Programs — Artists — Writers — Announcers — Orchestras  
Transcriptions — Music — Backstage — Spot Broadcasting**

**AN OUTSTANDING SECTION**  
one of many in the coming



**RADIO ANNUAL** has been a full year in the making. In this it has had the complete and enthusiastic co-operation of every branch of the great radio industry as well as the United States Government.

**READY EARLY IN 1938**

*... distributed complimentary to Radio Daily subscribers as part of Radio Daily Service.*



**HAL BERGER's** strip dramatic serial, "The In-Laws," long a feature on KHJ-Don Lee, moves over to KNX for CBS Pacific Coast release on the same Monday through Friday schedule, starting Dec. 27, in a 3:15-3:30 groove. Charles Vanda, CBS program director, has been coveting the Berger opus for a long time.

Ray Paige should be addressed as Captain Page in future . . . Maestro was notified this week that he had been chosen Fleet Captain of the California Yacht Club.

Ted Snyder, "Daddy of song writers," will appear on the CBS "Hollywood Song Shop" Sunday night. Warren Hull emcees, and Irving Berlin, Yahbut and Cheerily, and the Radio Rogues are slated to appear.

Ralph Hansell, xylophone-vibraphone virtuoso who was on Fred Allen's show last week, will be guest artist with the KMPC instrumental trio heard daily at 2:30 p.m. for an entire week starting Wednesday.

Martin Gosch, producer, and Tom Langan, script writer, are here to ready the first Whiteman broadcast for Chesterfield. Carleton KaDell, announcer, continues on the show during Whiteman's stay in Hollywood.

Mrs. Joseph Pasternack has arrived to spend the holiday here with the Vick's "Open House" batoneer.

Amos 'n' Andy, who start for Campbell on Jan. 3, will do a guest routine on the other Campbell ailer, "Hollywood Hotel," on Jan. 6. Black-face duo will do more or less visiting on the companion air piece, it is said.

The Alabama grid stars here for the Rose Bowl game New Year's Day will be guests on KHJ's "Reunion of the States," naturally saluting Alabama on Sunday. Sportscaster Frank Bull will review the four previous appearances of the "Crimson Tide" in the Bowl—1926, 1927, 1931 and 1935.

Anne Jamison, "Hollywood Hotel" soprano, is considering postponing her concert tour planned to begin in January until early summer.

## ONE MINUTE INTERVIEW

GERTRUDE BERG

"My advice to amateurs is that they pay less attention to impersonations, one-man band ideas, singing and instruments. Instead they should devote a lot of time to developing their natural speaking voices for the air. If they don't win any prizes they shouldn't be discouraged. The experience gained will be priceless. Remember that no real success comes easily."

## ★ Coast-to-Coast ★

**JUDY STARR** opens at the Drake Hotel in Chicago tonight with an MBS-WOR wire. Miss Starr will also be heard via the networks through a series of transcriptions which she just completed for Chevrolet.

*Thornton Fisher, WNEW sportscaster, will inaugurate a new feature, "Fights That Made History," next Tuesday night for his thrice weekly broadcasts. Fisher, who has been a ringsider at virtually every important ring battle during the past 25 years, uses his notebook recordings for data.*

Alfred W. McCann Jr., WOR food commentator, celebrates the beginning of his eighth year on the air Jan. 3. McCann is the first of radio's second generation, inheriting the four-times weekly broadcast from his late father, Alfred W. McCann Sr., the pure food expert.

*A two-page spread in current Radio Guide shows Lawson Zerbe and his missus in studio love scenes "as listeners imagine" them and "as they really are." The imagined scenes are in the torrid line, while the actuals show the Zerbes at respective mikes on opposite sides of studio.*

Babs Savage, 5-year-old model, made her third guest appearance in a week yesterday in "The O'Neills" show. She appeared last Friday with Bess Johnson on the Palmolive show, and Sunday with Guy Lombardo.

*Doris Dehn, vocalist heard over WPG, Atlantic City, and Lyman B. Hall, graduate of U. of Ky. and Georgia Tech, are engaged.*

### WTMV, East St. Louis, Ill.

The Rhythmettes, girl trio composed of Alma Hollows, Alice Dashke and Ruby Holly, have been added to the talent staff. Musical Director Paul Godt makes arrangements and plays their accompaniments.

Cowboy Jake Wigington, formerly at KFJZ and KFRU, is another addition.

F. D. Anderson, operator of "Let's Go to Town" program, starts an additional half-hour of nightly participating programs.

— A Merry Christmas —

### KFRU, Columbia, Mo.

"Chet" Thomas, g.m., after playing host at a special Christmas dinner to entire personnel, left for his home in Cincinnati to celebrate holidays. Hillbilly group under Bill Haley is taking yuletide vacation in two units, half at Christmas and the other half over New Year's.

Dave Frederick, continuity writer, takes over processing of daily newscasts while Wally Porterfield takes a holiday recess.

When Ezio Pinza, leading basso of the Metropolitan Opera, sings the role of Don Juan in the opera "Don Giovanni" on Jan. 1, it will be the first time that the opera is broadcast. It also happens to be one of the many operas that are being revived this season.

*Robert Hopkins, professor of voice and director of choral work at Baylor University, will sing "Give A Man A Horse He Can Ride" when he appears as guest artist with the Pepper Uppers over the Dr. Pepper-Dixie Network this Sunday at 5:30 CST. Jimmie Jefferies will be in charge of the pepping-up ritual, aided and abetted by Roy Cowan, Ludi Maisen, Lotie Lofstin, Ruth Salter, the Pepper trio, ensemble and Alexander Keese and the Pepper Uppper orchestra. Program originates in Dallas.*

Applause from the studio audience will be eliminated and laughter will be minimized during the Senator Fishface and Professor Figgssbottle program to be heard this Sunday at 3:30 p.m. over NBC-Blue network. In following this procedure, placed on trial with successful results in their broadcast of last Sunday, the comics are taking a tip from numerous radio editors who have complained that radio shows are playing more to the enjoyment of the studio than to the listening-in audience.

*Because of the unusual rush of Christmas mail at the Cleveland Post Office, Mendel Jones, program director of WHK-WCLE, arranged for Carl Mark to present a description of the work done by the Post Office during the holiday season.*

### WICC, Bridgeport

Jeanne Poli vacations from her "Commuters Club" over the Christmas week-end.

Mack Parker deserts "First Offender" productions for a yuletide holiday.

Joseph and Mrs. Lopez back home to Boston.

Bellman Male Chorus vacationing for a month.

Ann-Marie Rowe, songstress, is the mother of a girl.

Yale Daily News broadcasts resume Jan. 3.

— A Merry Christmas —

### WJSV, Washington

Ward DuVall, the "Gypsy Minstrel," now has a partner, Earline King, vocalist formerly with Paul Whiteman. She will use the name of Giannina for her air work with DuVall.

Warren Sweeney and Ida Clarke will do an hour of Christmas stories plus music tonight. Betholine is sponsoring.



**BILL WILLIAMSON**, sales manager of WKRC, Cincinnati, in town visiting CBS headquarters.

Merle Jones, manager of KMOX, St. Louis, is visiting here.

Commander E. F. McDonald, president of Zenith Radio Corp., off to Miami to join wife and daughter on yacht.

Carol Mountjoy of WBBM promotion department, went to Detroit for Christmas.

Eleanor Howe, who conducts the Pantry Party series on WBBM, fearing that she would have no audience on Christmas morning, invited all lonely hearts to come and be her guests at a party. She got so many responses that now she wonders how she can handle all of them. Show is at 9 a.m., too.

Frank Bering and Ernie Byfield of the Sherman, giving a party in Governor's suite for Buddy Rogers and Mary Pickford this afternoon, prior to opening Christmas night at College Inn.

Douglas Wilson is the new vocalist on the Evans Fur "Quarter Hour of Romance."

— A Merry Christmas —

### WXYZ, Detroit

John McKay, veteran California newspaperman and radio commentator, recently at KOIL, Omaha, has joined the editorial staff of WXYZ and the Michigan Radio Network and is being featured in a 15-minute program each night except Saturday.

Ruth Dean Rickaby, character actress, is recovering nicely in Detroit Women's Hospital following an operation for gall stones.

— A Merry Christmas —

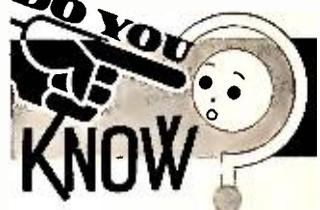
### WOV-WBIL, New York

Kennedy Ludlam, announcer, back on the job after a siege of grippe.

Charles Berry, publicity director, completes nine years in radio on his 29th birthday, Jan. 15.

Madeline Lee, said to be the original and youngest girl announcer, is only 14. She made her radio debut at the age of four.

DO YOU KNOW



KNOW

The average electric home radio consumes only slightly more than one cent's worth of electricity in more than four hours of continuous use, according to a national survey.



# RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 2, NO. 125

NEW YORK, N. Y., MONDAY, DECEMBER 27, 1937

FIVE CENTS

## Commercials From Fair

### RADIO PROBE IS PLEDGED BY STRONG HOUSE BLOC

Washington Bureau, RADIO DAILY  
Washington—A strong radio bloc in the House recognized the significance of the President's appointment of Senator Wallace White to the Cairo conference when Representative Richard B. Wigglesworth, supporting the Connery resolution for a radio probe, last week pledged to fight for definite investigatory action in the House with the opening of the regular session in January. Wigglesworth said he is prepared to either cooperate in advocating the old Con-

(Continued on Page 3)

### AGRAP Plans Merger With ARTA or AFRA

AGRAP will vote within the next two weeks on an affiliation move with either ARTA or AFRA, it was learned late last week by RADIO DAILY. Move comes after several months of discussion between AGRAP committee of seven representatives and both ARTA and AFRA committees.

Although voting is expected to be

(Continued on Page 3)

### WBS Appoints Sambrook Station Relations Mgr.

A. B. Sambrook has been appointed station relations manager for World Broadcasting System effective Jan. 1, succeeding W. L. Hoppes, who returns to Electrical Research Products after a year's leave of absence. Kenneth M. Donaldson has joined the WBS station relations department home office staff.

P. L. Deutsch, president, announced the appointments.

### Listeners Send Teeth

Chicago—When WBBM announcer Paul Luther stumbled over a word on the Eddie and Fannie Cavanaugh "gossip" broadcast the other day, Eddie twitted him on having lost a tooth, and hinted that a replacement would be welcome. Within 48 hours listeners had sent him 26 complete sets of false teeth.

### MEN WHO MADE NEWS IN RADIO DURING 1937

(Second Installment of a Series)

- LENOX R. LOHR •
- ALFRED J. McCOSKER •



A good deal of traveling was done in 1937 by Major Lohr, the NBC prexy. To the coast, where the web is building new studios, also to Europe and one particular trip to Washington

where he dined with President and Mrs. Roosevelt, no less. New NBC building activities, ordering an original radio opera and signing Dr. James R. Angell as educational counselor were just a few of the other items on his calendar during the year.

\* \* \*

- EDDIE CANTOR •

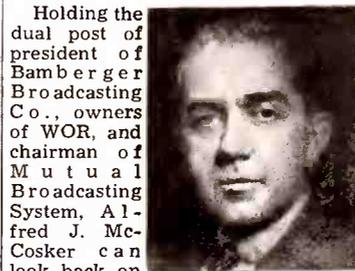


Texasco Town's "mayor" had a very active 1937, making the usual quota of new talent discoveries, being elected president of the new American Federation of Radio Artistes,

celebrating his 25th anniversary in show business and being fittingly honored on the occasion with an "Eddie Cantor Week," switching his network broadcast from Sunday to Wednesday, making another feature film, getting his antique shop business going—and marrying off one of those five daughters who are almost as famous as the quints.

### Lux Adds 25 in Canada

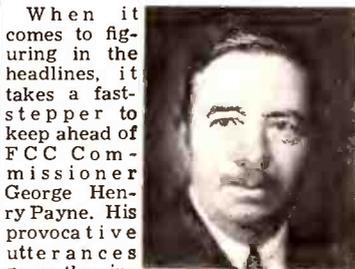
CBS Lux Radio Theater program tonight adds 25 Canadian stations to its network, making a total of 85 stations. J. Walter Thompson Co. is the agency.



Holding the dual post of president of Bamberger Broadcasting Co., owners of WOR, and chairman of Mutual Broadcasting System, Alfred J. McCosker can look back on 1937 with double pride. First because Mutual branched out in a big way in putting itself on the map as a national network, and secondly because WOR didn't have such a bad year either. Incidentally, McCosker was given a degree of LLD by John Marshall College of Law last June in recognition of his service in radio.

\* \* \*

- COMMISSIONER PAYNE •



When it comes to figuring in the headlines, it takes a fast-stepper to keep ahead of FCC Commissioner George Henry Payne. His provocative utterances gave the industry and the public much good food for mental exercise. Though his activities as a crusader did get him disbarred from FCC's Segal-Smith hearing, he also won many friends with his advocacy of more wholesome programs for juveniles—and better radio shows in general.

### Bonuses for WMCA

Christmas bonuses were handed out to all the WMCA personnel late Thursday afternoon by order of Donald Flamm, president of the station.

### Ford May Be Among Big Sponsors Who Will Air From Expo

The City of New York is planning the largest display of radio and television ever made public during the World's Fair to be held here in 1939. Ford Motor Co., largest individual space renter at the fair grounds, has been approached, and at present appears receptive, to broadcast both its Sunday Evening Hour and Tuesday night series direct from the exposition.

Daily broadcasts both nationally and locally are already in the works, and television, depending on its public reception in the interim, will be shown throughout the day and night. As at the Chicago World's Fair, television will be a separate exhibition

(Continued on Page 3)

### Wash'n Circles Scoff At Radio Czar Idea

Washington Bureau, RADIO DAILY  
Washington—Radio circles here decline to take seriously the Hollywood reports that appointment of a radio czar to act in the same capacity as Will H. Hays of the movies would climax the Mae West furor. "Our Industry needs no one czar," an NAB spokesman stated. "You must remember that for all practical purposes we now have seven czars down

(Continued on Page 3)

### Niles-Richman Dropping Station Rep Activities

Niles-Richman Co., effective Jan. 1, will discontinue its station representation activities and devote all its time to general advertising.

### WJR 10% Bonus

Detroit—More than 130 employees of WJR were made happy Christmas by a bonus of 10 per cent of their year's salary distributed by Leo Fitzpatrick, vice-president and general manager. Station had one of the most prosperous years in its history, and desired to share it with the staff, Fitzpatrick said.



★ THE WEEK IN RADIO ★

And a Happy New Year

Vol. 2, No. 125 Mon., Dec. 27, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

FINANCIAL (Friday, Dec. 24)

Table with columns: High, Low, Close, Net Chg. Lists various radio stations and their stock prices.

Table with columns: Bid, Asked. Lists Stromberg Carlson.

McClatchy Orders Facsimile San Francisco—An order for facsimile equipment has been placed with RCA by G. C. Hamilton, vice-president and general manager of the McClatchy newspaper and radio interests.

Decca Signs Louis Prima Louis Prima, whose swing band is the current attraction at The Famous Door on 52nd Street, has just negotiated with Decca to do a series of swing recordings.

Abe Lyman to Record Abe Lyman and his "Californians," signed to make a series of Victor records and will make the first set this week prior to going into Billy Rose's French Casino.

NAT BRUSILOFF MUSICAL DIRECTOR New York's Own Station WMCA "AT THE TOP OF THE DIAL" 1697 BROADWAY CI 6-2200

By M. H. SHAPIRO UPWARD trend toward the close of the year continued the recent spurt, with the networks getting a goodly share of new biz as well as renewals...spot broadcasting took on somewhat of an optimistic turn after many weeks of comparatively poor fare...CBS revenue for December, as estimated, will be an all-time high, and naturally for the year as well... U. S. and Canada named their delegations to the International Conference to be held in Cairo in February....

Fortune magazine poll gave radio a break and definitely revealed that the loudspeaker is the favorite form of entertainment, even first over the heretofore uncontested status of the motion picture...same (Jan.) issue had a story on NBC and Toscanini with the usual art work...Rep. Wm. B. Bankhead, speaker of the House, granted permission to NBC to broadcast the opening of Congress on Jan. 3.

IRNA and the AFM are amicably getting closer together, with the deadline again moved up, this time to Jan. 3...in order not to rush the affiliates who may want to take time out for the holidays...indications are that another week will see enough contracts deposited in escrow to have the plan of settlement declared operative...Atlantic City approved sale

New NBC Commercial Fitch Program Expanded

NBC sales staff has signed one new show and doubled the time on another NBC program. Both contracts are effective next month. Borden, through Young & Rubicam, on Jan. 31 will start a Monday through Friday series on the NBC-Red network, 4:30-4:45 p.m. Sponsor has not used a national network since the Beatrice Lillie series of a couple of years ago. Fitch will expand the Jerry Belcher show to a half-hour period sometime next month, possibly by Jan. 9. Program is now heard on the NBC-Red, 7:45-8 p.m. The cancellation of the American Radiator quarter-hour directly before the Fitch spot opens up the additional 15-minutes.

Murray Chorus Extended

Lyn Murray will continue to direct the "Modern Male Chorus" via CBS for another 13 weeks. These broadcasts will be heard immediately after the Sunday Philharmonic concerts. They will not interfere with any of Murray's other choral or orchestral assignments.

Sam Taylor on WHN

Sam Taylor, who did a movie chatter program over WOR for a number of years, is back from Hollywood and will resume broadcasting tomorrow over WHN. He will do a similar film gossip stint on Tuesdays and Thursdays.

of its station WPG to Arde Bulova...Emile J. Gough resigned his Hearst Radio post, with no successor chosen as yet...Gough's resignation has not been officially accepted as yet....

David Sarnoff sees television as a new art form of its own when developed to a practical commercial stage...Appeals Court reversed the sentence and conviction of Norman Baker and E. R. Rood, who had been found guilty in lower Federal courts of conspiring to violate the FCC law in connection with shipping disks across the Mexican border...Baker is manager of XENT, Nueva Laredo...FCC Chairman McNinch asked to get a first hand load of the Mae West skit, etc...as a follow up to the much maligned program in question...but it is expected that the parties concerned have been punished enough as it is and that the controversy will die a natural death....

ARTA made a move to enlist all radio employees when handbills were passed out to everybody entering the CBS building last Tuesday...ASCAP final quarterly dividend for this year totaled \$1,296,000 the largest sum ever distributed to the members in any quarter of its existence...total collected for the year is nearly \$4,500,000 of which radio pays about 60 per cent....

RCA Victor Tightens Ban On Selling Disks to Radio

Philadelphia—RCA Victor phonograph dealers have been informed by the company not to sell the disks to radio stations. Although the records have long since been labeled "not licensed for broadcasting purposes," it is believed the tightening up of the restriction is a result of the recent licensing of stations here by the National Association of Recording Artists. Thus the NAPA, after issuing licenses to broadcast records made by its members, is in the position of having Victor clamp down and claim such rights vested in itself. NAPA counsel Maurice Speiser stated that Victor records would be replaced with other brands at the licensed stations, probably Brunswick and Decca.

Victor Disking CBC Shows

Montreal—RCA Victor plant here is recording CBC network programs for use by other Canadian stations which are located outside the network lines. New plant was inspected last week by radio officials of the city.

SALES MANAGER WANTED

1,000,000 shopping area 5,000 WATT CHAIN STATION Write Box A-122, Radio Daily 1501 Broadway New York City

COMING and GOING

MRS. GABRIEL HEATTER and daughter, MAIDA, leave for a Florida vacation today.

MARY MARGARET McBRIDE returns the latter part of the week from Florida. Aired from the south over WDBO, the CBS outlet in Orlando.

FRANK HITER, vice-president and general manager of Stewart-Warner, together with his wife, and JOHN BITZELL, sales manager, and Mrs. Bitzer, are on a holiday cruise aboard the Bremen to the West Indies.

VIOLET DUNNE of the cast of "The O'Neills" has gone to Toronto for a holiday visit.

HENRIETTE K. HARRISON, National Radio Director for the National Council of Y.M.C.A.'s, leaves today for Cincinnati where she will supervise the broadcasting of the National Student Christian Assembly, convening at Oxford, O. NBC-Blue network will carry the program.

FRANK MULLEN, RCA director of publicity, has gone to Washington for the holidays.

EDWIN S. REYNOLDS, CBS sales promotion, went up to WEEI, Boston, over the week-end.

DAVE LIPTON flew to the west coast over the week-end to meet the China Clipper which is bringing the Universal shots of the sinking of the Panay. Lipton has obtained a leave of absence from CBS to do a special job on the film for Universal. Lipton has been doing publicity on the CBS Major Bowes show.

JOSEPH N. WEBER, president of AFM and MRS. WEBER have gone to Cincinnati over the holidays.

ALBERT SPALDING and his wife, sailed Sunday aboard the Normandie for Europe.

JOSEPHINE HUSTON sailed yesterday for Europe.

New Salt Lake Agency

Salt Lake City—After nine years in the radio field, R. T. "Dick" Harris resigns his post as program director of KDYL to open his own advertising agency here. Move is effective Jan. 3.

New firm, to be known as R. T. Harris Advertising Agency, located at 1014 First National Bank Building, will be equipped to handle transcription and mike auditions to accounts. Representation of several leading disc houses for the Intermountain territory has been arranged.

3XB Corp. Spot Series

The 3XB Corporation, manufacturers of a specific for "athletes foot," is working out a spot announcement campaign through the Husband & Thomas agency. First spots are being taken in Florida covering the winter resorts.

HELENA BLUE'S NOVELTY STRINGS

An all girl orchestra playing in a modern, distinctive style

NOW AVAILABLE FOR RADIO HOTELS THEATRES

Circle 7-4124 New York

### Commercial Programs May Air From N. Y. Fair

(Continued from Page 1)  
if it is not on the market at that time.  
Announcement last week that fair was to remain open 24 hours a day led networks and local stations to seriously consider the possibilities of broadcasting remotes from the various night spots that will be featured on the grounds. Many of the large orchestras have either been signed, or will be in the future, for personal appearances, and late evening broadcasts of dance music via the networks will definitely emanate from the grounds.  
Just what commercial broadcasts will come from the Fair can not as yet be determined, but all advertisers using radio will be invited to air their broadcasts directly from the grounds, with facilities to be supplied for broadcasting and audience. John S. Young is to be in charge of radio for the Fair.

### Radio Probe Is Pledged By Strong House Bloc

(Continued from Page 1)  
nery resolution or introducing new legislation, or both.  
Meanwhile, Congressman W. D. McFarlane, also sponsor of a probe bill, suggested a strategy program whereby a radio-minded bloc in the House will be formed to pool ideas and facts to force a resolution. McFarlane intends to "sound out" Wigglesworth, Connery and others.

### Malcolm Ferris Dead

Orange, N. J.—Malcolm Ferris, radio engineer, founder and president of Ferris Instrument Corp., manufacturers of radio-testing sets, and developer of the radio-direction finder, died Thursday and was buried Sunday. He was 43 years old and formerly was expert radio aide for the U. S. Navy.

### An Elk's Toast on Air

Dayton—Something novel in radio broadcasting was aired the other night at 11 p.m. over WHIO when an Elk's toast was given by the Grand, Exalted, National Potentate. The Potentate also spoke a few words concerning the history of the ritual.

### Allen Delays Return East

West Coast Bureau, RADIO DAILY  
Los Angeles—Fred Allen and his co-workers, originally scheduled to entrain for the East last Saturday, are remaining here for another week, just in case Fred is needed for "retakes" at 20th Century-Fox. Party now set to leave New Year's Day.



## RADIO PERSONALITIES

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

### HERMAN BESS

**H**ERMAN BESS, sales manager of WNEW, New York, has been associated with the station since it was first projected. As an advertising man, he composed the first piece of commercial copy ever broadcast by WNEW, placing the order before the station went on the air. He has been sales manager for over a year. Prior to his connection with the Bess and Schilling Advertising Agency, he was associated with WGCP, WAAM and WAAY.

Mr. Bess was born in Hoboken and has been associated with advertising and sales promotion in New Jersey and New York since his entry into the business world. He now lives in one of the finest homes in New Jersey, is married and has three children.

His hobby is getting into competition on a tough deal. He draws to inside straights, but has discovered that his golf game is best when he plays with other chaps who go around in 150 to 165.

Personally supervises a great many activities in connection with programs he has sold, and is thoroughly conversant with all the ramifications of programming and production on a local station.

He is a member of the Progress Club of Newark.



*Likes to compete on a tough deal . . . . . and is thoroughly conversant with all the ramifications of programming and production on a local station.*

## NEW PROGRAMS—IDEAS

### Educational Novelty

WBT in Charlotte believes it has tapped a new departure in education in a new broadcast it has lined up to be aired after the first of the year. W. A. Schudt Jr., g.m., says the "WBT Museum Club of the Air," a 15-minute program to be aired either three or six days a week, is something new in the field of educational broadcasting.

The program will be in the charge of Mrs. Ethel M. Chapin, who has for many years taught science and chemistry in the high schools of the state. The club will begin with six charter members, selected from high schools in Charlotte.

To gain a membership in the Club, high school students in North and South Carolina must send in unusual specimens—such as rare sea shells, stuffed birds, snake skins—and having the finding of the oddity dramatized on the air by the six charter members. Two or three skits will be dramatized on each broadcast. Efforts are being made to have schools in the two states give classroom credit for those taking part in the club.

Buttons will be given those students who send in specimens that gain a dramatization over the air.

### Christmas in the Dumps

Duncan Moore, WJR special events man, took station's mobile unit to Detroit junkyard late at night Christmas week and interviewed "Human Mules" men who push junk carts through Detroit alleys. Talks revealed that junkmen prefer to make 60 cents to a dollar a day rather than ask for charity. Result—WJR

telephone switchboard clogged for more than an hour and a flood of contributions following day, including one from well-known advertising executive for \$300. The "Mules" had a real Christmas as a result.

### Hello, Mom—Merry Xmas

Realizing how easy it is, in a large city like New York, to lose track of a friend or relative who may be living only around the corner, WINS offered a novel opportunity to send Christmas greetings. Listeners were invited to come to the studio on Christmas Day, and at 2:15 p.m. broadcast greetings to friends and relatives they had been unable to locate, in the hope that the missing ones might be listening. Participants had to be at the studio by 1:30 p.m. with their lists of special personal Christmas greetings. The program was arranged by Martin Weldon.

### Exercise Program Clicks

An exercise program conducted by Walter C. Eberhardt, director of a women's gym class at St. Louis University, which owns the station, is drawing good response over WEW, St. Louis. Sponsored by Quality Milk, program offer of charts to listeners exhausted complete supply in three days.

## WOPI

*"The Voice of the Appalachians"*

## BRISTOL - TENNESSEE

VIRGINIA

### AGRAP Plans Merger With ARTA or AFRA

(Continued from Page 1)  
kept secret until final tabulations are definite, it is known that majority of announcers and producers affiliated with AGRAP favor the CIO affiliation. It is also known that ARTA is at present engaged in its first serious drive to tie up the entire industry, including engineers, actors, announcers, office employes and all peoples associated in any manner with the broadcasting industry. An affiliation with AGRAP will greatly help while drive is still in its preliminary stages.  
All AGRAP members are now being acquainted with terms offered by ARTA, and vote will be held as soon as is possible.

### Wash'n Circles Scoff At Radio Czar Idea

(Continued from Page 1)  
on Pennsylvania Avenue at the FCC They adequately regulate our industry."  
Spokesman maintained that no industry operating under a Federal license as does the radio industry could possibly have a czar. This circumstance, he pointed out, makes the situation entirely different from the movie industry.

### Wins Program Idea Contest

Richard N. Foulk, 19-year-old clerk in the NBC mail room, won the \$25 prize in the best sustaining program idea contest conducted among members of the mail-messengers and guide divisions of NBC.  
Foulk's suggestion was for a program series entitled "Youth Answers Age," dealing with the problems of boys and girls between ages of 18 and 21.

### David Lipton at Universal

David Lipton, who has been doing press relations work on the Major Bowes unit for CBS, gave up that post last week to join Universal Pictures to handle feature publicity on the Panay film.

### WLS Artist Bureau in Hollywood

Chicago—WLS is setting up a Hollywood office of its artists bureau to handle booking for Republic Pictures artists and other coast bookings. Larry Kurtze and George Furguson will be in charge. They leave first of week. Earl Kurtze, father of Larry, remains in charge of local office.

## LEE GRANT

AND HIS ORCHESTRA

★★★★★

SIX-STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY WMCA 2:30-5:30

**Network Shows Ahead**

**TUESDAY, DEC. 28**  
Stewart-Warner (Alemite), Horace Heidt Brigadiers, NBC-Blue, weekly, 9-9:30 p.m.  
Elizabeth Arden (cosmetics), Eddy Duchin, Mutual, weekly, 10-10:30 p.m.

**WEDNESDAY, DEC. 29**  
Liggett & Myers (Chesterfield cigarets), Lawrence Tibbett, CBS, weekly 9-9:30 p.m.

**FRIDAY, DEC. 31**  
Liggett & Myers (Chesterfield), Paul Whiteman, CBS, weekly, 8:30-9 p.m.

**SUNDAY, JAN. 2**  
Wheeling Steel Corp., "Musical Steel-makers," Mutual, weekly, 5-5:30 p.m.  
American Rolling Mill, Frank Simon and Armco Band, NBC-Blue, weekly, 3:30-4 p.m.  
H. J. Heinz Co., "Magazine of the Air," shifts Thursday afternoon edition to Sunday, CBS, weekly, 5-5:30 p.m.  
Pepsodent, Walt Disney's "Mickey Mouse," NBC-Red, weekly, 5:30-6 p.m.

**MONDAY, JAN. 3**  
Pillsbury, "Woman in White," NBC-Red, Monday through Friday, 10:45 a.m.  
Procter & Gamble, brings its five shows, "Ma Perkins," "The Goldbergs," "Kitty Keene," "Road to Life" and "The O'Neills" to CBS, Monday through Friday.  
Benjamin Moore & Co. (paints), "Betty Moore," NBC-Red, weekly, 11:45 a.m.  
Campbell Soup, "Amos 'n' Andy," NBC-Red, Monday through Friday, 7-7:15 p.m.  
J. B. Williams Co. (shaving cream), "True or False?" Mutual, weekly, 10-10:30 p.m.

S. C. Johnson & Son (floor wax), "Attorney at Law," with Jim Ameche, NBC-Blue, Monday through Friday, 10:30-10:45 a.m.

Marek Weber succeeds Frank Black as conductor of "Carnation Contented" program, NBC-Red, 10 p.m.

**TUESDAY, JAN. 4**  
Pond's, "Those We Love," NBC-Blue, weekly, 8-8:30 p.m.

**SUNDAY, JAN. 9**  
Vadco Sales Corp., takes over "Court of Human Relations," Mutual weekly, 4-4:30 p.m.  
Glass Container Ass'n, dramatic program, NBC-Blue, weekly, 1:30-2 p.m.

**MONDAY, JAN. 10**  
Bristol-Myers (Vitalis), "For Men Only," revived and switched to NBC-Red, weekly, 10:30-11 p.m.

**WEDNESDAY, JAN. 12**  
U. S. Rubber Co., Ben Bernie, CBS, weekly, 9:30-10 p.m.

**SUNDAY, JAN. 16**  
J. W. Marrow Mig. Co., Henry Busse, NBC-Red, weekly, 1:15-1:30 p.m.

**MONDAY, JAN. 24**  
Barbasol Co., Arthur Godfrey musical program, CBS, Monday and Friday, 7:15-7:30 p.m.

**TUESDAY, FEB. 8**  
General Shoe Co., "Famous Fortunes," Mutual, weekly, 6:45-7 p.m.

**KTSM Enlarging**

El Paso, Tex.—In preparation for joining the NBC network on Jan. 3, KTSM has been undergoing enlargement and remodeling of offices and studios.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	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

December 27  
Charlotte Chain  
Frank Munn



**PETTY CASH VOUCHER**  
Week ending Dec. 24th

● ● ● **Saturday...** From WPEN. Philly. comes word that Horace Hustler, known as the "organ doctor" solicits names of the needy as well as good samaritans... For the past five years he has given food and aid to hundreds of families.

● ● ● **Sunday...** A nice quiet day at the Gabriel Heatters' home on L. I. where plans are made for New Year's Eve—and Gabe's son, Buddy, says that dad's going to celebrate that nite—by remaining awake until midnite!... Later to Leon & Eddie's for Helen Morgan's party. Mack Millar and George Lottman argue who is the better trumpeteer, Louis Prima and Wingy Mannone, and we become involved... At the Famous Door later Guy Lombardo sits around listening to some real music... At half-past dawning in Lindy's, Billy Rose enters with the Jack Robbinses—who are entertaining a crowd from the coast.

● ● ● **Monday...** Word arrives of an emergency at WKY, Oklahoma City, when an actress failed to show up for a program and the announcer walked over to a likely looking sub in the audience and asked her if she'd mind doing the part for two bucks... Lady consented, did a bang up job—and later it turned out she was Myrl Justin—who has appeared on Drene, Lady Esther and other shows.

● ● ● **Tuesday...** Bill Weisman relates a cute story while WMCA's press agent, Leon Goldstein, shows us the transparent bricks to be used in their new building... To dinner with Benny Davis at Gallagher's, where we hear that Benny comes to Loew's State Feb. 4... At the preview of the Winchell-Bernie flicker, which we think is the duet's best feuding—everyone's there—but song plugs... Later, the customary pass-receivers become pall-bearers and tear the flicker apart while eating herring... If you want an entertaining evening—see "Love and Hisses" ably written by Art Arthur... Simone Simon sings, too.

● ● ● **Wednesday...** It commences—Xmas gifts and cards. Ted Husing was first with a drawing... A view of Sam Goldwyn's "Hurricane" which is a chiller... Later to Rudy Vallee's closing at the Paradise. He's still tops. Gave the cafe's press agent, Joe Russell, a pen—for nothing but sentimental reasons.

● ● ● **Thursday...** Lunch with Bill Gernannt, Kelvin Keech, and Richard Brooks... To the Laborites play, "Pins & Needles," with Jack Robbins—who hasn't got the music for it... Learn that Jack's kid Brother, age 10, has made up with Dick Himber—because Himber has a box of toys for him—but the kid promises to "brush off" Himber after the holidays... Send out our cards.

● ● ● **Friday...** To La Conga and then to Yumuri, where our ears ring with rumba music and we decide to go to Arthur Murray's for the dance... Inside info gives us the word that rumbas will be the vogue for college kids within a year—just like swing and "Big Apple."

TOTAL EXPENSE: 75 cents for Xmas cards to our friends.

AUDITOR'S REMARKS: Request denied!... Don't believe you have that many friends—judging from the gifts you got!

**ORCHESTRAS MUSIC**

**THE CHASINS MUSIC SERIES,** conducted by Abram Chasins, talented American composer-pianist, will begin its fourth year as a network feature on Jan. 8, at 12:00 noon-12:30 p.m. over NBC-Red Network. Programs will be broadcast weekly. As in past years, Chasins will endeavor to explain the life and works of master composers in a simple, interesting manner.

Morton Gould, WOR-Mutual conductor-composer, will offer the first performance of a new composition over the air on Jan. 3 at 8-8:30 p.m. Titled "Second Swing Sinfonietta," it combines the purer elements of swing with the older types of traditional music.

The Connecticut Colonials, new WICC staff orch in Bridgeport, today inaugurate a new broadcast schedule over WICC and the 14-station Colonial network, Monday through Friday.

Adolph and Paul Salvatori have organized Salvatori Music Co. at 36 West Randolph St., Chicago. Current release is "On the Outside Looking In" which Johnny Johnstone is giving a plug on NBC's Club Matinee.

Frank Simon, as president of the American Bandmasters' Association, was guest of honor last year at a band concert in one of our better known penitentiaries. The leader of the Armco Band, heard on Sundays over NBC-Blue network at 3:30-4 p.m. starting Jan. 2, declares that the prison band put on a very creditable performance indeed, but the players excelled themselves on the final selection. It was "Where Do We Go From Here?"

**FCC ACTIVITIES**

**APPLICATIONS GRANTED**  
KALE, Portland, Ore. CP for changes in composite equipment and increase in power to 1 KW.

Jansky & Bailey, Washington. CP for new high frequency station. 40300 kc., 1000 watts.

South Bend Tribune, South Bend, Ind. CP for new high frequency station. 26050 kc., 100 watts.

WSAI, Cincinnati, Ohio. Mod. of license to increase day power to 5 KW.

**SET FOR HEARING**  
Walmac Co., San Antonio. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 50 watts.

KMAC, San Antonio, Tex. Vol. assignment of license to W. W. McAlister and Howard W. Davis, Walmac Co.

**APPLICATION DENIED**  
Rapids Broadcasting Co., Cedar Rapids, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

**WALT FRAMER**

Freelance originator of  
**RADIO SWAPS HEARD DAILY OVER WWSW**  
Pittsburgh, Pa.

**PROGRAM REVIEWS**

**Kate Smith Hour**

As a Christmas special, the Kate Smith program last Thursday night over CBS included "Blessed Are They," playlet about a little blind girl who has a Christmas Eve dream about her sight being restored. The skit was very effectively played and contained fine human interest entertainment values even aside from its seasonal timeliness.

The big part of the little girl was played by Estelle Levy, young veteran of the radio, who turned in a grand performance. The father and mother were played by Ray Collins and Betty Garde, both doing swell jobs.

Other portions of the Kate Smith show, including music, Henny Youngman's comedy and the chief vocalizing of Miss Smith, all were up to their usual high standard.

**GUEST-ING**

**HILDEGARDE HALLIDAY**, on "Magazine of the Air," Dec. 30 (CBS, 3:30 p.m.)

**MISCHA ELMAN**, on Philharmonic-Symphony Orchestra program, Jan. 2 (CBS, 3 p.m.)

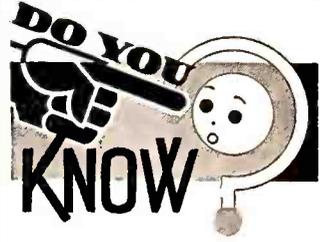
**BEATRICE LILLIE** and **EDWARD EVERETT HORTON**, on Jack Oakie-Benny Goodman program, Dec. 28 (CBS, 9:30 p.m.)

**KVI, Seattle-Tacoma**

Kay Kelly, continuity writer, is traveling all the way to her home town, Burlington, Kansas, for Christmas. Kay is also editor of KVI's popular daily feature, "The Woman's Page of the Air."

Dorothy Doernbecher, assistant manager, is taking her vacation at Christmas time this year. She is traveling to the East to visit New York and Washington, via the Panama Canal, with several days stop-over in Havana.

"Tea Time with Archie Loveland," a melodic quarter-hour of tea-dance music by Archie Loveland and his orchestra, is again being featured by KVI each Monday. Besides broadcasting his music as he plays for Seattle society at these ultra-smart Monday luncheons, KVI puts the pop-



**DO YOU KNOW**

France has 15 government stations and 11 private stations. Three government stations are 120,000-watt. Most powerful private stations (2) are 60,000-watt.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations

**KMED—Medford, Oregon**  
1410 Kilocycles—250 Watts

**MRS. W. J. VIRGIN, Owner**  
**L. P. BISHOP, Station Manager**  
**GLADYS FINCH, Program Director**

**SITUATED** in the fertile valley of Rogue River, Medford—county seat of Jackson County, Oregon—is an industrial city with a population of 11,007. It serves as a shopping center for the surrounding farm communities. Canning, lumbering, wood-working and cement works are its chief activities, and KMED is its only radio station.

The Station, established in 1922, became a supplementary outlet of NBC Pacific Coast Red and Blue last September, climaxing many years of excellent community service. It is now the only station on any network which covers the Medford territory at all times.

Spot advertisers who used the station in 1937 included: Associated Oil, Colgate-Palmolive-Peet, Ford Motor, General Foods, General Motors, Gilmore Oil Co., Miles Laboratories, Montgomery-Ward, Procter & Gamble, Richfield Oil, Sherwin-Williams, Southern Pacific R. R., and Zenith Radio.

ular band on the air from the Olympic Hotel's famed Olympic Bowl during the supper-dance period, and from the swank Georgian Room for dinner dancing.

**Station Improvements**

Mississippi City, Miss.—WGCM here has applied to the FCC for CP to install new vertical radiator and move station to Mobile, Ala., exact transmitter and studio sites to be determined with Commission's approval.

Jamestown, N. D.—Application by KRMC for boost in power and other changes is expected to be acted on shortly by FCC. Station would change frequency from 1370 kc. to 990 kc. and increase power from 100 watts night, 250 watts day, to 500 watts night, 1 KW day.

Gary, Ind.—WIND is awaiting Federal approval to make changes in directional antenna system for night-time operation and increase night power from 1 to 5 KW.

Rutland, Vt.—Unlimited time is being sought by WSYB in an FCC application. Station also plans installation of a new vertical antenna, and would move transmitter from 80 West Street to Creek Road here.

**Radio Gives Instruction Through Entertainment**

"The most difficult subject becomes simple to most children once it has been dramatized over the radio and presented as entertainment. The child mind instinctively responds to the colorful and spectacular. As the years go by we find radio carrying more and more formal instruction dressed in the garb of entertainment."—BOB EMERY.

**Coming Events**

Dec. 20-31: Ohio's Third Annual High School Radio Festival, in cooperation with WOSU, Columbus.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

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

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

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

June 12-15: Advertising Federation of America's annual convention, Detroit.

**CONSOLIDATED EDISON COMPANY of NEW YORK, INC.**

*Presents*

**NEW YORK ON PARADE TODAY AND TOMORROW**



Under the Musical Direction of  
**MARK WARNOW**

FEATURING

- ★ JOHN B. KENNEDY ... Editor and Commentator
- ★ THE CONSOLIDATED EDISON ORCHESTRA AND CHORUS

and

- ★ GUEST ARTISTS

EVERY MONDAY • 7:30 P. M. STATION WEF • NBC

MARK WARNOW  
Musical Director  
THE COLUMBIA ARTISTS INC.





KNX will offer four new sustaining shows beginning December 27, with a fifth, now produced here but not heard locally, making a Monday through Friday schedule of sustainers at the same time each day, 3-3:15. Monday's feature will be "Two Hearts in Three-quarter Time," with Lud Gluskin's music and vocalists, and Cliff Howell announcing; Tuesday brings "Chiquito," billed as the original "Peanut Vendor" also with Lud Gluskin, and Frank Graham as announcer. The Wednesday offering will be "Audition," with cast chosen from auditioning talent of the preceding week, supported by the music of Wilbur Hatch, and Don Forbes announcing. Production on this one is credited to Bill Moore. Thursday belongs to "City Salute," saluting cities of the West Coast, as the title implies, also with music by Hatch, produced by Carlisle Stevens and announced by Maurie Webster. The Friday show, "Song Time," with Betty Grable and John Payne and Hatch music, is the CBS network show heretofore mute on KNX. The series will be followed daily by Hal Berger's "The In-Laws" strip, moving over to CBS this week from a long run on KHJ-Don Lee.

NBC's "Signal Carnival," Sunday at 7:30 p.m. on the Coast Red, will feature original music by Meredith Willson based on an "Alice in Wonderland" theme. Composition will fill the entire half-hour, with Betty Kelly and Phil Hanna featured vocalists.

Lew Hearn, younger brother of Sam "Schlepperman" Hearn has been signed for a permanent spot on the Joe Penner show. The juvenile Hearn will play the role of Grandpappy Penner, cantankerous old fust-budget.

Edward G. Robinson and the entire cast of "Big Town" will migrate to New York in January, broadcasting from there Jan. 18 and 25. CBS is

### Colonel Goes Formal

Colonel Jack Major, one of the variety headliners on CBS, nearly lost a social plum last week as the result of his hillbilly bringing up and his yen to remain a Kentucky down-homer. The committee of the annual "Fua and Frolic" party headed by Mrs. Chauncey Olcott and other notables extended the Major a bid to act as toastmaster at the New Year's Eve charity affair in the Silver Room of the Ambassador. He accepted, but said he wouldn't wear a "monkey suit." The committee wouldn't permit him to come informal. They were at an impasse, when the Colonel learned that proceeds of the affair would go to crippled children. So the Kentucky hillbilly is now being fitted for a tux—double-breasted.

## WORLD RADIO CONVENTION PROGRAM

To be held in Sydney, New South Wales, Australia, from Monday, April 4, to Thursday, April 14, 1938, under the auspices of the Institution of Radio Engineers (Australia).

### MONDAY, APRIL 4

10 a.m.—Civic Reception by Lord Mayor at Sydney Town Hall.  
11 a.m.—Adjourn to Oatlands Golf Club for Luncheon and Golf.  
8 p.m.—Official Dinner at the Hotel Australia, with the Governor, Lord Wakehurst, as the principal guest.

### TUESDAY, APRIL 5

10 a.m.—First Business Session at the Great Hall, Sydney University. (Arrangements to be made for the official opening, per radio, by prominent overseas personage.)  
2:30 to 5:30 p.m.—Second Business Session at University.  
8 p.m.—Opening of Wireless Institute Amateur Federal Conference.

### WEDNESDAY, APRIL 6

10 a.m.—Third Business Session at University.  
2:15 p.m.—Visits to be arranged to several radio places and works.  
Evening—Free.

### THURSDAY, APRIL 7

10 a.m.—Fourth Business Session at University.  
2:15 p.m.—Fifth Business Session at University.  
9 p.m.—I.R.E. Ball at Trocadero.

### FRIDAY, APRIL 8

11 a.m.—Show Boat Harbor Trip. Luncheon at and Inspection of Taronga Park Zoo. Rejoin Show Boat. Finish Harbor Cruise with afternoon tea on board.  
8 p.m.—Sixth Business Session at University.

### SATURDAY, APRIL 9, and SUNDAY, APRIL 10

Country Tours.

### MONDAY, APRIL 11

10 a.m.—Seventh Business Session at University.  
Afternoon—Motor Tour of beaches and visit to Koala Park.  
8 p.m.—Eighth Business Session at University.

### TUESDAY, APRIL 12

10 a.m.—Ninth Business Session at University.  
2:15 p.m.—Tenth Business Session at University.

### WEDNESDAY, APRIL 13

Morning—Free.  
2:15 p.m.—Eleventh Business Session at University.  
Evening—Free.

### THURSDAY, APRIL 14

10 a.m.—Twelfth Business Session at University.  
Afternoon—Free.  
8 p.m.—Final Business Session and concluding Address with Supper (ladies included.)

Technical subjects to be covered at convention include wave propagation, telecommunication, broadcast transmission, broadcast receivers, sound projection, electromedical, television and allied subjects.

Arrangements are being handled by O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

clearing time so that show may be tied-in with the Jolson half on both coasts.

Ed Lowry's "Singtime" for Fox-West Coast Theaters takes a new groove at 6-6:30 Saturdays, with renewal and the start of a new series on KHJ-Don Lee.

Gaylord Carter's organ concert on KNX for American Pop Corn has been switched from Friday to a new spot on Saturdays at 9:45 p.m.

"Tiny" Ruffner insists that the re-

ports filtering in from the East to the effect that he was switching from Ruthrauff & Ryan to another agency are "greatly exaggerated." Ruffner as a matter of record, was only recently elevated to a vice-presidency in the agency.

Fibber McGee and Molly are reported due out here to resume broadcasting from Hollywood in a few weeks.



CECIL UNDERWOOD, production director of Fibber McGee and Molly show, flew to Hollywood to spend Christmas with his wife. Bruce Kamman pinch hits tonight.

Patricia Dunlap, headliner of "Bachelor's Children," home fighting off a case of flu and caring for her mother at same time who is laid up also.

WGN personnel received bonus on Dec. 22 based on length of service with organization and salary.

Edgar L. Bill, wife and son, former manager of WLS and now head of WMBD at Peoria, in town visiting various friends.

Harold Turner, WGN pianist, vacationing at his home, Pawnee City, Neb.

Fred Weber, Mutual co-ordinator, and Ruth Betts (Mrs. W.) return here from Hollywood to spend Christmas.

### KLZ, Denver

To climax the first season in recent years during which officials have permitted broadcasts of Rocky Mountain Conference grid games, KLZ will remote the Cotton Bowl classic between the University of Colorado and Rice Institute from Dallas on New Year's Day.

The game, sponsored by Chevrolet dealers of the Mountain region, will be handled by Warren Williams, with Jack Fitzpatrick handling the commercials.

With loud speakers installed atop office buildings throughout Denver's downtown shopping district, station is presenting the city's leading choral groups in Christmas hymns and carols. In addition to its own artists, KLZ is presenting Denver's best known church choirs and independent vocal organizations.

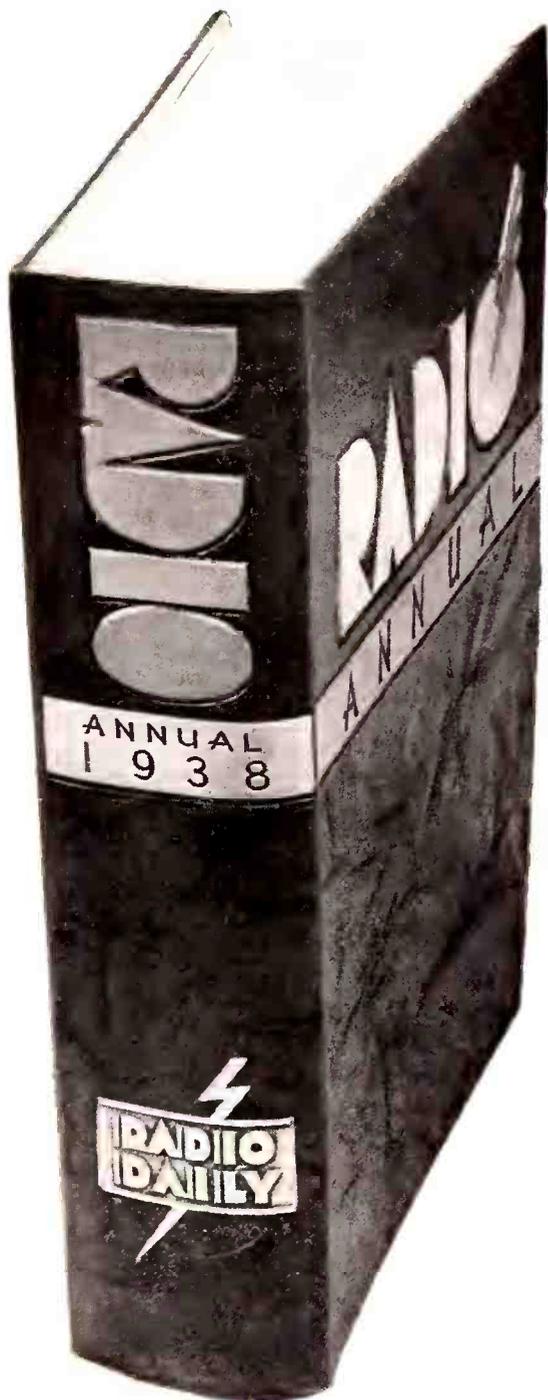
More than 2,500 Denver youngsters attended station's Christmas Giving Party, which was presented from the stage of a downtown theater.

### "Tune In—Hear Yourself"

This new WTMV (Milwaukee) wrinkle, invites listeners to the studios on Mondays, Wednesdays, or Fridays to have their voices recorded. Following day, the records are played over the radio, building big audience participation and interest. Stint is sponsored by St. Clair Laundry.



17 EAST 45th ST., New York, N.Y. MU 2-1888



# RADIO ANNUAL

A GREAT  
VOLUME  
COVERING  
A GREAT  
INDUSTRY

Radio Annual will be distributed  
in February as part of Radio Daily  
Service. It will be complimentary  
to Radio Daily Subscribers.

*A FULL YEAR  
IN PREPARATION*

## Ohio Giving Short Course On Broadcast Engineering

Columbus, O.—A short course on broadcast engineering will be conducted by Ohio State university electrical engineering department, Feb. 7-18. Instructors will include Harold H. Beverage of RCA; George M. Nixon, NBC; George H. Brown, Godley & Brown; William H. Doherty, Bell Telephone; Harold L. Oleson, Weston Electrical Corp.; Herbert N. Hucke and Peter Scandrett, United Airlines.

### Tim and Irene Status

Status of the Tim and Irene-D'Artega show on Mutual, sponsored by Admiracion, appears to be indefinite, with the understanding that there is only a slim chance of the account continuing after Jan. 9. Program, on 9 Mutual outlets is considered at the peak of its pulling power, with a Crossley over 5, plus, a strong showing following a two-week contest. Account is handled by the Chas. Dallas Reach Co. of Newark.

### Gallup Elected V.P.

Dr. George H. Gallup, director of research at Young & Rubicam, Inc., has been elected vice-president, and will become a stockholder, beginning Jan. 1. Raymond Rubicam made the announcement.

### Finds Studio Audience

#### Performers' Incentive

"I wonder why some radio stars display temperament by refusing to broadcast to studio audiences? Theatrical atmosphere, I'd always believed, was essential to the poise and expression of an artist. Before one can give his best performance there must be some incentive—a more responsive audience which can 'feel' his talents, and can convince the artist that his work is being 'felt'. The invisible radio millions form the coldest audience in the world, and its representative, the studio mike, helps little to alleviate the unresponsiveness of its master."—STANLEY WORTH.

## ONE MINUTE INTERVIEW

### SHELLY E. TRACY

Tracy-Locke-Dawson Agency

"Reform is needed to forestall political control of advertising. Industry-wide cooperation between advertisers, media owners and agencies was necessary to defeat the effects of an increasing amount of subversive advertising propaganda, a mechanism which is generating some dangerous anti-advertising currents."

## ☆ Programs That Have Made History ☆

### WAAT's "Your Skyways Reporter"

**L**ISTENERS to WAAT never know when that transmitter will carry an interview with some famous personage. Billy Rose has been on this Jersey City station at 10 a.m. . . . and countless stars of the silver screen have appeared just before the WAAT closing time of local sunset. For a local station to do this requires lots of "news-sense," initiative, and a direct wire to the busiest airport in the world . . . Newark Airport . . . and a chap like Bob Becker.

Back in June of 1937, a client of the Wm. N. Scheer Advertising Agency decided that the only thing to keep him on the air would be a "different" program. (How many times have we heard that before.) Scheer put the problem in the lap of his program director, Bob Walsh . . . who grinned with a wild look in his eye . . . and immediately reached for a box of aspirin. Whether it was the aspirin or a pretty stewardess on an airplane, we know not . . . but three days later Walsh returned from a trip to Chicago with the answer . . . An interview program with "planeside" interviews. The sponsor was called . . . the idea submitted . . . and immediately sold. Ten days later the program took the air. The agency selected the American Airlines station at Newark Airport, equipment was installed, and the show was ready . . . and when the clock rolled round to the premiere air time the agency had worked out a deal with Paul La Stayo, tycoon of the station, whereby the affair would be staffed and handled by the Agency . . . and aired through WAAT. To do this, Art Beadle was engaged as engineer, Bob Becker as announcer . . . both working for the ad-outfit. Both these boys had a good training in aviation and both knew the airline problem in addition to the radio side. This accounts for the fact that in all the broadcasts . . . not one plane has been delayed due to the holding of a passenger for interview.

The "Skyways Reporter" is regularly scheduled at 5:00 p.m. This time has been selected because of the traffic peak at that hour. There is a 21 passenger Flagship departing for Buffalo, Detroit, and Chicago . . . and a few minutes later a giant Flagship Skysleeper wings its way to the West Coast. It is upon this plane "The American Mercury" that most of the celebs do their Hollywood-New York traveling. As a direct contrast to the Man-on-Street type of show . . . Becker uses no "stock" questions, preferring to carry on an interesting chat with the passengers about their business, themselves, and their views on pertinent subjects of the day. In addition to the "names" . . . there are many executives, world travelers, and others to provide interesting chatter.

Beside the scheduled shows . . . the station carries "special event" shots from the airfield in the event of a "biggie" arriving or some news occurrence. Notification of such a thing sometimes comes at the last minute, with the result that there is no time to contact Beadle, the engineer. This means nothing to Announcer Becker as he has held a commercial radio operator's license since 1930 and rushes to make his own remote set-up.

Reminiscing a few days ago . . . the boys recalled some unusually dramatic events during their five months of airport radio reporting. There was the time that WAAT's sports commentator was telling of the game pitched by Lefty Gomez after getting the sad news that his mother had passed away in California. A note was shoved in front of him telling that Gomez was standing in front of a mike at the field . . . listening through an earphone. Jackie Farrell, the sportscaster, put on his earpiece . . . and gave his message of condolence to Gomez who thanked him from the planeside. Then there was the day when a piano had to be rushed from Chicago to New York for a music convention . . . and two seats were removed from a plane to make room for it. Talent was arranged for . . . and a musical program was presented directly from the plane. The one "special" that stands out in the mind of Becker . . . is the afternoon when he was informed that there was a plane to be landed without landing gear. The emergency trucks were out on the field . . . all precautions were taken. What to do? Can we broadcast it? Airline officials cogitated. Sure in the belief that the safety factor of the ship was great . . . they gave permission. Becker went on the air . . . stated that he was about to broadcast a definite proof that a modern transport could land safely, even under adverse conditions . . . and as the 12-ton ship glided in for a landing . . . it was described . . . then the passengers interviewed . . . and while there was a certain attitude of drama to the airing . . . it was marked in the log as "routine—all okay."

The show is now carried as a WAAT feature on a sustaining basis with the Scheer agency still controlling and staffing it. Only change has been the addition of Frank Reynolds as production man.

All three, Becker, Beadle and Reynolds . . . claim that their spot . . . at the Gateway to the Skyways of America . . . is the most interesting of all remotes to cover. Their battling average in getting the celebs to speak into the WAAT mikes is .950. Setup involves three mikes, one in the waiting room, one in an office, and the third on a 700 foot cord for carrying around the field . . . even into the planes.



**ADVERTISING  
IN  
RADIO DAILY  
BRINGS  
RESULTS  
BECAUSE  
RADIO DAILY  
REACHES THE  
BUYING  
POWER  
OF THE  
INDUSTRY**





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 128

NEW YORK, N. Y., THURSDAY, DECEMBER 30, 1937

FIVE CENTS

# Gov't Control Bill Looms

## VAN CRONKHITE QUILTS VCA FOR A NEW AFFILIATION

Chicago — John VanCronkhite, founder of VanCronkhite Associates Inc. has resigned as president of that organization and will join another company in the radio field on Jan. 1. VanCronkhite will remain as chairman of VCA's board of directors, but it is understood he has disposed of his majority interest. Current reports have it that William F. Arnold, prominent Chicago banker and business expert, will have controlling in-

(Continued on Page 3)

## Swift, Realsilk, Kraft Weigh New Radio Plans

Chicago—Swift Packing Co. is said to be considering some new radio advertising next year. Except for "Sunbrite" program, firm has been off the air for a year or more.

Realsilk is reported considering radio for last half of next year. Kraft-Phoenix is said to be thinking about a campaign for its new drink.

## Olson Rug Transcriptions Starting Jan. 10 on WEA F

Olson Rug Co., Chicago, has contracted for the first series of transcriptions to be aired over WEA F. Under a recent ruling WEA F and WJZ can air recordings up to 9 a.m. WEA F disks will be heard three times weekly, 7:45-8 a.m., beginning

(Continued on Page 3)

## Current History Plans

Current History magazine is now lining up a network series to debut early in 1938, with plans calling for program to feature commentator discussing current events.

## Weeding Out Disks

Elk City, Okla.—In an effort to cut down the size of its musical library, KASA has instituted a "Save It or Break It" program every Thursday afternoon. Records are played and audience is asked to give the verdict. If "no" comes in, the record is broken with a snap before the mike.

And it's not a sound effect.

## MEN WHO MADE NEWS IN RADIO DURING 1937

(Fifth Installment of a Series)

### EDWARD KLAUBER



The executive vice-president of CBS, along in May of the past year, was made a member of the company's board of directors, following an increase in the authorized size of

the directorate. Paul Kesten and Mefford Runyon also were made directors. Outside of that, Klauber performed his important duties without stepping much into the limelight.

### ELLIOTT ROOSEVELT



Climaxing a year of gradually increasing activity and responsibility in the management of radio stations, Elliott Roosevelt was made president and general manager of Hearst Radio. Previous to

this development late in December, Roosevelt had been handling the southwest and California Hearst stations. There was also some talk a while back of the possibility that he would become a network commentator. But he probably will be too busy for that now.

### DONALD FLAMM



Final selection of a site for WMCA's new and more expansive studios was one of the important matters decided by Donald Flamm, station owner, in the past year. A little

expansion of the Inter-City network, of which Flamm also is proxy, and the launching of occasional program novelties also helped to keep him occupied.

### GEORGE W. TRENDLE



One of the hot controversies of 1937 in radio and movie circles was the protest against dispensers of harmful Hollywood gossip via radio, and George W. Trendle, who is both

a theater man and head of Michigan Radio Network, helped to bring this issue to a head. Sale of "Lone Ranger" serial to the films (Monogram) and appointing Raymer as MRN rep also were among Trendle's 1937 deals.

## Blackley Manages WSVA; Other Appointments Made

Harrisonburg, Va.—Chas. P. Blackley will succeed the late Floyd Williams as general manager of WSVA. Blackley has been with WSVA since its establishment in June, 1935, and for the past two years has acted as business manager of the station. There will be no

(Continued on Page 3)

## Commercials to Originate From WJSV in Wash'n

Washington Bureau, RADIO DAILY  
Washington—First CBS commercial network program to originate in Washington, the Arthur Godfrey-John Salb show for Barbasol starting Jan. 24, is expected to be followed by other sponsored shows fed from here, according to A. D. Willard Jr., WJSV manager. The Barbasol program is now on Mutual.

## Senate to Get Measure When New Session Begins in Jan.

By GEORGE W. MEHRTENS  
Washington Bureau, RADIO DAILY  
Washington—Apparently intended as a radio bill to end all radio bills, a measure calling for government control of the entire radio industry will be introduced in the Senate by Senator Clyde Herring of Iowa when the regular session gets under way next week.

"I am going to pattern my measure after the radio system used by the British government," Herring told RADIO DAILY. "Something has to be done with radio. The resolutions introduced in both the House and the Senate have been practically

(Continued on Page 3)

## LISTENING HABIT GROWS, KAROL TELLS MARKETERS

Atlantic City—The average listening period among radio set owners has been found to increase with the length of time that the set is owned, thereby showing clearly that, once a convert to radio, the drawing power increases instead of decreases with the years, according to John Karol, director of Market Research for CBS, in an address before the annual meet-

(Continued on Page 3)

## Dale Carnegie Signed For Colgate Campaign

Chicago—Dale Carnegie in "How to Win Friends and Influence People" will go to work for Colgate shaving cream starting Jan. 11 at 10:45 p.m. Tuesdays over CBS. Benton & Bowles of Chicago is agency.

## Who Started It?

About 50 announcers have claimed distinction of being first with the "man in the street" idea. Claim going furthest back is that of Don Hastings, now manager of KDB, Santa Barbara, Cal., who with Baily Fesler, now with RKO studios, originated such a show at WFBM, Indianapolis, in 1928.

Who's next?



# MPPA Again Warns Stations On Off-the-Air Recordings

Vol. 2, No. 128 Thurs., Dec. 30, 1937 Price 5 Cts.

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

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Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.  
Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Wednesday, Dec. 29)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	144	142 3/4	143 1/4	- 1/4
CBS A	17 1/8	16 3/4	17	- 1/4
CBS B	16 3/8	16 1/8	16 3/8	0
Crosley Radio	7	6 1/2	6 7/8	+ 1/4
Gen. Electric	41 3/8	40 3/8	41	+ 1/8
RCA Common	5 7/8	5 3/4	5 7/8	0
RCA First Pfd.	45 1/2	44	45	+ 1/2
Stewart Warner	8 3/4	7 7/8	8	- 1/2
Westinghouse	101	97 3/8	99	+ 1
Zenith Radio	12 3/4	11 7/8	12 1/2	+ 1/4

NEW YORK CURB EXCHANGE				
Hazeltine Corp.	16	15 3/8	15 5/8	- 3/8
Majestic	1 1/8	1	1 1/8	0
Nat. Union Radio	3/4	3/4	3/4	0

## Dr. Goldsmith Addresses Syracuse Science Meet

Syracuse—A talk on television and its relation in the field of electronics was given by Dr. Alfred N. Goldsmith, RCA technical consultant, before the convention of the New York State Science Teachers here yesterday.

Goldsmith spoke of "the approach of television as a home service" and urged everyone to acquire an understanding of at least the fundamental principles of the many technical devices in daily use.

## CBS to Salute WAPI

CBS will salute WAPI on Jan. 1 when that station joins the chain. Special broadcast, at 1:30-2 p.m., will feature Gov. Bibb Graves of Alabama, orchestras and soloists from WAPI and WABC studios in New York. Addition of WAPI is expected to give CBS one million new listeners in Alabama and surrounding states.

### DON KERR

Master of Ceremonies  
WMCA  
Fox-Fabian Amateur Hour  
Six Star Revue  
Zeke Manners' Gang

Music Publishers Protective Ass'n, through Harry Fox, general manager, acting as agent and trustee for a group of copyright owners, again sent a letter yesterday to all radio stations on the question of off-the-air recordings, any type of which may be construed as an infringement of copyright, and, as pointed out, the disks need not be broadcast to constitute a violation of the copyright law. At present the copyright owners go on record as not requiring the stations to take out a license when such disks are not broadcast. Letter from Fox follows:

"On behalf of my principals, I wish to call your attention to the fact that any recording of a radio program you may make on your own recording equipment constitutes an infringement of the

copyright of every copyrighted musical composition contained in such recording.

"The mere recording represents the violation of rights and it is not necessary that the recording be broadcast in order that you be subjected to the penalties prescribed by the Copyright Law.

"At the present time my principals are not requiring you to obtain licenses for the mere recording. However, they are insisting that as a prerequisite to the broadcasting of any such record, you apply for and obtain from me as agent and trustee licenses covering such recording, which licenses will be issued on the same terms and conditions upon which so-called electrical transcription licenses are issued.

"Please understand that our failure at this time to require licenses to cover recordings which are not broadcast shall not be construed by you as a consent to or acquiescence in your unlawful acts nor as a waiver of any of our rights in connection with infringements, past, present or future."

## Sales Managers to Survey Home Areas on Problems

Chicago—The Broadcast Sales Directors, formerly the sales managers' division of NAB, will hold its next session in Washington on Feb. 13, day before NAB session opens there.

BSD, after its session here, announced plans for "aiding the NAB in every way possible in connection with its proposed reorganization." Burry Lottridge, KTUL, Tulsa, as spokesman for the group, announced that the newly appointed sectional chairmen would be asked to survey home areas on various problems and to be prepared to make reports at next session.

Sectional chairmen are: William Cline, WLS; Les Fox, WMBC; E. Y. Flanigan, WSPD; Maurice Coleman, WATL; Jack Gross, KWKH; Jack Hammond, KYW; K. W. Husted, WCCO; Frank Bishop, KFEL; O. L. Taylor, KGNC; Charles Couche, KOIN; Charles Phillips, WFBL; Fred Palmer, KOY; William Warren, WAAB; Purnell Gould, WFBR.

## Novelears to Audition

The Novelears, composed of Jack Allison and the Deutsch Twins, will be auditioned this week for the Benny Goodman-Camel program. Negotiations are being handled by Mervin Alexander of Music Corp. of America, which has placed the group under contract. Unit, which is personally managed by Evelyn Prochaska, is currently appearing on the WMCA "Grandstand and Bandstand" program.

## Harper Off to Training Camp

Earl Harper, sports announcer, heard on WNEW with the play-by-play accounts of the Newark Bears baseball games, leaves tomorrow for his annual winter vacation. He will take his car aboard the S.S. Shawnee to Jacksonville, driving through Florida, and will spend the month of January and February in Florida, reporting at Sebring, the training camp of the Newark Bears, early in March.

## Local 802 Holds Election On One-Job-at-Time Issue

Election held yesterday by Local 802 of the AFM on the resolution pertaining to members being allowed to hold but one job at a time, is believed to have been lost, but the actual result will not be known until sometime today when the majority of the ballots have been counted. Local has some 16,000 members with many voting by mail. Consensus of opinion is that not more than a fourth of the membership will vote on the question, however.

Virtually every orchestra group has gone on record as being against passage of the resolution on the ground that it is impractical and would curtail considerable revenue for the better class musicians and orchestras that are in demand. Same idea was tried out in Chicago but later rescinded.

## Gen. Mills Show Titled

Chicago—New General Mills show tentatively titled "Magnificent Lady," starting Jan. 3 on WGN, has been definitely named "Valiant Lady." It features Joan Blaine, Francis X. Bushman, Sally Agnes Smith and Olan Soule. Sandra Michaels is the author. If show clicks here, it will be moved to New York on the Gold Medal Hour.

## Esso News on KYW

Standard Oil of N. J., through Marschalk & Pratt, on Jan. 1 will begin a UP news reports series on KYW, Philadelphia. "Esso News" will be five-minute shots, four times daily.

## COMING and GOING

W. P. WILLIAMSON JR., president and general manager of WKBN, Youngstown, is in New York.

JAMES SAUTER, president of Air Features Inc., returned from Washington yesterday.

NICK KENNY left yesterday for a southern vacation.

EARL HARPER, WNEW sports announcer, leaves tomorrow for his annual Florida winter vacation.

L. W. JACOBY, Universal Radio Programs sales head, is vacationing with friends in Maine. He will return to his desk in time to supervise the promotion of Universal's new 5-Minute Library.

BRUNO LANDI, tenor of the Metropolitan Opera Co., and DIMITRI MITROPOULOS, conductor, arrive from Europe today aboard the Rex.

JAMES APPELL of the CBS artist bureau will spend the week-end in Atlantic City.

HERBERT ROSENTHAL, head of the CBS artists bureau, will spend the holidays skiing in Massachusetts.

MEL AARONSON, script writer, has returned from a stay of seven months on the Coast, where he wrote audition scripts for the Joe E. Brown Half-and-Half Tobacco program.

E. C. MILLS, chairman of Ascap administrative committee, has gone to Washington on business for remainder of the week.

MARY MARGARET McBRIDE returns Monday after a visit to her home in Florida and will begin new schedule over CBS same day.

TERRI LA FRANCONI leaves today for Miami to fill an eight-week engagement at the Roney Plaza.

WALTER CASSEL and family return today from a week's vacation in Omaha.

## Raymond Morgan Opens Office in Indianapolis

West Coast Bureau, RADIO DAILY  
Los Angeles—The Raymond R. Morgan Co., Hollywood advertising agency and radio producers, has opened an office in Indianapolis to facilitate servicing the account of Stokely Bros. & Co., whose headquarters are in Indianapolis and for whom the Morgan company produces "Charlie Chan."

## In "Dick Tracy" Cast

Cast of "Dick Tracy," new Quaker Oats serial which starts Jan. 3 at 5 p.m. as a five-weekly on NBC-Red, will include Ned Wever in title role. Walter Kinsella, Andy Donnelly, Ed Jerome, Howard Smith and Lawson Zerbe. Himan Brown will produce the series, based on the Chester Gould comic strip.

Call  
★  
**BRINCKERHOFF**  
for  
**RECORDINGS**  
29 W. 57th St. PL 3-3015

## GEORGE GRIFFIN

Lyric Baritone

WEAF-NBC RED NETWORK

- THURSDAY 12:15 P.M. EST
- SUNDAY 9 A.M. EST

Management NBC Artists Service

## GOV'T CONTROL MEASURE LOOMS AT NEW SESSION

(Continued from Page 1)

valueless and it is time some action were taken to straighten the matter out."

Herring, who formerly was governor of Iowa, said his bill would settle the questions of newspaper-radio ownership, abolish or revamp the FCC and completely ban what he termed "vulgar" advertising on the air.

Asked if he believed the government would be able to provide programs equal to the present quality of radio fare, Herring replied that he thought it would, only there would be no advertising. Reminded that perhaps British programs were not what might be called successful, Herring says he had heard no reports to that effect.

Copy of the proposed bill is not available, but the Senator said it was his intention to get in touch with "some of the boys" regarding the subject.

## Blackley Manages WWSA: Other Appointments Made

(Continued from Page 1)

appointment to the latter office for the present.

Wendell Siler, Chief Announcer, has been designated program director, a position also held by Williams, who was a major stockholder in the Shenandoah Valley Station.

R. L. Stricklen Jr., who joined the commercial staff of WWSA as sales representative in March, 1936, was recently designated manager of the Staunton commercial offices and the station's program promotion director in addition to his duties in the sales department.

## KTUL Marks Anniversary By Expanding Its Quarters

Tulsa—In celebration of its fourth birthday, Jan. 22, KTUL here will expand its quarters, leasing half of the 22nd floor of the National Bank of Tulsa building, to be occupied by sales and business departments. The station already occupies entire 21st floor. KTUL has applied for 5,000 watts day and 1,000 watts night.

## Olson Rug Transcriptions Starting Jan. 10 on WEAJ

(Continued from Page 1)

Jan. 10. Sponsor has also signed for time on KYW, KOA, WGY, KDKA and a number of other stations. Presba, Fellers & Presba Inc., Chicago, has the account.

## NEW PROGRAMS—IDEAS

### WSVA's "Radio Auction"

The "Radio Auction Sales" launched Nov. 27 over WWSA, Harrisonburg, Va., has built up into quite a program with a big following. In these auction sales, the audience is invited to bid. Valuable items of merchandise, mostly suitable gifts, are offered at auction by the program announcer, and the audience send in their bids by mail. Actual sales are held on Mondays, Wednesdays and Fridays at 12:45 p.m., while at the same time on alternating days, and at 10 a.m. daily, details regarding the progress of the sales and brief commercials for participating stores are given, together with popular recorded music.

Parnel Thompson, employed especially for the purpose, sold the participation idea to 58 stores in four towns in the WWSA area immediate to the studios. Included among those participating were local drug stores, service stations, jewelers, grocers, beauty parlors, auto and auto supply dealers. Each of the participants gave Radio Auction Money with all cash purchases, and high bids awarded to listeners were payable in this auction money only. High bids up to this time have ranged from as low as \$15 to a recent high one for a \$12.95 auto heater bringing \$715 in Radio Auction Money.

Charles Ballou is announcing-auctioneer. The series ends its eight-week contracts on Jan. 22. Local accounts never before "on the air" have come in on the promotion, and the program is creating wide-spread enthusiasm both among listeners and clients.

### Junior Fire Fighters

"Junior Fire Fighters," new Cleveland safety organization, held its first

meeting over the airwaves of WHK this week. Studio facilities will be made available to the organization regularly hereafter under schedule soon to be worked out.

Idea is to promote fire prevention and cut down number of false alarms. Boys and girls from settlement and community houses throughout city have been recruited; their principal duties will be to watch fire boxes in neighborhoods of settlements and report violations. Stint was developed by Marshall Stalley, director of boy's activity at Goodrich Social Settlement, as result of City Treasurer Leonard S. Levy's "Safety First" broadcasts over the Cleveland station.

### Sell Time for Greetings

Approximately 200 customers in St. Louis paid WEW \$5 each on Christmas morning to garble their own 50-word Christmas Greetings over the air. The customers broadcast from the executive offices of the St. Louis University station from a special mike. An engineer was stationed there to cut off the mike at the conclusion of each spiel, to keep the "Hello Mom, I'm coming home to dinner" addicts from tripping up the station with the direct communications laws. WEW may repeat the ruse in New Year's Day.

### Lawyers' Club on Air

The Barristers Club, an organization of local attorneys, is presenting an informal quarter-hour of interviews and discussions on local and national legal problems over WHKC, Columbus, each Sunday. Outstanding members of the legal profession, each week, will interpret new laws as they are passed by the local county, state and national governments.

## Listening Habit Grows, Karol Tells Marketers

(Continued from Page 1)

ing of the American Marketing Ass'n in convention here yesterday.

Karol said that 95 per cent of all urban sets are kept in working order; 76 per cent are in use sometime daily, the average set is in use four hours daily, and the morning market is 65 per cent feminine.

With radio homes near the 25,000,000 mark, around 5,000,000 autos equipped with radios and 4,000,000 homes having two or more sets, radio ownership in urban markets has reached the saturation point, Karol declared. He listed Charlie McCarthy (Chase & Sanborn), Major Bowes, Jack Benny, Eddie Cantor, Bing Crosby, Lux Theater, Fred Allen, Rudy Vallee, Burns and Allen, Hollywood Hotel, Al Jolson and Phil Baker as programs leading in popularity.

### Winkelman Shoe Expands

Winkelman Shoes, through Jay Lewis Associates, is expanding its radio activities with a 52-week contract for six spots weekly on WAAT.

## VAN CRONKHITE QUILTS VCA FOR A NEW AFFILIATION

(Continued from Page 1)

terest and is slated to be named president to succeed VanCronkhite.

Reached in New York today by RADIO DAILY, VanCronkhite had no comment to make other than to confirm his resignation and the fact he resigned to accept a new position concerned with radio news.

Chicago sources revealed that considerable reorganization will be effected immediately in VCA. M. H. Petersen is understood to be remaining as executive vice-president, while Harry Martin will continue to head VCA Radio News Features.

VanCronkhite resigned from CBS early this year to form VCA. He also founded the Association of Radio News Editors & Writers, of which he is now chairman of the board.

## German Colony Highlights In Special WBNX Program

On New Year's Eve at 8:30, the WBNX German Hour under the direction of Herbert Oettgen will present a novel news radio reel covering the last three months of activities in the local German colony. Starting with the fanfare which opened the German Day on Oct. 3 in Madison Square Garden, there will be a few words of the German Ambassador Dr. Dieckhoff and some humorous sentences from the address of "Pumpernickel Bill" from Allentown, Pa., where Pennsylvania Dutch is still the mayor's official language.

Program also includes the interview with Erna Sack, German nightingale, taken on the sun deck of the liner Bremen when entering New York on Oct. 25, and other events.



**KNABE . . .**  
Acknowledged the  
World's Best Piano!

WHN

(Dial 1010)

ACKNOWLEDGED  
NEW YORK'S BEST  
SHOWMANSHIP  
STATION . . . Chosen  
by Variety—approved  
by wise advertisers . . .

**WHN 1540**  
BROADWAY

The most effective and economical medium for covering the New York market—the richest in the world.

Affiliated with Loew's Theatres and the Metro-Goldwyn-Mayer Studios.

Booking Direct

D'ARTEGA

AND HIS  
ORCHESTRA

Admiration Shampoo

Sunday 6:30-7 P.M.  
1441 B'way, New York

MBS—WOR  
CH 4-5155

## AGENCIES

ALLEN W. CHURCH, lately with the J. L. Wierengo Adv. Agency, Grand Rapids, has joined W. W. Garrison, Chicago, as account executive. E. O. Bulman Co., Grand Rapids, has handed its account to the Garrison agency.

CHAS. DALLAS REACH CO., Newark, N. J., has been appointed to handle the account of Franklin Savings Institution of Newark. Bryant W. Griffin is account executive.

MORRIS & DAVIDSON, Chicago, has been named to look after the advertising of Hydro-Tex Corp. (waterproof fabrics) and Electro-Cosmic Inc.

CHARLES W. HOYT CO. announces that Charles Gulden Inc. (mustard), one of its accounts, not only declared a two-week bonus to all employees but also gave additional bonuses to older employees in proportion to length of service.

ROCHE, WILLIAMS, CUNNINGHAM, Chicago, state Studebaker has no radio plans for 1938.

### Colored Trio on WNEW

Winking, Blinking and Nod, hot swing vocal trio handled by Cliff Martinez, have been set in a Saturday 7:15 p.m. spot over WNEW. The three male vocalists are aided by swing arrangements by Bernice Allen, night club and radio pianist. The outfit formerly was heard over WCAU, Philadelphia.

### Mento Everitt Ill

Chicago—Mento Everitt, headliner of the "Jenny Peabody" series on CBS, is confined to her bed between broadcasts, due to recurrence of a spinal difficulty. She is the second Chicago headliner encountering major health difficulties. Marion Jordan (Molly McGee) also being confined to a sanitarium.

### Elizabeth Reller Quits

Chicago—Elizabeth Reller, the Betty of General Mills "Betty and Bob," resigned yesterday. After a vacation at home in Richmond, Ind., she plans to accept a stage offer in New York. Alice Hill replaces her.

### WOKO-WABY, Albany

Duell Richardson, assistant g.m., laid up by gripe. Harold E. Smith, g.m., also is still abed.

Johnny Lee will handle the 13-week song contest sponsored by Gardner's Wine & Liquor Co. of Troy over WABY.



### "Thanks for the Memory"

• • • With 1937 rushing down the homestretch, ready to break the tape for 1938, it's fitting and proper that this pillar go on record thanking people, things and stuff, who've contributed to make this a memorable milestone....Then there's the contributions made by radio in airing the attempt to vindicate Justice Hugo Black, Amelia Earhart disappearance, Ohio Valley Floods, Coronation, Hindenburg disaster, President Roosevelt's inauguration in February, American Legion Convention, World Series, Braddock-Louis fight and the world's greatest air show in so far as talent was concerned—the Red Cross benefit from Radio City which was sponsored by Wrigley....Market crash also took a toll of listeners who were fearful of a "repeat" of 1929....Ralph Wonders leaving CBS after seven years.... Charlie McCarthy-W. C. Fields programs....The Jack Benny-Fred Allen feud over the "Bee"....Kate Smith switching sponsors....Same with Amos 'n' Andy....Burns and Allen leaving CBS....George Gershwin's death.... These are but a few things that have become indelible in our minds.

• • • Thrills of 1937!—Louis Prima singing and playing "Bei Mir Bist Du Schoen" and (Leon & Eddie Davis singing "That Old Feeling" like it's never been sung before....Hearing Morton Downey's voice last week via WLW....Tommy Dorsey's record of "Marie"....Benny Goodman driving a nation slug-nutty over swing....Phil Spitalny's music....D'Artega's arrangement of "Where or When" on the summer Jell-O show....Gabriel Heatter's "Prince Charming" story on Duke of Windsor....Rudy Vallee singing "All Points West"....Richard Brooks' covering the floods....Max Steuer's two-hour radio talk on the Supreme Court....Gershwin Memorial from Hollywood.

• • • Humanitarians of 1937!—James R. Curtis, president of KFRO, Longview, Tex., who had boxes placed on all prominent street corners there so that the citizens might discard their old razor blades....KFRO makes regular announcements regarding the purpose of these worthless blades....Blades are collected and melted into braces which are given FREE to crippled children....WHAS helping flood victims and acting as means of communication....WSM, Nashville, permitting WHAS, Louisville, to use its transmitter when the latter's went out of commission during the floods....CBC, Montreal, giving two hours to friends and relatives of persons living in the Arctic, to transmit and communicate Xmas messages via their facilities....The many stations and artists devoting time and effort to aid the less fortunates in their community....How could an hour in an artist's life compare to a fulfillment of an invalid's dream?....Artists will spend hours shopping for a hat or talking to people—when part of this time could be devoted more fittingly to visiting some charitable institution and singing a song or two for the kids or older folks....And think of all the publicity you'd get!....How about making 1938 a "visit-a-hospital-a-week" year?

• • • Annoyances of 1937....Malicious gossip and unfounded rumors....Joe Miller jokes revised for the scathy-eighth time.... Artists getting up at nite clubs for bows and saying they're unprepared—and then singing ten songs...."Big Apple"....Richard Himber's sign without "Mr."....Picture people on the air....Hollywood broadcasts that lack radio technique....Bill Bacher not producing a current show....California weather gags....Prediction for next year: Lou Diamond has a hit over at Famous Music with "Thanks For The Memory."

## PROMOTION

### WEW Progress Folder

A unique folder has been issued depicting progress of WEW, St. Louis, since it recently became a commercial station. Outside covering of the folder is a series of lightweight paper sheets, each mentioning a new step of progress, and at the footnote of sheets is a notation "Tear off this page and throw it away." In center is a filing case folder giving station data, market information, maps, etc.

The various new services instituted by the station, accounts signed and success stories that have resulted since A. S. Foster became manager also are flashed.

### Cast Appeals to Public

Immediately before the last airing of "Fun Bug" over CBS from the Akdar Theater, Tulsa, the cast and other individuals involved in the show's production used five-column half-page newspaper advertisements to say:

"Is it good-bye Tulsa? Next Sunday's Fun Bug broadcast is the last. Just as we begin to find out our strength and hit our true stride, the contract with Barnsdall ends. The 97 of us in the cast are truly grateful to the B-Square outfit. We are going to miss the pay checks each week. Some of us will have to move elsewhere to find work.

"Barnsdall deserves your patronage for putting Tulsa on the air. Thanks to its sponsorship of chain radio shows during the past two years, Tulsa has become known to millions as a city that possesses the priceless jewels of artistic and musical talent."

### WRTD Local News Coverage

Richmond—WRTD has inaugurated a news service that is a welcome innovation for Richmond and vicinity. The Richmond Times-Dispatch transmits to WRTD brief flashes on "hot" news immediately after it breaks. WRTD airs the flash, but interrupts sustaining programs only. Because of its distinctly local emphasis, the service is expected to meet with popular favor.

### WRTD Promotes Ehrman

Richmond—Robert W. Ehrman, who resigned from the University of Richmond faculty last summer to become continuity director and also handle publicity at WRTD, has been promoted to assistant manager. Jack Moxey manages the station.

### WJSV, Washington

J. Eugene Conklin has been added to the sales staff.

Jimmy Hurlbut, news editor who recently missed out on a fire, made up for it the other day with a beat on a downtown blaze.



**PROGRAM REVIEWS**

**HORACE HEIDT**

and His Alemite Brigadiers  
Stewart-Warner Corp.

WJZ—NBC-Blue Network, Tuesdays,  
9-9:30 p.m.

Hays MacFarland & Co., Chicago  
**BRIGHT, DIVERSIFIED AND TUNEFUL  
MUSICAL SHOW IN A CLASS BY IT-  
SELF.**

When it comes to combining genial jollity and meritorious popular musical selections, with lilting tunefulness, sparkle and a dash of novelty, Horace Heidt is hard to beat. He has surrounded himself with a talented aggregation that carries out this idea perfectly, and even though listening to him on the radio is not exactly the equivalent of having a ringside seat at the Biltmore's Bowman Room and participating in the merriment on the floor, it certainly is about as near to second best as it is possible to get.

This new series of Stewart-Warner on the NBC-Blue network got off to a smooth and snappy start, with Heidt keeping things moving along at a nice gait and knitting the specialties together with his friendly, amiable emceeing and conducting.

Without waste of time on unnecessary preliminaries, the show got under way with the Four Kings singing "Nice Work If You Can Get It" in fine harmony style. Then a lad named Jerry sang "How Many Rhymes" very entertainingly, followed by Alvino Rey and his singing guitar doing "Flight of the Bumble Bee"; Lou Bush, pianist, picking out "Josephine"; Larry Cotton in "Ave Maria," the Three Trumpeteers in "The Toy Trumpets," Yvonne King in "Let's Pitch a Little Woo," and a finale ensemble in "Vieni, Vieni." Heidt calls his music "sweet swing," and the term fits.

Ben Grauer handled the commercial announcements in his workmanlike style.

**EDDY DUCHIN**

and His Orchestra

Elizabeth Arden (Cosmetics)

WOR—Mutual Network, Tuesdays,  
10-10:30 p.m.

Cecil, Warwick & Legler

**POPULAR DANCE ORCHESTRA STARTS  
IN NEW SPOT WITH NIFTY PROGRAM.**

Eddy Duchin took his aggregation into a new spot Tuesday night, on Mutual network, in behalf of Elizabeth Arden's cosmetics, and the program is a creditable addition to the Mutual lineup.

Appeal of the Duchin music is chiefly to the dancing element. However, although his tunes are very conducive to the shuffling of feet, they also have plenty in them to satisfy the ear, flowing along in a soothing as well as stimulating tempo.

In keeping with dancing aims, there are not many vocals in routine, although a male singer did very well with the warbling of "In the Still of the Night" and "You're a Sweetheart." Also among the numbers on the opening program were "Winter Wonderland," "Santa Lucia," "Blos-

**F. C. C. ACTIVITIES**

**HEARINGS SCHEDULED**

Feb. 10: Dallas Broadcasting Co., Dallas. CP for new station. 1500 kc., 100 watts, daytime.  
Oak Cliff-Dallas County Broadcasting Co., Dallas. CP for new station. 1500 kc. 100 watts, daytime.  
A. L. Chilton, Dallas. CP for new station. 990 kc., 1 KW., daytime.  
KPO, Wenatchee, Wash. CP to change frequency and increase power to 1360 kc., 1 KW. unlimited.  
Centennial Broadcasting Corp., Dallas. CP for new station. 1500 kc., 100 watts, daytime.  
Feb. 11: Chase S. Osborne, Jr., Fresno, Cal. CP for new station. 1440 kc., 500 watts, unlimited.  
KRE, Berkeley, Cal. CP to change frequency and increase power to 1440 kc., 500 watts, 1 KW. L.S. unlimited.  
Feb. 17: Louisville Times Co., Louisville.

CP for new station. 1210 kc., 100 watts, unlimited.

Louisville Broadcasting Co., Louisville. CP for new station. 1210 kc., 250 watts, daytime.

Southwest Broadcasting Co., Prescott, Ariz. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

W. P. Stuart, Prescott. CP for new station. 1500 kc., 100 watts, unlimited.

Harry Schwartz, Tulsa. CP for new station. 1310 kc., 250 watts, daytime.

Clark Standiford, L. S. Coburn & A. C. Sidner, Fremont, Neb. CP for new station. 1370 kc., 100 watts, unlimited.

Feb. 18: Standard Life Insurance Co. of the South, Jackson, Miss. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.

Arthur Lucas, Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

**Two Hormel Series on WCCO**

Minneapolis—George A. Hormel Co. of Austin, Minn., has signed with WCCO for a new series of late-afternoon shows to feature Clellan Card, WCCO announcer, as "Jingling Sam." Programs will plug Hormel's Spam product and will be aired Tuesdays, Thursdays and Saturdays at 5 p.m. Music will feature Jacob Heiderich, violinist, and a swing orchestra. Same sponsor carries a show on WCCO mornings at 8:30 a.m. plugging the "Dinty Moore" canned goods line. BBD&O, Minneapolis, is handling both shows.

soms on Broadway" and several more, with Duchin contributing a bit of his expert and always enjoyable piano work.

Commercials were rather long and heavy.

**"Hollywood Mardi Gras"**

The past Tuesday night's "Hollywood Mardi Gras" over NBC-Red at 9:30-10:30 p.m. had a most enjoyable guest visit from Lum and Abner. Though it might seem out of place to put a couple of rural philosopher characters on a musical variety show, Lum and Abner had no trouble fitting themselves into the works and handing out some very neat chuckles. The boys are real troupers.

Other portions of the show, including the contributions of Lanny Ross, Charlie Butterworth, Ruby Mercer, Jane Rhodes and the music of Raymond Paige's orchestra, were all up to snuff.

**Glenn Darwin**

NBC has a new baritone on its schedules who ought to go places without much trouble if he gets any kind of a break. His name is Glenn Darwin. Caught Tuesday at 7:30-7:45 p.m. on NBC-Blue, with Norman Cloutiers orchestra supplying the musical background, Darwin displayed a voice that is rich, full and melodious, and he knows how to use it.

**LUCILLE & LANNY**

LINWOOD GREY  
"2 voices and a pianny"  
Monday, Wednesday, Friday  
WJZ-NBC Blue 8:45 A.M. EST  
Arrangements by Lanny Grey  
Management NBC Artists Service

**Ralph Kirbery Recovering**

Hackensack, N. J.—Ralph Kirbery ("Dream Singer") is recovering in a private hospital here with a broken jaw and lacerations which required 35 stitches. He was injured Christmas Day when his plane crashed while he was attempting to land to deliver Christmas presents to friends. It was his second accident in three years as a licensed pilot.

**WSAI Dedicatory Feed**

WSAI in Cincinnati will feed a special program to Mutual on Monday at 9-9:30 p.m., celebrating WSAI's increase in daytime power to 5,000 watts. William Stoess and his orchestra, the Smoothies and many others will be on the program.

**GUEST-ING**

CLAUDE RAINS and BILLY GILBERT, on Feg Murray-Ozzie Nelson program, Jan. 2 (NBC-Blue, 7:30 p.m.).

ADELE MARCUS, pianist, on "Rising Musical Stars," Jan. 2 (NBC-Red, 10 p.m.).

RALPH CULLINAN, Irish actor-playwright, interviewed by Bide Dudley, today (WOR-Mutual, 1:15 p.m.).

MAJ. GEN. WILLIAM C. RIVERS, SAMUEL TAYLOR MOORE, author, and J. MAX WEIS, on World Peaceways Forum, Jan. 3 (WQXR, 9 p.m.).

FRANK CRAVEN, on Rudy Vallee program, tonight (NBC-Red, 8 p.m.).

FRITZ REINER and BEVERLEY LANE, on Ford Sunday Evening Hour, Jan. 9 (CBS, 9 p.m.).

GRACE MOORE and MELVYN DOUGLAS, in "Enter Madame" on Lux Theater Jan. 10 (CBS, 9 p.m.).

PATSY KELLY, TOM HOWARD and GEORGE SHELTON, on Camel show, Jan. 4 (CBS, 9:30 p.m.).

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
- Janette 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 Tapos
- 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.

**625 MADISON AVE., NEW YORK**  
Studio  
Between 58th and 59th Sts.  
Phone Wickersham 2-4300



**DAVE HOWELL** plays the leading role in the new serial being presented on Jane Arkin's "Miniature Playhouse" over KMPC, in addition to handling his own "Man About Town," Friday at 3:45, and his character "Radiograms" on Mondays at the same hour.

Eighty-five Los Angeles families enjoyed a merrier Christmas because of the Hal Styles' job-finding "Help Thy Neighbor" program on KHJ, through which medium that number of breadwinners found employment in the week preceding the holiday.

KFWB presents the Aniwa Boys in a remote from the It Cafe at 11:15 each night except Monday.

The Walter Biddick Co. has sold 100 episodes of their transcribed "Sonny and Buddy" series to the 7-Up Bottling Co., Charlotte, N. C., for use on WSOC, and to the Dr. Pepper Bottling Co., Roanoke, Va., for WDBJ.

"Tapestries in Bronze," featuring Bertha Powell, soloist of the Hall Johnson Choir, and Ernest Anderson, has been set as a weekly feature, Wednesdays at 8:15 p.m., on KHJ-Don Lee.

KDB, the Don Lee station in Santa Barbara, had a big Christmas party for under-privileged children of the city, with the distinction of holding the only public Christmas celebration in the county. One half-hour of the festivities went on the air under the direction of Bill Skaggs, conductor of the station's "Pep, Unlimited" program. Local business firms donated toys and candy for KDB's fifth annual party.

Harry A. Earnshaw, creator of "Chandu," is limbering up the fingers and oiling the trusty typewriter preparatory to scripting another occult-mystery series after the first of the year.

Carleton Kelsey, newly-appointed musical director at KHJ, initiated a new half-hour musical program this week featuring orchestral arrangements of his own and vocalist Kenny Allen and Carmene Calhoun. On Tuesday nights at 8.

1	9	3	7
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

**BIRTHDAYS**

Greetings from Radio Daily

December 30

Dr. Stanley High    Arthur Kass  
Michael Raffetto

## ORCHESTRAS - MUSIC

**BOB STANLEY**, who already conducts the "Jazz Nocturne," "Continental Varieties" and "Pat Barnes Opera" programs over WOR-Mutual, gets a new commercial Feb. 8 when the "Famous Fortunes" series begins for General Shoes.

*Fritz Reiner, who is to direct seven consecutive Ford Sunday Evening Hour concerts on CBS starting Jan. 9, is known as a "drillmaster" among high ranking symphony orchestra conductors.*

**Sammy Kaye**, the "Swing and Sway" maestro now playing at the Hotel Statler, Cleveland, has signed for an extended engagement at the hotel. He still retains his CBS and MBS wires.

*Bunny Berigan is delaying his trip to the West Coast and an engagement at the Palomar, pending completion of negotiations for a network commercial to originate in Los Angeles.*

**Arthur Schwartz**, composer, whose music presently is heard in "Between

The Devil" at the Imperial Theater, will be the guest of honor at a gala after-New Year Party that Leon & Eddie are tendering to him at their rendezvous on Sunday evening.

*Buddy Rogers' band is to be the first heard over CBS on New Year's Eve, coming on at 12:03 a.m. from College Inn.*

A Birthday Ball in every home is planned by Martin Block as the WNEW "Make-Believe Ballroom's" contribution to the campaign against infantile paralysis which is built around the annual balls given in honor of the birthday of President Franklin D. Roosevelt. Tomorrow, the day before the official balls, the "Ballroom" broadcast will be designed to help householders put on their own Birthday Balls in honor of President Roosevelt. Collections in every home will be urged so that the money can be turned over to the Birthday Ball Committee to aid in the work of the Warm Springs, Georgia, Foundation, and in other work in the campaign against the spread of infantile paralysis.

## CANADA

Toronto Star sponsored the first newscast over CBL, Ontario's new 50,000-watter, which went on the air Christmas morning. Main Johnson was the commentator.

**Oscar Riley Harvey**, sales manager of special products division of Northern Electric Co. Ltd., died a few days ago.

## WLBC, Muncie, Ind.

**Donald A. Burton**, owner, played Santa Claus to the staff this year. Staff received a cash bonus, cigars and candy. **Earl Kirk**, auditor, presented Burton with a movie filmmaker from station personnel.

Entire staff of WLBC worked on a three-hour shift during Christmas Day. **Mara Carter**, fem farm commentator, rushed to the hospital just before Christmas for operation.

**Don Burton** and **Don Russell** made hurried dash to Akron to broadcast basketball game.

**Hank Marks** now handling Bordertown Barbeque as Cactus Pete has added Uncle Louieberg Pete to show, with **Fred Ayer**, merchandising director, doing the bit.

**E. Pierre de Miller**, has new candid camera outfit.

## Time Magazine Picks 'Em

Time Magazine will release results of its poll on outstanding personalities for 1937 next Friday, and will announce that **Charlie McCarthy** and **Edgar Bergen** were outstanding insofar as radio was concerned. **Deanna Durbin**, on Texaco program, was selected as outstanding girl of year. Selections include every phase of current events, and are condensed into nine categories.

## ST. LOUIS

**Merle S. Jones**, KMOX president, and **Ken Church**, commercial manager, are back from a Chicago CBS visit.

**Dan Seyforth**, production manager of KWK, lost the coat of his evening suit and suffered burns on the hands recently in putting out a blazing dress worn by a girl at the Yale show in the Municipal Auditorium.

**Walter C. Eberhardt's** exercise program on WEW has built up quite a following, especially among women.

**Al Cameron** and **Joe Karnes**, in songs and patter, are being sponsored over KMOX by American Syrup & Sorghum Co., through Wesley Nash agency. General Grocer Co., time signals, through Ridgeway agency, and Gasen Drug Stores, amateur show on tournament plan, are other new KMOX series.

## WHO, Des Moines

**Kenneth Black** has joined the Song-fellows, filling vacancy left by departure of **Jan Williams**.

**Bill Brown**, sports announcer, received a handsome watch from General Mills for excellent work.

Annual holiday party given by Central Broadcasting Co. for employees will be held Saturday, with **Ernie Sanders** and **Bobby Griffin** in charge of arrangements.

## CARL BIXBY

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

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



**BOB BECKER**, sports broadcaster, is in Florida for a fortnight of deep sea fishing before returning to start his NBC and WGN broadcasts for John Morrell Co.

**Schwimmer & Scott** are pitting a group of models vs. artists in their Fox De Luxe Spelling contest on WBBM.

**Ador Alt**, five year old singer, and a veteran of three years' work on the air, is doing some warbling over WHIP.

**Ed Prentiss** is papering a room with first pages from scripts of programs he has worked in.

**Dick Wells**, counselor on "Court of Missing Heirs," was grounded on flight back from St. Louis Christmas Day and missed broadcast that night.

De Paul University has a series of winter radio debates titled "Let's Hear Your Side" to be aired under University broadcasting council auspices via WBBM.

**Doris Keane**, manager of WHIP and WWAE, planning a Florida vacation.

**Howard Keegan** has been named production director for S. C. Johnson's new "Attorney at Law" and for Pillsbury's "Woman in White." **Dolores Gillen** to be an added starter in the former when it bows in next Monday.

**Herb Morrison**, now with WOR in New York, has been visiting WLS folks.

**George Besse**, local chief for Joseph Hershey McGillvra, back in Ravenswood Hospital for treatments.

**Joseph McDonald**, NBC legal chief here, and wife and child went to New York for a week's vacation. The McDonalds have taken a house in Wilmette.

NBC associates extending sympathy to **Salesman Merritt Schoenfeld**, whose father died Monday in Milwaukee.

RCA Institutes on Saturday night, Jan. 18 is opening a class in amateur radio operation to help applicants for Class A and B licenses qualify. **R. A. Kay** of W90WF is supervising the courses which run five nights a week.

## HELENA BLUE'S NOVELTY STRINGS

An all girl orchestra playing in a modern, distinctive style

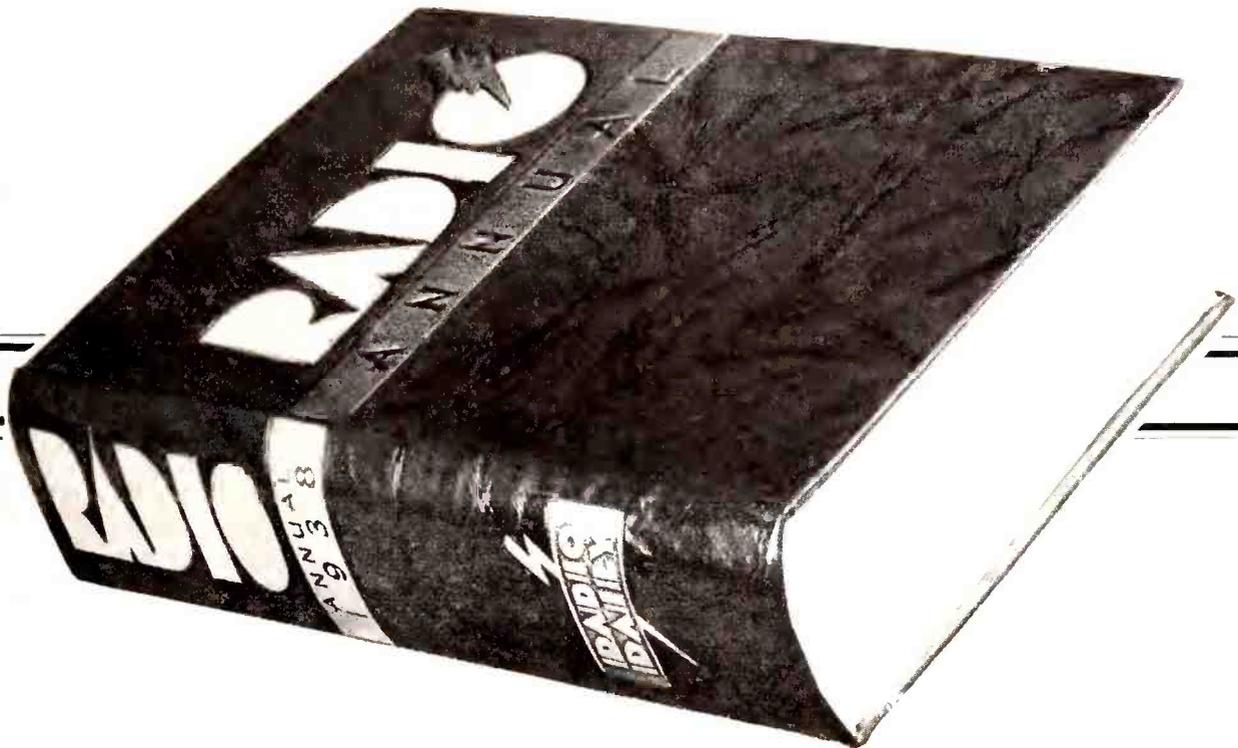
NOW AVAILABLE FOR RADIO HOTELS THEATRES

Circle 7-4124

New York

# THE BUSINESS SIDE OF RADIO

Advertising Agencies—Station Representatives—Sponsors—History  
**THOROUGHLY and COMPREHENSIVELY COVERED**  
as one of the outstanding departments in the coming



The **RADIO ANNUAL**, containing 1000 pages will be a practical working guide for busy radio executives everywhere. Complete, accurate and covering completely the radio industry.

**READY EARLY IN 1938**

*... distributed complimentary to Radio Daily subscribers as part of Radio Daily Service.*

## BOSTON

Bill Cunningham will be heard in a pre-game airstream of the annual East-West All-Star football game from San Francisco over WNAC and the Yankee network tomorrow at 7:30 p.m.

"Hour of Romance," ET program sponsored by Elizabeth Arden and featuring Eddie Duchin and his orchestra, will be heard over WNAC on Thursday evenings.

Little Jack Little and his orchestra and Eddie Peabody head the stage revue opening at the Metropolitan Theater today.

Jay Wesley, WEEI sportscaster, and Mrs. Wesley, off on a two-week cruise taking in Nassau and Havana.

"The Hemingways," popular Yankee network married life skit, back on the air three times weekly.

Neil Wallace, WEEI news commentator, and Evelyn Scott of the same station, who are to be married before the next week is out, have booked passage for a honeymoon in Bermuda.

## WTMJ, Milwaukee

Frank Werth, assistant musical director, joins WTMJ's fast-growing list of new papas. This time it's a boy for the Werths.

Bob Heiss takes his "Around the Town" show onto the avenue via short wave rebroadcast to pick up New Year's eve celebrants and gather resolutions.

Clyde Lucas, the bandsman, Franklyn McCormack of "Poetic Melodies" and Kaye Brinker, star of "Manhattan Mother," guest this week on Eddie Thompson's "Behind the Mike."

Fresh from triumphs in European capitals, Glen Sherman, young Wisconsin pianist, aired an afternoon concert, featuring works of the masters.

## ONE MINUTE INTERVIEW

## GEORGE MARSHALL DURANTE

"The majority of people wishing to become radio singers, actors or announcers think that all that is necessary is to stand in front of a microphone and do the thing assigned them. Assuming that one has a talent for radio, it will take months of study to develop a style, repertoire and background in the particular line the person may wish to follow. If schools and their instructors would give carefully prepared auditions, with authentic voice recordings, which would permit an instructor to give an honest analysis of an applicant's possibilities for commercial success, they would be able to bring to radio some real talent, and at the same time save money and disappointment to those who could never qualify."

## ★ Coast-to-Coast ★

SEVERAL New York stations, including WQXR, WHN and WNYC, will broadcast today's open meeting of the committee of the Fight Infantile Paralysis Campaign at the Waldorf-Astoria. George M. Cohan will act as chairman, and others to be included include Lucy Monroe, Armand Tokatyan, Walter Cassel, Vera Brodsky, Xavier Cugat and some more. Broadcast takes place at 5 p.m.

The WPA unit in New York will start a Charles Dickens series over WINS on Saturday, with "Old Curiosity Shop" as the first offering. Due to length of this piece, it will be aired in three installments, Saturdays at 3:30 p.m.

Ray Suber will be replaced on the KFOR (Lincoln) announcing staff by Porter Randall of WIBW, Topeka.

Harry Hershfield, who returns to WMCA on Monday at midnight for a daily series of Broadway theater reviews, will also be heard in his "One Man's Opinion" broadcasts beginning Wednesday at 8:45-9:00 p.m. and twice weekly thereafter.

First broadcast of a Wayne University basketball game was staged in Detroit Monday night from Naval Armory by WJBK with Al Nagler at the microphone. Wayne played Centenary College of Louisiana, it being the first time the Detroit university has appeared in the 4,000-seat Naval Armory and likewise an initial meeting with the Louisiana school.

Before launching his own travel-talk series on one of the networks, Doug Brinkley, world traveler, commentator and writer, will make a guest appearance on Dave Elman's "Hobby Lobby."

"Song Time," featuring outstanding young CBS singers, starts its 26th consecutive week on the air when Hollace Shaw, soprano, and Jack Shannon, tenor, are heard over the WABC-Columbia network next Monday at 6:45 to 7:00 p.m., EST. This program, inaugurated July 12 to permit the listening audience to become better acquainted with the work of CBS artists, is heard Mondays through Fridays. Miss Shaw and Shannon open the week with heart songs, light classics, famous ballads of the concert stage and encore numbers. On Tuesdays, Ruth Carhart, contralto, and Bill Perry, tenor, offer sentimental solos and duets. Dorris Kerr, who describes herself as a "non-authentic contralto," and Howard Phillips, baritone, do personality numbers on Wednesdays.

Chanteuse Joan Edwards will be featured over WFAF Thursday eve-

nings at 6:35, bringing the total to four network shows on which she is heard each week.

New Year's Eve will be a double holiday for petite Jean Ellington who will then celebrate the second anniversary of her arrival in New York City from San Francisco and her first bid for fame over a nation-wide radio network. But 1936 proved a bad year for Jean. She subsisted on rare guest appearances over a small New York City station until an NBC audition secured her a one-time appearance on the "Airbreaks" programs in November, 1936. Her successful debut brought a demand for other appearances on the same program and these led to her NBC contract which she signed in January, 1937—one year after her arrival in New York.

Naomi Stevens gave one of her dialects a workout last Sunday when she played the part of Gretchen in "A Kiss for Cinderella" with Mary Pickford and Don Ameche on the Chase & Sanborn Hour.

A new series of sports broadcasts on topics of interest to hunters and fishing enthusiasts is heard each Sunday at 11:30-11:45 a.m. over the NBC-Red network, with Raymond R. Camp of The New York Times as commentator. Camp, member of The Times' editorial staff for nine years, and now Wood, Field and Stream editor, is a nationally known writer on sports subjects. Camp has hunted and fished all over the country from Mexico to Canada. He has fished from the Canal Zone to Bimini in the British West Indies and has spent hours with rod and reel in virtually all waters throughout the United States.

Walt Disney, Mickey and Minnie Mouse and Donald Duck will visit Amos 'n' Andy during their last broadcast for Pepsodent tomorrow night. Disney crew will begin a sponsored series for Pepsodent on Sunday. Amos 'n' Andy continue on the air in the same NBC spot under the sponsorship of Campbell Soup Co.

The "March of Time" news dramatization program, now entering its eighth successive year on the air, will present its annual review of the year at 8:30 tonight over NBC-Blue network. In the review will be the widest variety of people, from Franklin D. Roosevelt to the Archbishop of Canterbury, to a Memphis Negro preacher and singing-and-dancing Tillie Freidman, Local 22, Dressmakers.

## FORT WORTH

Joe Pierson, KTAT announcer, is vacationing in Louisville, where he was formerly connected with WHAS.

The "Black Night" series, on WBAP for the past several months, is now using original mysteries and chillers by Virginia Willten, station's continuity writer. Nelson Olmsted, announcer, continues to head casts, with music arranged by Morris Steinberg and played by Gene Baugh's staff orchestra. Baugh has recovered from a recent flu attack and is back on the job.

Rowland Broiles Co., local agency handling the Light Crust Doughboy program, heard daily via ET on WBAP and Texas Quality Network, is scouting for oddities and persons with unusual experiences.

## NEW HAVEN

Arthur Groman, newcomer to the WBRV staff, has been pinch-hitting for Bill Blatchley, sportscaster, who was called away by the death of his mother.

Worthy Hills and his ork are now heard on Inter-City web via WELI from Pavilion Royale.

WBRV's "Dine and Dance" program, noon-hour disk show presented during pre-Christmas rush, will be continued by the restaurant co-sponsors.

## KDYL, Salt Lake City

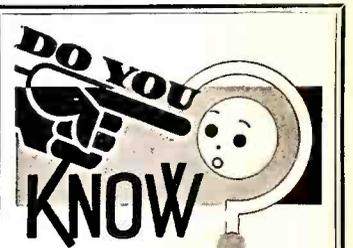
Harriet Page is waxing nine programs in her Albers Bros. Milling Co. series to last for the three weeks she will be away attending the L.D.S. church meeting in Honolulu.

Station's announcers will have a party this week financed by fines collected in the "Announcers' Court". Myron Fox, salesman and special announcer, flies to Pasadena for the Rose Bowl game.

Ted Kimball, recent addition to announcing and production staff, has popped the question to Elizabeth Cannon, assistant advertising manager of the Z.C.M.I. store, a station account.

Jack Gregson, special events man, is visiting his home in Spokane while getting over a throat ailment.

Some 4,000 persons jammed the Capitol Theater at 50 cents a head for the grand finale of the "S. Santa" children's show aired for 13 weeks under sponsorship of Z.C.M.I. store.



Czechoslovakia now has approximately 1,000,000 licensed radio receiving sets, an increase of about 11 per cent in the past year.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 129

NEW YORK, N. Y., FRIDAY, DECEMBER 31, 1937

FIVE CENTS

## '37 Was Big—'38 to Top It

**Broadcasters in Chicago See 15-20 Per Cent Increase in 1938**

### GLOOM DISPELLED

**Executives Express Their Views on Outlook**

Chicago—Broadcasting leaders here enter the new year with confidence and anticipation, with predictions that 1938 business may run as high as 15 to 20 per cent ahead of 1937. The gloom that prevailed several months ago has been dispelled by increased billings for December and similar prospects for January. Statements of various executives follow:

Niles Trammell, NBC vice-presi-

(Continued on Page 3)

Happy New Year

### ANTI-FREELANCE RULE PASSED BY MUSICIANS

Unexpected passage of the Local 802 (AFM) referendum ballot restricting freelance members from playing more than one job a week paying \$54 or more resulted yesterday.

(Continued on Page 4)

Happy New Year

### Royal E. Penny Joining WBT As Sales Manager

Charlotte, N. C.—Royal E. Penny, sales manager of WPTF, Raleigh, joins WBT here as sales manager Jan. 15, succeeding Dewey H. Long, who has resigned, it is announced by William A. Schudt Jr., g.m. of

(Continued on Page 3)

### Good Trick

Birmingham—Lionel Baxter, WAPI chief announcer, resigned Dec. 1, received two weeks' advance pay in appreciation of services, went to WJDX in Jackson, worked there two weeks on pay, was recalled to WAPI and resumed work here Dec. 15 without having been off payroll and thereby was able to get in on station's Christmas bonus.

### 10 Leading News Events of 1937

Frank R. McNinch Succeeds Late Anning S. Prall as Chairman of FCC and Orders Drastic Changes in Commission.

American Federation of Musicians Forces Broadcasters to Hire More Musicians.

NAB at Special Meeting Votes Reorganization and Raise in Dues.

Unions Launch Organization of Radio Workers, Resulting in Widespread Adoption of 40-Hour Week, Wage Increases, Etc.

John Elmer is Elected President of NAB, succeeding C. W. Myers.

Warner Bros. Pictures Revealed as Having 65 per cent Control of Transamerican.

WLW Line is Established as Potential Fourth National Network.

Congressional Probe of Radio Demanded in Several Bills. Elliott Roosevelt Becomes Head of Hearst Radio.

Paul M. Segal, attorney, suspended for irregular practices before FCC; charges against George S. Smith dismissed.

### Outstanding New Program Attraction

Edgar Bergen and "Charlie McCarthy" on Chase & Sanborn Hour.

### Most Remarkable Broadcast

Instantaneous Recording of Hindenburg Crash.

### The Year's Faux Pas

Mae West's "Adam and Eve" Travesty.

**Billings Up — Networks Expand—More Drama, Better Music**

### UNIONS MOVE IN

**Television Creeps Along—Hollywood Splurge**

Radio industry closes 1937 with a filled-up diary that includes some progress, some consolidation and much turmoil, a digest of the year's headlines in RADIO DAILY reveals.

Business continued its upward march, with new records in billings being established.

All three major networks expanded considerably during the year,

(Continued on Page 3)

Happy New Year

### BOOK-OF-MONTH BUYS 1 HOUR DAILY ON WQXR

In the biggest radio program ever designed for the advertising of books, the Book-of-the-Month Club Inc. has signed with WQXR for a full-hour musical program to run at 10-11 p.m. daily, except Saturday

(Continued on Page 4)

Happy New Year

### MEN WHO MADE NEWS IN RADIO

#### DURING 1937

(Sixth Installment of a Series)

• LEWIS ALLEN WEISS •

• LOUIS K. SIDNEY •



There was a lot doing in the Don Lee Broadcasting System the past year, mainly the addition of another dozen or so Pacific Northwest stations, and these developments kept

Lew Weiss, g.m. of the System, hopping around quite regularly. Busy though he was, he took time to promise that the Don Lee System would start television service on the coast in 1938.



All-around showman and managerial chief of WHN, Louis K. Sidney stepped into the producing end of radio last November when Bill Bacher left the big M - G - M

weekly production for Maxwell House. It was more than a man-sized job, but Sidney is no midget and the records show that he was quite equal to the task. The WLW

(Continued on Page 2)

### Personnel Reorganized At WHK-WCLE, Cleveland

Cleveland—H. K. Carpenter, vice-president of United Broadcasting Co. and general manager of WHK-WCLE, has made several major changes in staff and personnel. A new unit to

(Continued on Page 4)

### Who Woke Mrs. F.?

St. Louis—In order to make sure that staff members arrived at the station on time during the recent bad weather, Manager A. S. Foster of WEW got up every day at 3 a.m. to telephone his crew and rout them out of warm beds. It is rumored that Mrs. Foster had to get up at 2:30 a.m. each morning to arouse Mr. F.



Vol. 2, No. 129 Fri., Dec. 31, 1937 Price 5 Cts.

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

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

FINANCIAL

(Thursday, Dec. 30)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, RCA Common, RCA First Pfd, Stewart Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltime Corp., Majestic, Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Row includes Stromberg Carlson.

Happy New Year

182 Stations Carrying Toscanini Concert Series

Addition of 33 Canadian Broadcasting Co. stations yesterday makes a total of 182 outlets now carrying NBC's Toscanini concert series on Saturday nights.

Happy New Year

WTAM Hit by Illness

Cleveland—WTAM has been hit by serious illness of two members of the staff. Sports Announcer Tom Manning spent considerable time in a local hospital suffering from a double mastoid, but has recovered.

MARTIN BLOCK'S

"Make-Believe Ballroom"

A WNEW FEATURE

1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Continued from Page 1)

Line hookup and the designation of WHN as NBC's third New York City outlet also figured among Sidney's more important 1937 activities.

JOHN F. ROYAL



One of radio's most efficient and best loved executives is John F. Royal, vice-president in charge of programs at NBC. He doesn't appear much in print, but the benefits of his extensive showmanship play a vital part behind the scenes of the NBC show-schedules.

JOHN S. YOUNG



One of radio's most erudite announcers, selected as the "All-American" in that line during 1928-32, and possessor of a gold trophy presented to him in 1932 by President Hoover, John S. Young, was honored again late in 1937 by being selected as Radio Director for the coming New York World's Fair. Internationally in-

Colgate Series is Set On Both NBC and CBS

Chicago—Colgate - Palmolive - Peet, for Colgate Rapid shave cream and Colgate toothpaste, will start network series next month on both NBC-Red and CBS.

Francis X. Bushman will start a daytime serial on 16 CBS stations Jan. 17. The Dale Carnegie show will go on the NBC-Red network on Jan. 11 at 10:45-11 p.m. Benton & Bowles placed the accounts. These are the new agencies first radio efforts.

Happy New Year

Benay Venuta in New Series

Benay Venuta, singing emcee of Vic Erwin's "Musical Cartoons", will be heard in a new Friday program of her own over WOR-Mutual starting Jan. 14 at 10:45-11:15 a.m. Pauline Alpert, Paul Roberts and Leo Freudberg's orchestra will be on the show with her.

formed, a scholar and lecturer as well as advertising consultant and commentator, he is well fit to do a fine job.

FRANK BRAUCHER



The popular magazine field lost a top rank sales executive in October of 1937 when Alfred J. McCosker sold Frank Braucher on the idea of joining WOR as vice-president in charge of sales. Braucher formerly was vice-president and director at Crowell Publishing Co.

MARK WOODS



In electing Mark Woods a vice-president last November, along with William S. Hedges and O. B. Hanson, NBC filled its quota of 11 men necessary to make up a football squad that could play the CBS vice-presidential team. Occupying the post of treasurer, Woods is one of the youngest NBC executives, though he's been with the firm since 1926.

General Mills Will Test Happy Gilmans on WTMJ

WTMJ, Milwaukee, has been chosen to stage the American premiere of "Those Happy Gilmans," a new type of daily script show being placed for General Mills by the Blackett-Sample-Hummert agency, Chicago. The new show, opening Jan. 3, has a cast that includes Cornelius Peeples, Joan Kay, Bill Bouchay, Edith Adams, John Hench and Guila Adams. It is directed by Jack Hurdle, with scripts by Cliff Thomas.

Happy New Year

NAB Convention Chairman

Washington Bureau, RADIO DAILY Washington—President John Elmer of NAB announces Edwin Spence of WBAL as chairman of the 16th annual NAB Convention Committee, while William B. Dolph of WOL will be chairman of the local convention committee. Spence has been chairman of most of the conventions held in recent years. Conclave takes place Feb. 14-16 at New Willard Hotel.

COMING and GOING

ABE SCHECHTER, NBC director of news and special events, and WEBB ARTZ, UP radio director, returned to town yesterday after trip to KY where new UP service has been installed.

CURT PETERSON, radio director of Marschalk & Pratt, is in Buffalo today conferring with WBEN executives.

PAUL WHITE, CBS director of public affairs, and TED HUSING, sports announcer, are in Miami preparing for the Orange Bowl broadcast on Saturday.

JIM AULL, KYW publicity director, will arrive in town today and will remain for a few days.

WILLIAM C. GITTINGER, CBS sales manager, sailed on the Jamaica yesterday for a 17-day cruise.

MURRAY GRABHORN, former manager of KEHE, Hollywood, went to Palm Springs for a few days rest before leaving for New York to take over as Elliott Roosevelt's assistant at Hearst Radio.

BILL LEWIS, CBS program director, is in Hollywood for the premiere Paul Whiteman airing for Chesterfield tonight. He will remain here for two or three weeks and return east with PHIL COHAN.

DOROTHY LAMOUR is due in Chicago next Tuesday morning for a visit with Herbie Kay, her husband.

ROCCO VOCCO leaves for Hollywood this week-end.

KATE SMITH and TED COLLINS with his family leave for Lake Placid today and will be gone until next Thursday morning.

Happy New Year

WMT Signs 2-Year Deal With Musicians' Union

Cedar Rapids, Ia.—WMT, with studios in Cedar Rapids and Waterloo, has completed agreements with musicians' locals in the two cities to spend \$12,500 a year for the next two years in hiring union musicians, according to Sumner D. Quarton, general manager for WMT.

Negotiations for the two-year contract were conducted by Quarton, Douglas B. Grant, program director; Don Inman, Waterloo commercial head, and the presidents and secretaries of both locals.

Happy New Year

"Lone Ranger" Film Due Soon

Film version of "The Lone Ranger" serial, WXYZ-Michigan Radio Network origination, makes its bow about the latter part of next month. Republic Pictures, not Monogram as inadvertently stated yesterday, is the producer of the movie.

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

# 1937 DEVELOPMENTS IN THE RADIO FIELD

(Continued from Page 1)

with NBC adding 41 stations, making 143 for the web; CBS taking on 21 more and boosting its total to 108, while Mutual also now can boast of a network of some 75 stations.

Studio expansion was chiefly in Hollywood, where both CBS and NBC launched new and bigger projects.

Hollywood took on greater importance as an origination point, causing NBC to shift its coast headquarters to that city from San Francisco. At the same time, the film companies took a hand in the production of shows for radio.

Either to take advantage of movie capital talent, or because their stars had film commitments, quite a number of big shows moved west in the course of the year—and some either have returned or will be back.

Dramatic productions gained ground during the year, with Shakespeare and other star dramatists of the past and present getting quite a play. There also was a trend toward music of the quality type, as well as a move to divest children's programs of blood-and-thunder. International broadcasts showed a big increase.

Union activities included AFM's battle to place more staff orchestras on stations; formation of AFRA covering talent exclusive of musicians, and organization of technical staffs with resultant 40-hour week, wage boosts and other concessions from employers.

Equally, if not more, important among union activities was the work of American Communications Ass'n (formerly ARTA) and American Guild of Radio Announcers & Producers, both of which did considerable organizing of stations' personnel.

Protests against movie gossip dispensers on the air brought some clamping down on this fraternity. Sponsors all but fought each other to get rights for baseball, football and other important sports events, though the listener estimate for the last World Series was far under the figure attracted by Justice Black for his talk on the Klan issue, which attracted world interest. Coronation of King George VI was given a record amount of radio time for a single event.

Television was much talked about, as in past years, but the several demonstrations failed to spur hopes of early commercial service by the visual art.

Elliott Roosevelt's growing importance in the radio picture, culminating late in December with his appointment as president and general

## Bonuses Plus at WSYR

Syracuse—WSYR gave a Christmas party to the staff, at which bonuses were distributed, many of them amounting to five and six week's salary. Two of the office staff, who have been with the station for some years, were each given a two-week trip to Florida with all expenses paid. And to each employee went a huge turkey.

## CHICAGO BROADCASTERS SEE 15-20% INCREASE

(Continued from Page 1)

dent: "Business prospects for 1938 are very bright. We had about the best December in the Central Division we ever had. We have four new major accounts—Quaker Oats with 'Aunt Jemima' going to 50 stations, 'Margot of Castlewood' and 'Dick Tracy'. Fitch doubling its time, and American Rolling Mills and Colgate Shaving Cream coming on 30 stations, Jan. 11."

H. Leslie Atlans, CBS vice-president: "We have the biggest volume of business we've ever had—in fact, we are almost sold out. Don't know where we will find two hours for baseball in spring."

Fred Weber, g.m. of Mutual: "We have reason to anticipate we will get our share of business in 1938. Business has booked better since Dec. 1. Billings for 1938 should be up from 15 to 20 per cent."

Glenn Snyder, Chicago Broadcasters Ass'n president and manager of WLS: "In spite of all pessimistic reports, prospects for 1938 look exceedingly good to us. During fall months we had a struggle to meet obligations. But January business will be ahead of last year and therefore is ahead of expectations."

Ed Wood, WGN commercial manager: "Prospects for 1938 are definitely better than they were during the fall months."

Maynard Marquardt, WCFL manager of Hearst—with indications of other big developments ahead for him—was another highlight of the 1937 radio record.

There was much fuss in Washington about radio probes, none of which materialized, though a couple of lawyers were put on the carpet by the FCC.

Radio stocks dropped about 40 per cent, along with the general market decline, which was even greater in many cases.

Death of Marconi, passing of Anning S. Prall and naming of Frank R. McNinch to succeed him as FCC chairman, election of John Elmer as NAB president, reorganization plan for the broadcasters' association, the instantaneous recording of the Hindenburg tragedy, formation of WLW Line, radio's great aid in the flood areas, declaration of first common dividend by RCA, Warner Bros. radio activities via Transamerican and the fuss over the Mae West broadcast were among other highlights of the year.

Among important deaths of the year, besides that of Marconi, were John Iraci, Thompson Buchanan, Al Boasberg, Robert W. Bingham, Cecil W. Price, Marcellus D. Smith, Frederick Strauss, J. P. Muller, Stanley M. Soule, Malcolm Ferris, Pete Monroe, Doc Rand.

ager: "Business has increased slightly the past month and we expect further gains after Jan. 15."

Doris Keane, manager WHIP and WWAE: "Our national accounts business has improved the past six months. Local business is off somewhat because of unemployment in steel mills."

Park Parker, vice-president Blackett-Sample-Hummert: "None of our accounts is going to spend less in first six months of 1938 than same period of 1937; several will spend more."

Ed Aleshire, vice-president of Benton & Bowles of Chicago: "Business looks good to us. In addition to Dale Carnegie on NBC, we are starting a serial, 'Stepmother', on 16 Columbia stations Jan. 17 for Colgate tooth powder."

Sterling Peacock, vice-president of N. W. Ayer & Son: "Business will be harder to get next year, but prospects are decidedly fair."

An executive of Lord & Thomas agency said: "The outlook for radio is encouraging as it has been for some time since the recovery. In addition to renewals for current programs, one of our clients is currently embarking on a very large radio effort for 1938. In fact, we are launching three new coast-to-coast radio programs this week."

## Royal E. Penny Joining WBT As Sales Manager

(Continued from Page 1)

the CBS outlet. Long may open an advertising agency or join another station.

— Happy New Year —

## Bradley Kincaid at WTAM

Cleveland — Bradley Kincaid, the Kentucky Mountain minstrel who has been a featured entertainer over WGY, WBZ and the NBC networks, will begin a series of early morning programs over WTAM on Jan. 4. Kincaid is known as the first singer of mountain ballads and folk songs on the air. He refuses to sing the so-called hill-billy songs, which Kincaid refers to as jail and "bum" songs.

## 5 CHICAGO STATIONS PAY \$90,000 FOR BASEBALL

Chicago — WBBM, WGN, WCFL, WIND and WJJD have bought the radio rights to the 1938 White Sox and Cubs games for \$90,000. WBBM will put up \$35,000, WGN \$30,000, the other three stations will split the remaining \$25,000. The 1938 rights are double the 1937 figure. White Sox and Cubs will share the proceeds equally.

Higher fee was caused by the Kellogg - American League exclusive agreement. Kellogg bid \$62,500 for the exclusive rights to the White Sox games on two local stations, but P. K. Wrigley, owner of the Cubs, injected himself into the deal and demanded that the status quo of last season be continued. His intervention caused the White Sox to drop the Kellogg deal and sign up with the five local stations.

Kellogg has bought time on WJJD for its American League games, General Mills and Socony-Vacuum is set for WBBM and WGN. P. Lorillard (Old Gold cigarettes) is negotiating for WGN.

Wrigley plans to spend the \$45,000 he receives from the stations to plug baseball either via spot announcements or special programs on the same five stations.

This year's baseball contract bans the weaving together of baseball reporting and commercials. The combination of "There goes another case of free Wheaties," meaning a home run, is out this year.

## GUEST-ING

MARLENE DIETRICH and LANNY ROSS, on "Your Hollywood Parade", Jan. 5 (NBC-Red, 10 p.m.).

CONSTANCE BENNETT and STERLING HOLLOWAY, on "Kraft Music Hall," Jan. 6 (NBC-Red, 10 p.m.).

LOUISE FAZENDA, on Al Jolson program, Jan. 11 (CBS, 8:30 p.m.).

MARGARET DAUM and RUTH CARHART, with Victor Bay's orchestra, Jan. 6 (CBS, 10:30 p.m.).

ELWOOD HAWKINS, baritone, and THOMAS INGRAM, pianist, Jan. 5 (CBS, 3:45 p.m.).

JACK ROBBINS, music publisher, and SAMMY FAIN, songwriter, on "New York Town" program, tonight (WHN, 8 p.m.).

JOAN EDWARDS, on "Magic Key of RCA," Jan. 9 (NBC-Blue, 2 p.m.).

MARGARET SULLAVAN, on Chase & Sanborn Hour, Jan. 9 (NBC-Red, 8 p.m.).

EDWINA EUSTIS, on "Rising Musical Star," Jan. 9 (NBC-Red, 10 p.m.).

MAN MOUNTAIN DEAN, on George Jessel program, Jan. 2 (Mutual, 6 p.m.).

TINY BRADSHAW, on Martin Block's "Sunday Swing Concert," Jan. 2 (WNEW, 11 a.m.).

— Happy New Year —

## Personnel Reorganized At WHK-WCLE, Cleveland

(Continued from Page 1)

be known as the station advertising department has been created. John T. Vorpe, former production manager, has been elevated to management of that department. Russell W. Richmond will be the new program director of both stations. Mendel Jones has been promoted to program production manager. His former office of production manager is abolished.

Under the new organization the station advertising department, headed by Vorpe, will include handling all special events, publicity, facsimile development, national and local advertising, sales promotion, educational broadcasting, booking office and lecture bureau.

C. A. MacLaughlin, sales manager of the stations, has resigned and A. D. Shambarger assumes the duties of office manager.

— Happy New Year —

## Book-of-Month Buys 1 Hour Daily on WQXR

(Continued from Page 1)

when it will be heard at 9-10 p.m., starting Jan. 15. Deal was closed for the station by Elliott M. Sanger, v.p. and g.m., with Schwab & Beatty as the agency placing account.

Program will present fine music, with concert artists and recorded symphonic numbers combining to associate "the best in music" with "the best in books".



● ● ● Resolutions for 1938: George Jessel says he'll keep armistice with the screen gossip writers "in 1938 and I do mean you"...Tim and Irene promise to have a sponsor...Carson Robison raises his hand and promises that his "buckaroos ain't gonna chew no more tobacco in the studios"...Dave Driscoll resolves to quit cigar smoking—after mid-nite... Martha and Hal say they'll be married next year—but not to each other...Josef Cherniavsky, in an effort to beat down his competition of Rudy Vallee and Kate Smith via his MBSHOW, will import a lot of Cherniavskys from Moscow to help him...Though Pinky Tomlin has a broken arm—that won't stop him from escorting Toby WING...Teddy Powell, one of the country's outstanding tunesmiths, resolves, swears and affirms that in 1938—he'll make Singer Judy Starr love, honor and obey—or else!

— A Happy New Year —

● ● ● Zeke Manners, the hillbilly, promises faithfully to lay off corn likker and Nurses...The Old Ranger of WLBC, Muncie, Ind., resolves to repeat this feat next year too: He was at the Rifle Club last week, which was firing at the Muncie Police indoor range...A gun with peep sights was suddenly placed in his hands with the notification from the cops that they've heard him talk so darn much on the radio—and now they wanted to see him shoot...You guessed it, The Old Ranger won the match...Jack Adams, one of radio's outstanding agency execs—who surprised a client, Lydia Pinkham, by placing it on MBS network—plus a half score indie stations via transcriptions—resolves himself to the task of placing the account on NBC!...Herb Rosenthal promises to take up the suggestion made in last Wed.'s pillar here re: giving a build-up to sustaining artists via a definite time spot—running simultaneously week in and week out—and put that method into effect after Bill Lewis returns to the fold in Jan.

— A Happy New Year —

● ● ● Why doesn't someone resolve to find a vacancy for Sid Schwartz who was everybody's pal when he was Nick Kenny's ass't on the Mirror—and then did such a swell job as publicity director for WNEW? ...Dr. Allan Roy Dafeo last Monday visited the quins just prior to going on the air...The five Canadian Sweethearts clustered around him showing their Xmas toys, and the Doc began to play with the youngsters—just like you, you and you—would do. He forgot everything till Marie showed him her miniature radio set. Suddenly remembering his broadcast, Dr. Dafeo rushed out of the nursery to the howls of the disappointed babies, into his car and made his study with just a minute to spare...Ann Brae sold three scripts to Ruthrauff & Ryan, to be used on the "Aunt Jonny" show, Jan. 5, 6 and 7, called "Suppose It Were You"...Why didn't the newspapers credit Jack Eigen, WMCA reporter, with the scoop on the inside reason for Lindbergh's return to the USA—though they printed it was "aired last nite" by a commentator?

— A Happy New Year —

● ● ● Sportsmanship in broadcasting: When Major Bowes paid tribute to Fall River on his CBS show recently, WSAR in Fall River, which is affiliated with Mutual, did a rather strange thing...Knowing that the nearest Columbia outlet is in Providence, WSAR wanted to help in every possible way to promote Fall River—so numerous announcements were made during the day of the program—asking WSAR listeners to remember that it is "Fall River Day"—and listen to Columbia's Providence outlet to hear the program...In addition, there were spots during the local news broadcasts giving the Fall River number to call for contestant voting...Also, a 15-minute interview was arranged and presented that nite of the program between the representative of the Major and Francis J. McLaughlin Jr., WSAR's production manager...Bill T. Welch, owner-manager of WSAR, was more than willing to co-operate, desiring that Fall River get the publicity which it deserved.

## PROMOTION

### MGM Considering Contest

MGM is reported toying with the idea of a \$5,000 motion picture title contest in connection with the Metro-Maxwell "Good News of 1938" airshow. As planned, the contest would tie-in with exhibitors in a manner calculated to stimulate box office grosses, and is seen as a gesture to mollify theater owners who are militantly airing their own views of the picture-radio situation.

### WSVA Presents Dr. Pepper Prize

Staunton, Va.—WSVA, which carries the Dr. Pepper commercial, recently had the pleasure of awarding grand prize of a Packard 4-door sedan to a winner, who happened to be a resident of Staunton. Program Director R. L. Stricklen Jr. had the ceremonies on the air.

— Happy New Year —

### Anti-Freelance Rule Passed by Musicians

(Continued from Page 1)

day in a bombshell being thrown into the ranks of nearly all major network commercials using big orchestras, the respective combinations now being faced with complete reorganization and line-up of musicians and possibly instrumentation as well. Staff musicians will not be allowed to take a commercial on the side, while the many highly desirable men who hop from one big commercial to another and often are accused of working as a "clique" will no longer be able to earn several hundred dollars weekly.

Original idea was to aid the unemployment situation but the consensus of opinion among musicians now that the vote has been cast is that a chaotic condition will arise as soon as the Executive Board places the new law into effect. So-called name bands and units continuously working as an organization may take as many jobs as it can handle. Individual AFM member, however, is prohibited from accepting an additional engagement when he has already earned \$54 in any one week. In the case of "individuals in unusual circumstances warranting exception", such circumstances will have to be judged and passed on by the Executive Board and a full standby charge will have to be paid to the local. Effective date of the new law is now being set by the Executive Board of Local 802.

— Happy New Year —

### Sol Chain in WNBH Post

New Bedford, Mass.—Sol Chain has been appointed assistant manager of WNBH, it is announced by Manager Irving Vermilya. Besides his duties as program and advertising director, Chain will continue his activities with several of the station's programs. He has been at WNBH since 1934.

— Happy New Year —

### Bill Ensign on Sick List

Bill Ensign, CBS assistant sales manager, is on the sick list and confined to his home. He expects to return to work on Monday.



ORCHESTRAS - MUSIC



**RAY COFFIN**, holder of the Los Angeles franchise for distribution of Atlas Radio Corp. productions, is establishing an office in the Equitable Building.

KHJ has a new series of transcribed exposes of petty rackets and unethical business practices collated and recorded by the National Better Business Bureau.

KFI has a new series of 36 transcribed 5-minute programs beginning Jan. 4 for Gude's Pepto-Mangan. Also Scott towels participating in sponsorship of 78 of "Ann Warner's Chats," starting Jan. 17, while sister-station KECA reports Fox-West Coast Theaters signed for a series of 52 spot announcements.

Joe Fernandez, ace race announcer, comments on his own recordings of his own calling of races at Santa Anita over KFWB.

Borris Morros, head man of Paramount's music department, will be interviewed by Pauline Gale on KECA, Monday night January 3, at 7:45, and tell listeners all about musical scoring of "Wells Fargo."

Fred Weber, general manager of Mutual, has the signatures of Tommy Lee and Lewis Allen Weiss, general manager of the Don Lee chain, on a renewal contract which assures continuance of the Mutual-Don Lee hookup until March, 1939.

Happy New Year

OKLAHOMA

Jack Mitchell is not joining KOMA in Oklahoma City, Wayman Ramsay, program director states, refuting reports from San Antonio.

"It takes just 12 kicks to change a program," Fenton Jeffers, KTUL (Tulsa) program director states. "We estimate one letter or phone call is equal to 100 like opinions of persons who haven't written."

All employees of WKY (Oklahoma City) were given a new \$10 bill on Christmas by the company.

Happy New Year

Ziv Agency Adds Facilities

Cincinnati—Complete facilities for auditioning radio programs have been incorporated in the new offices of Frederic W. Ziv Inc., advertising agency, which recently took over the entire three floors of the modernized building at 2436 Reading Road. In addition to audition equipment, the new offices include a transcription library in which double turntables have been installed. Departmentalization of the agency's activities was effected in the remodeling of the new location by the construction of artists' studios, laboratory testing kitchens, business and general offices and client and conference rooms.

About two years ago the Ziv Agency introduced "The Freshest Thing in Town" campaign now being used by bakers in 75 major markets throughout the country.

**HAL KEMP** follows Herbie Kay at the Drake, Chicago, probably on Feb. 4.

Carol Lofner has been set by MCA for the Tournament of Roses Ball at Pasadena Civic Auditorium.

Joe Marsala's music will be fed by WMCA to London on Jan. 8.

CBS and Mutual will pick up Abe Lyman's music from Billy Rose's Casa Manana (nee French Casino) when it opens on Jan. 1th, deferred from this week. Marie Sardi and Frankie Parrish will be his new vocalists. With his four commercials and his new WABC and WOR sustainings, Lyman will be heard seven nights a week.

Ed Smalle, whose seven-voice chorus is heard anonymously on the Leo Reisman Thursday night WAAF beer series, is arranging musical catalogs for three of the country's major music publishers. The music firms are Robbins, Feist, and Miller.

Lyn Murray's orchestra will get two additional CBS evening spots before 1938 is very old. Murray's orchestra is currently heard eight times weekly via CBS.

The musicians in Oscar Bradley's orchestra, heard regularly on the Phil Baker series, last week showed their affection for the diminutive maestro by giving him tickets to the Rose Bowl game as a Christmas present.

George Olsen and his "Music of Tomorrow" return to the air Jan. 6 with CBS and MBS wires from La Conga, local supper club. He was recently heard on the same networks from the International Casino. Olsen's orchestra boasts an electric organ and an electric guitar. Ed How-

ard and Henry Russell will sing the vocals.

The Debonaires, a sepien instrumental and vocal trio, are providing the entertainment and music for dancing at Jack Stutz's Game Cock, replacing The Rhythm Kings.

Johnny Johnson and his orchestra return to the Village Barn on New Year's Eve, after an absence of one week. The Johnson aggregation will resume broadcasting activities from this spot on Tuesday.

Lee Grant, musical director of WMCA's "Grandstand and Bandstand" commercial, has allotted his Sunday broadcasts to request numbers. Preference is always given to requests coming from "shut-ins," and others confined to homes and institutions.

Mutual has given Shep Fields' Rippling Rhythm orchestra a Thursday 8:30 p.m. spot in addition to his four 12:30 a.m. broadcasts from the Palmer House in Chicago. Fields, as is usually the case, is scoring a great triumph in the Windy City.

Six staff musicians will be employed at WOWO and WGL, Fort Wayne, following negotiations between the stations and the local musicians' union.

Carl Hoff, orchestra leader on the Ford "Watch the Fun Go By" program with Al Pearce and His Gang, broke into the musical big league by the arranger route. And as an arranger he was rated one of the best in the business. Among his clients were Paul Whiteman, Paul Ash, the Boswell Sisters and numerous other big timers. Right now he confines his efforts to the conductor's podium, but he can hot lick a saxophone or clarinet with the best of them in an occasional "jam session."

CINCINNATI

Herb Flaig, WLW special events director, staged a Hawaiian holiday in the studios of the Crosley stations last night as an appropriate gesture to all those who were unable to spend the holidays in the island paradise. He snared the native Hawaiians of the "Waikiki Nights" company at the Taft Theater for the occasion.

Moving of the Cuvier Press Club, rendezvous of local radio and newspaper men, was aired by WSAI yesterday, with Gilbert Martyn at the mike.

Happy New Year

KQV's New Year Party

Pittsburgh—KGV will celebrate the New Year by remaining on the air until 2 a.m. Saturday morning. Facilities of the WLW Line will be used in providing a parade of name orchestras from around the country, plus a greeting from Mayor Scully and other specialties.

CANADA

"Canadian Mosaic," a series of 10 Sunday broadcasts, start Jan. 2 on CBC, with J. Murray Gibbon, publicity chief of Canadian Pacific Railway, as producer. Songs and music of the many races in Canada will be illustrated.

CBC "goes commercial" next week, taking over Rudy Vallee, Bing Crosby, Jack Benny and other programs formerly carried by CFCF, Montreal. Amos 'n' Andy also return.

Happy New Year

Nan Grey for Pond's Series

West Coast Bureau, RADIO DAILY  
Hollywood — Nan Grey, Universal contract player, has been signed by J. Walter Thompson Co. for the lead in the new dramatic series for Pond's cosmetics initialing over NBC-Blue on Jan. 4. Supporting stock company for the half-hour show will be signed this week. Show is titled "Those We Love."

**FRANCIS X. BUSHMAN** is an added starter in Quaker Oats' "Margot of Castlewood" series starting on NBC next Monday. Charles Carroll, Hollywood leading man, is male lead for the show, opposite Barbara Lud- dy.

Kaye Brinker, who does "Manhattan Mother" on CBS, is reading the commercials on Wrigley's "Poetic Melodies."

Stan Thompson, assistant program director of WBBM-CBS, back from Minneapolis where he has been laid up with the flu.

Penn Tobacco, sponsoring Todd Hunter newscasts on WBBM six nights a week, is cutting down to three after this week.

Through the American Recording Company WLS has put out records of the Herb Morrison and Charles Nielsen transcription of the Hindenburg disaster. These are to be sold at near cost — probably around 25 cents a copy.

Theodore Streibert, vice - president of Mutual, is in Chicago looking in on WOR's local office.

Vern Hanson, WGN - Mutual announcer, has been laid up at home for a fortnight.

Campana is getting ready to give Betty Lou Gerson, "Grand Hotel" leading lady, a heavy buildup.

Margaret Shanna, leading lady of "Betty and Bob," in Passavant Hospital for appendectomy.

Ethel Owen has been added to cast of "Betty and Bob."

Otto Roth, owner of Blackhawk Restaurant, is first cafe man to agree to shell out the \$100 a week Chicago stations are asking for remote band pickups after Jan. 15.

WEDC now featuring a Bohemian program at 8:30 a.m. Mondays through Saturdays.

Due to illness of George Howard of the King's Jesters pickups from Hotel LaSalle over NBC are being taken over temporarily by relief orchestras.

The Fair store is airing Frank Buck's Bring 'Em Back Alive zoo from toy department of store daily over WCFL.

Billy Webb and Harold (Speed) Johnson, sports commentators of WHIP, gave a luncheon for kids who sent in the best answer to the question "Who is the greatest baseball player of all time?"

Tom Fisdale publicity staff moves across town to new quarters in 360 North Michigan Ave.

Happy New Year

WOKO-WABY, Albany

Forrest Willis will appear on Hudson Valley Coke program over WOKO.

Governor Lehman's talk on unemployment insurance Monday night originated at WOKO.

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Spun Glass Isolates Sound in WMCA Studios

Spun glass as an agent in the isolation of sound is one of the innovations at WMCA's new studios, now nearing completion on Broadway between 51st and 52nd Streets. It is made of glass fibres, woven in batting, and resembles cotton wool, but if held tightly, will leave little crystals of glass in the hands.

The spun glass is highly fireproof and makes a compact mass through which sound cannot readily travel. Packed in a special panel between studio walls, it provides the secondary line of defense in sound isolation. First line is in the studios themselves, known as "floating studios." These are constructed on a principle that permits them to bulge with sound, thus accommodating reverberations within the room. When the reverberations get too big for the floating studios to handle, the spun glass goes into action. Still more resistance is provided by a third wall of porous material which also possesses absorption qualities.

—Happy New Year—

### New Aircraft Mike

Inglewood, Cal.—Universal Microphone Co. is manufacturing a new aircraft microphone, weighing only eight ounces, including the cable. Body is of Dural and instrument includes a special press-button switch for single or double circuit or any special switching arrangement that may be required. Universal will continue to manufacture its recent Airport Land Station dynamic microphone, as well as its earlier hand-mike model for airplane transmitters and inter-communication on planes.

—Happy New Year—

### Organizes Supply Co.

Indianapolis — Irwin Yeagerman has organized the Mutual Radio Supply Co. to manufacture mechanical and electrical and radio appliances. Members of the company are A. Yeagerman, L. D. Yoemans, and I. Yeagerman.

—Happy New Year—

### L. E. Cox in New Station Group

Topeka—L. E. Cox, radio engineer of Springfield, Mo., is among incorporators listed in application filed here by Capital Broadcasting Co. which seeks to build a new local station.

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## CBS Master Control System

Taking stock of 1937 as a record year in construction and station improvement, CBS lists among top accomplishments of period the complete rebuilding of its vast master control system in New York. Job took eight months, with day and night crews of technicians rebuilding 38 huge racks of equipment, without interrupting network operations. Some 6,000 circuits controlling microphones, amplifiers, monitoring devices, and switching and auxiliary equipment terminate in new master control panels. Engineers operating the system have before them 111,000 possible switching combinations, involving 15,000 miles of network wire connections.

Year also marked web's most important step in short wave since it entered the field in 1929. New and highly efficient short wave transmitter and directional antenna systems were set in operation at Columbia's international station, W2XE. Last May, daily program service to Europe and South America was inaugurated. Transmitter carried over 6,000 broadcasts, especially arranged for foreign audiences, during first eight months of operation.

## Braille Radio for Blind

A new touch-tuning model radio equipped with braille symbols was presented by Helen Keller last week to the American Foundation for the Blind in New York City. The machine, first to be regularly equipped with braille, enables the blind to tune, not only automatically, but unerringly to the station they wish to hear. The touch tuning system consists of a series of keys, on each of one of which appears, in braille lettering, the station symbol, which, when pressed, does the tuning.

In making the presentation, Miss Keller complimented the General Electric Co., which built the model.

"Radio is one of the few privileges which the blind share on the same footing as those who have sight," she went on to say. "It brings them the news, it brings them a widening of educational opportunities, it brings them recreation. In fact it opens to them a whole new world of experience and delight."

The gift was received on behalf of the foundation by Robert B. Irwin, executive director, in the Helen Keller room at the foundation headquarters.

—Happy New Year—

## Install Audio Compressors

Quincy, Ill.—Gates Radio & Supply Co. here has announced installation of their model 17-B Audio Compressors at the following stations: WJMS, Ironwood, Mich.; WJBL, Decatur, Ill.; WTAD, Quincy, Ill.; WHBU, Anderson, Ind.; WJBC, Bloomington, Ill., and WMPC, Anderson, Ind. The installations were made within the past two weeks. The company stated that production has been stepped up so that shipment of the compressors is now being made in many cases the same day the order is received. WIRE of Indianapolis, Ind., has installed Gates Dynamote remote control equipment.

## Exchange Tele. Notes

Indianapolis—American and British television progress was compared at this week's session of the Institute of Radio Engineers, Indianapolis section. The meeting was held in connection with the science convention here.

Harold A. Wheeler, of Hazeltine Service Corp., New York, who recently inspected British television experiments, was one of the principal speakers. Others who spoke were: Prof. R. R. Ramsey, Indiana University; Prof. Charles S. Aiken, Purdue University; Herbert Hazel, a student at Indiana University and Hugh Knowles, chief engineer of the Jensen Radio Manufacturing Co., Chicago.

—Happy New Year—

## With the WAPI Engineers

Clayton Dow, chief engineer at WAPI, Birmingham, and Dick Faulkner, program director, were far from Birmingham, picking up for the NBC-Red a special Christmas Eve broadcast of the Tuskegee Institute student choir of 100 voices in a program of Christmas carols. They arrived home at 3 a.m. on Christmas morn only to take off again on Sunday to make the regular Sunday broadcast at 1:30 p.m.

Claude Gray, movie camera enthusiast engineer, bemoaning the fact that it looked like a white Christmas, hence no Christmas movies to be recorded by his trusty camera.

—Happy New Year—

## RCA-Victor Junket

Chicago—Ros Howard, president of RCA-Victor Distributing Corp. here, is host to a trainload of dealers and their families on a streamline train junket to California which will include a visit to Boulder Dam, Rose Bowl Game, and Hollywood broadcasts.

## Facsimile Saves the Day When Score Lost in Mail

Thanks to radio facsimile, The Boston Symphony Orchestra tonight may present Jean Sibelius "Ukko, the Fire Maker" at a Boston concert. Part of the choral symphonic score was lost in the mails on the way from Germany, and Breitkopf & Haertel, Leipzig music publishers, turned to radio for transmission from the sole remaining copy in Europe. From Leipzig, a wire facsimile system carried the music to Berlin, where a radio facsimile channel flashed the pages, reduced in size photographically, to New York. Delivered here to Ernest R. Voigt, sales manager of the Associated Music Publishers, the score was enlarged by photography to near the original dimensions, and a special messenger took the sheets to Boston.

At receiving headquarters of RCA Communications, it was reported that the music was the first ever transmitted over the transoceanic system.

—Happy New Year—

## Gen. Elec. Appointment

John F. Cunningham, supervisor of production for General Electric since September, 1931, has been appointed assistant to the vice president in charge of manufacturing, succeeding Myron F. Simmons, who is retiring, it is announced by W. R. Burrows, vice-president in charge of manufacturing. The appointment is effective Jan. 1.

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 126

NEW YORK, N. Y., TUESDAY, DECEMBER 28, 1937

FIVE CENTS

## E. Roosevelt Heads Hearst

### 60 TELEVISION TESTS BY NBC IN PAST YEAR

More than 60 television demonstrations have been given by NBC in the past year, while about 300 persons have appeared before the company's television cameras, says Lenox R. Lohr, NBC president, in a year-end statement on the activities of the network.

"We have begun to accumulate operating experience against the day when this art becomes a commercial actuality," says Lohr in commenting on the television developments. Experiments with program material, cooperation with RCA on program

(Continued on Page 3)

### New Coast ET Producer Finishes First 4 Shows

West Coast Bureau, RADIO DAILY

Los Angeles — Twentieth Century Radio Productions, newest of the transcription companies to enter the national field, has completed its first four programs, which include a wide scope of subjects ranging from home comedy to modern sophisticated drama.

Heading the new firm is Archie

(Continued on Page 8)

### Searle Succeeds Henry As Central States G.M.

Omaha — John M. Henry, general manager of Central States Broadcasting Co. of this city and Lincoln, has resigned effective Jan. 1. He will devote full time to radio script writing, which he has been doing for 10 years. Don Searle, manager of WIBW, Topeka, Kan., will succeed him. Searle also is part owner of

(Continued on Page 3)

### MEN WHO MADE NEWS IN RADIO DURING 1937

(Third Installment of a Series)

#### O. B. HANSON



A titular addition and a vital subtraction occurred in the life of O. B. Hanson the past year. To put it in plain English, the NBC chief engineer added the title of vice-president of the network in November, and if you don't mind the reverse chronology, in June, the doctors subtracted an appendix from him. If it's not an even break, maybe he's got some tonsils that can be removed.

...

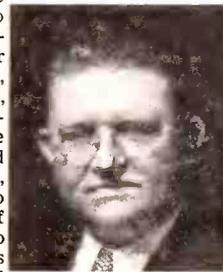
#### ISAAC D. LEVY



Ike Levy of the Philadelphia WCAU - CBS Levys, among whom also is his brother Dr. Leon Levy, is known around NAB gatherings as one of those so-called "stormy petrels." Nevertheless, when Ike "storms," NAB boys as well as others are always glad to listen because there's meat in his words. A defense of FCC members and a warning to NAB to stay with Ascop were among his 1937 pronouncements.

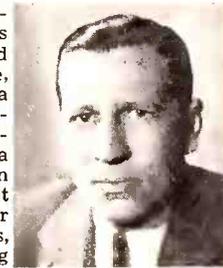
...

#### HAROLD V. HOUGH



Though he has plenty to do as general manager of WBAP, Fort Worth, and treasurer of the NAB, Harold V. Hough, known to thousands of pioneer radio listeners as "The Hired Hand," finds time to give a word picture of WBAP's famous Negro Holiness broadcast each New Year's Night and of the Fort Worth Rodeo. His NAB resolution against "dollar publicity" also was roundly applauded.

#### JOHN BLAIR



Opening of new coast offices in Los Angeles and Seattle, addition of a flock of stations and formation of a production service unit to better serve clients, were among the 1937 expansion activities of John Blair & Co., explaining why the head of the rep firm, John Blair himself, was kept on the hop throughout the year. Blair's 1937 record marks him as a go-getter.

### Becomes President, G.M., Of Radio Interests, Effective Jan. 1

Elliott Roosevelt, who has been head of Hearst Radio interests in the southwest, and lately also on the coast, has been appointed president and g.m. of all Hearst stations, effective Jan. 1. J. V. Connolly, now president of the chain, is expected to become chairman of the board.

With the arrival of Jack Gross, former manager of KWKH, Shreveport, La., to take over duties of general manager of KEHE, Murray Grabhorn, present g.m. will come east to become assistant to Mr. Roosevelt.

### WESTINGHOUSE TRANSFERS RADIO END TO BALTIMORE

Chicopee Falls, Mass. — Because bulk of Westinghouse Electric & Mfg. Co. radio business comes from the middle states, the company will remove its radio plant from here to Baltimore, according to Walter C. Evans, radio division manager. Two hundred engineers, technicians, salesmen and office workers will be transferred with the plant, and other em-

(Continued on Page 3)

### Lucky Strike Renewing Mutual "Melody Puzzles"

Lucky Strike on Feb. 1 will renew the MBS show, "Melody Puzzles" for another 13 week run. Program is heard on WOR and WNBC. Sponsor has been mulling over the possibility of placing the show on a nationwide NBC network but nothing set as yet. Lord & Thomas is the agency.

### Radio Gets Its Man

Jonesboro, Ark.—One year and a half ago the "Police Department Broadcast" presented daily over KBTM from police headquarters here announced the description of a man wanted on a bad check charge. Last week the deputy sheriff in Trumann, Ark., who had remembered the description, caught the culprit in his community.

### Hot Springs Continuing Fight to Retain KTHS

Hot Springs, Ark.—The fight to retain KTHS for Hot Springs will continue in a hearing before the FCC, declares S. A. Cisler, general manager of the Chamber of Commerce station. The Arkansas State Supreme Court last week handed down an opinion in which the right of a board of directors to sign a contract was upheld, thereby clearing

(Continued on Page 8)

### U.S. Court Scores FCC on Permit Denial

By PRESCOTT DENNETT  
Washington Bureau, RADIO DAILY  
Washington—The beleaguered FCC was handed another capital slap yesterday when the Commission was sharply criticized by U. S. Circuit Court of Appeals for "arbitrary and capricious" action in its denial last spring of an application for a broadcasting station filed by Paul R. Heitmeyer of Cheyenne, Wyo.

(Continued on Page 3)

### Not Forgotten

Minneapolis — Radio programs are not as quickly forgotten as some folks imagine. Although "Meadowlarks," produced for two years by Luther Weaver & Associates for F. C. Hayer Co., has been off the KSTP airwaves for over a year. Luther Weaver found a blooming white azalea from a "Meadowlark's" fan in his Christmas sock last week.

# RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Dec. 25, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
You're A Sweetheart (Robbins Music Corp.)		33
True Confession (Famous Music Corp.)		31
Once In A While (Miller Music Inc.)		30
I've Hitched My Wagon To A Star (Harms Inc.)		29
Rosalie (Chappell and Co.)		24
Roses In December (Irving Berlin Inc.)		22
Nice Work If You Can Get It (Chappell and Co.)		21
Sweet Someone (Leo Feist Inc.)		21
Vieni, Vieni (Witmark and Son)		21
I Double Dare You (Shapiro-Bernstein Inc.)		20
There's A Gold Mine In The Sky (Irving Berlin Inc.)		20
Bob White (Remick Music Corp.)		18
In The Still Of The Night (Chappell and Co.)		17
Blossoms On Broadway (Famous Music Corp.)		16
Dipsy Doodle (Lincoln Music Corp.)		16
Bei Mir Bist Du Schoen (Harms Inc.)		15
I Still Love To Kiss You Goodnight (Leo Feist Inc.)		15
I Wanna Be In Winchell's Column (Leo Feist Inc.)		15
Mama, That Moon Is Here Again (Paramount Music Corp.)		15
Mission By The Sea (Shapiro-Bernstein Inc.)		15
Santa Claus Is Coming To Town (Leo Feist Inc.)		15
You Took The Words Right Out Of My Heart (Paramount Music Corp.)		15

## FINANCIAL

(Monday, Dec. 27)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	147 1/2	145 1/2	145 1/2	- 1 3/4
CBS A	17 3/8	17	17	- 3/8
CBS B	17	17	17	- 3/8
Crosley Radio	7 3/4	7 1/4	7 1/4	- 1/4
Gen. Electric	43 3/4	42 1/2	42 1/2	- 1 1/4
RCA Common	6 3/8	6 1/8	6 1/8	- 1/4
RCA First Pfd.	47	46	46	- 1
Stewart Warner	9 5/8	9 1/2	9 1/2	- 1/8
Westinghouse	106	101	102 1/2	- 4 1/2
Zenith Radio	13 5/8	12 5/8	12 3/4	- 1

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/8	16 1/8	16 1/8	+ 1/8
Majestic	1	1	1	- 1/8
Nat. Union Radio	7/8	7/8	7/8	+ 1/16

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6 3/4	7 3/4

## 2 Lever Shows Adding 26 Canadian Stations

Lever Bros. on Jan. 4 will add 26 Canadian stations on two more of its CBS shows—the Al Tolson and Edward G. Robinson half-hours. Sponsor recently announced the addition of a Canadian web for its "Lux Radio Theater" hour on CBS.

## Xmas Exchange at WCAO

Baltimore Santa Claus came quietly and unannounced to WCAO, bringing all employes a bonus equivalent to a week's pay.

The members of the staff, in appreciation of cordial relations existing in the WCAO family, presented President Lewis M. Milbourne and Executive Vice-President J. Thomas Lyons with handsome desk sets.

## School of RADIO TECHNIQUE

America's distinguished school of broadcasting for singers, actors, writers, speakers, announcers. Western Electric Recordings in our studios . . . programs taken off the air. George Marshall Durante, Dir. R.K.O. Bldg., Radio City, New York

## KTHS Rounds Up Alumni On Its 13th Anniversary

Hot Springs, Ark.—A unique roundup of Arkansas stars of radio and movies, noted citizens of the state and Hot Springs, and Major Lenox R. Lohr, president of NBC, featured last week's 13th anniversary party of KTHS. Via transcription special appearances of Bob Burns, Lum and Abner, alumni of KTHS; Dick Powell of the Lucky Strike NBC program, who also began his radio work on KTHS, and Ross Graham, Hot Springs baritone now appearing on NBC, were made during the hour broadcast.

In a similar manner congratulatory messages from Senators Hattie W. Caraway and John E. Miller of Arkansas, and Representative John McClellan were used, although the individuals were still busy in Washington. Major Lohr's message was transcribed at Radio City.

During the two-day celebration more than 52 quarter and half-hour commercial programs were produced by KTHS, setting a new commercial record for the station.

## KFEL Anniversaries

Denver—KFEL will celebrate two anniversaries in the next week. Tomorrow the station observes the second year of affiliation with Mutual network, while Jan. 4 is KFEL's 16th anniversary of continuous service to radio listeners.

## Polly Willis at WFIL

Philadelphia—Polly Willis replaces Wayne Cody, WFIL's "Jolly Man," who has resigned after six years of service to succeed James Willard Jr. as "Uncle WIP" at WIP. Miss Willis will be known as the "Jolly Miss."

## WLW New Year Schedule Is Extended to 24 Hours

Cincinnati—Twenty-four hours of continuous broadcasting will be offered by WLW in celebration of New Year's. The station regularly is on the air 20 hours and 15 minutes daily. Dance bands will be aired exclusively from 11:15 p.m. New Year's Eve to 5 a.m. next morning, when a 45-minute studio program will be put on.

## Pipitone Re-elected

New Orleans—G. Pipitone has been re-elected president and business representative of the musicians' union here. Dave Winstein was elected vice-president; R. L. Chabao, re-elected secretary-treasurer, and Pipitone, Charles F. Hartmann and Charles Rittner selected as delegates to the AFM convention.

## Kate Smith Recording

Kate Smith will make a series of recordings today for RCA-Victor. Miss Smith for the past six years has refrained from making any recordings.

Numbers to be recorded are a swing arrangement of "When the Moon Comes Over the Mountain" with the "Ambassadors and Jack Miller's Orchestra," "Gold Mine in the Sky," "Your Sweetheart" and the new hit, "Bei Mir Bist Du Shein."

## SALES MANAGER WANTED

1,000,000 shopping area  
5,000 WATT CHAIN STATION

Write Box A-122, Radio Daily  
1501 Broadway New York City

## COMING and GOING

TONY WONS returned from Chicago yesterday after spending Christmas holidays with his family.

DON SERVICE, legal representative for the Sir Hugh Dennison Estates in Australia, owners of 2CB, Sydney, has arrived in Los Angeles.

JACK GROSS, former manager of KWKH, Shreveport, La., has arrived in Los Angeles to take over management of KEHE.

MURRAY GRABHORN, who has been managing KEHE, Hearst Station in Los Angeles, leaves shortly for the east to become assistant to Elliott Roosevelt in the new Hearst Radio set-up.

JOHN W. ALICOATE publisher of RADIO DAILY, is in Florida until Jan. 1.

MICKEY ALPERT left for Philadelphia to fulfill an engagement there.

## Ruling Against Scriptor Upheld by Appeals Court

The Appellate Division of the Supreme Court has unanimously affirmed the decision of Referee Daniel Cohalan dismissing the suit of Carl L. Bixby, a writer, against Nick Dawson, for alleged appropriation of the radio program, "Dangerous Paradise." Justice Cohalan held that Dawson had the right to dismiss Bixby and to continue the program with scripts written by Dawson and others. Decision held that Dawson, having fully paid Bixby for the work done by him, was justified in employing another writer when the sponsor of the program requested that he do so.

## 15 Years for Deutsch

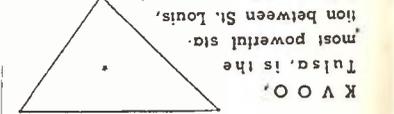
Emery Deutsch, maestro, celebrates his 15th year in radio in 1938. Deutsch started broadcasting back in 1923 on WAHG, which is now WABC. His first appearance was as leader of a four-piece Gypsy ensemble. Later he rose to musical director of WABC and conductor of a 38-piece orchestra. His present dance orchestra is aired over CBS on Tuesdays and Thursdays.

## Olsen & Johnson Booked

West Coast Bureau, RADIO DAILY  
Los Angeles—Olsen and Johnson will clown up the special New Year's Eve show at the Paramount for Fanchon & Marco, as a preliminary to playing a week at the house starting Jan. 13.

## Another Way to Tell the KUOO Story!

N.B.C. Edward Fely and Co. Rep. other Oklahoma stations! 25,000 watts. more spendable income than any population, more radio sets and the heart of the Triangle. More Dallas and Denver, covering tion between St. Louis, Tulsa, is the most powerful sta.



## U. S. COURT SCORES FCC ON PERMIT DENIAL

(Continued from Page 1)

The FCC in an opinion found that the applicant did not possess sufficient financial qualifications to justify it in granting his request for a station construction permit.

In an opinion written by Associate Justice Justin Miller, the court termed this action an unreasonable restriction on business. Censuring the Commission also for the failure to file an adequate finding of fact following its decision, the court remanded the case to the Commission for further action.

Asked for a statement on the matter, which occurred before his appointment as chairman of the Commission, Frank R. McNinch stated he could not make a statement until he had had ample time to go into the matter.

"The matter has of course been called to my attention," McNinch told RADIO DAILY. "but I have received no official memorandum as yet."

Heitmever was represented by attorneys James W. Gum and former U. S. Senator Clarence C. Dill.

## Fred Weber Optimistic On Mutual 1938 Outlook

(West Coast Bureau, RADIO DAILY)

Los Angeles—Fred Weber, general manager of Mutual, who is out here for the holidays preparatory to making a tour of the Coast to look over the 23 stations of the Don Lee end of Mutual with Lewis Allen Weiss, expresses himself as highly optimistic about the outlook for his network in 1938, and believes that the flexibility of Mutual in the matter of regional coverage for advertisers, with no arbitrary minimum number of stations to be bought as a network, together with similar advantages in programming and sectional originations, are the chief assets of the web.

He cites, also, the regional sponsor plan originated by KHJ for the George Jessel show and admitted that several other shows were planned on the same basis, and predicts that KHJ would supply an increasing number of network originations because of the availability of "names" and talent. Weber is proud of the percentage of non-commercial, educational programs carried, as well as timely special events coverage, and states that immediately after the first of the year the chain will inaugurate a policy of releasing an outstanding European or BBC program on a regular weekly schedule.

"Coast defenders" were somewhat surprised to learn from Weber that Mutual had been doing a dual coverage job on Pacific Coast conference football games during the past season, releasing locally on a sponsored basis but covering the games with another set-up to release in the East as "special events" sans commercial tie-in.

## NEW PROGRAMS—IDEAS

### KOIN's "Club Croesus"

"Club Croesus" is the mythical setting of a new program released weekly from KOIN, Portland, Ore., under the title "Night Club on the Styx." "Julius Caesar", "Cleopatra", "Christopher Columbus", "Napoleon" and other famous personages from all ages of history gather weekly for witty conversation and sparkling music.

A recent guest artist was "Nero", whose presence with his fiddle necessitated lining the walls of "Club Croesus" with asbestos. The "Four Horsemen of the Apocalypse" on another occasion dropped in for vocal number on their way to attend a major catastrophe. "Cleopatra" is a regularly-heard singing star.

The scripts are written by Marc Bowman, of the KOIN production department.

### Susan B. Anthony Scripts

Fifteen-minute radio scripts, honoring Susan B. Anthony, pioneer worker for woman suffrage, will be available free to small stations everywhere, for use on "Susan B. Anthony Day," Feb. 15, it has been announced. The scripts have been written by Mrs. Rheta Childe Dorr, biographer; Mrs. Mary Ritter Beard, historian, and Mrs. Inez Hayes Irwin, author and feminist. Mrs. Robert Adamson of Middletown, New Jersey, is chair-lady of the Susan B. Anthony Memorial Committee.

### Year 'Round Xmas Express

"Christmas Express," a one-hour daily show sold in 10 and 15-minute participations on WNBX, Springfield, Vt., proved so successful in the

### Westinghouse Transfers Radio End to Baltimore

(Continued from Page 1)

ployees will be absorbed at an East Springfield plant of the company.

Control of six Westinghouse stations (WBZ, Boston; WBZA, Springfield; KDKA, Pittsburgh; WOWO-WGL, Fort Wayne, and KYW, Philadelphia) will be centralized in Baltimore.

### Ken Murray on Tour

(West Coast Bureau, RADIO DAILY)

Los Angeles—Ken Murray will take a vacation from radio for a few weeks to make a personal appearance tour of Eastern theaters with Oswald and Marilyn Stuart. Set to open at the Palace, Chicago, Jan. 14, followed by dates in New York and Boston. Comedian returns here in February to go into a Universal picture.



**IN A  
CLASS  
BY ITSELF**

**INTERSTATE BROADCASTING CO.**  
730 Fifth Ave., New York

promotion of Christmas business for the sponsors that several have asked that the program be continued throughout the year. Program consisted of train trips with listeners being entertained in the club car on the way to sponsor's place of business. Nick Carter, conductor, and Ozzie Wade, butcher boy, have made a year round commercial from the handling of the four-week holiday schedule.

### "This and That"

Show is of the chatty variety, spotting talks on variety of topics ranging from home-making to fashions and psychiatry, with afternoon woman's audience in mind. Airs three weekly over KGVO, Missoula, Montana, with Anne Dunne as "Your Thisser," Jimmy Barber, production mgr., as "Your Thatter," and Sam Smith, announcer, as maestro of transcribed ork.

### "University Series"

Another wrinkle over KGVO, Missoula, Mont., brings presentations from various departments of University of Montana to the microphone in informative and entertaining series. Dramatic society, for example, offers "The Play of the Week"; language prof. alternates with travelogues and readings in French; music department presents Montana Music Broadcasts, etc. In addition, school's sport activities are aired under special events classification. Different departments get separate time through the week.

### Bright Sayings

This idea gives listeners free tickets to theater in return for the best bright sayings of children submitted to WHBF, Rock Island. Stint is part of chief announcer Forrest Cooke's "His Majesty, the Baby" program. Another feature is announcement of new arrivals in Rock Island, Davenport and Moline.

## 60 TELEVISION TESTS BY NBC IN NEXT YEAR

problems and the delivery by RCA to NBC of the first mobile unit were among other television events of the year.

Reviewing NBC's radio highlights of 1937, Lohr points to improvement in music, signing of Toscanini for a series of 10 concerts, the enlistment of Dr. James Rowland Angell as educational counsellor, advancements in drama, maintaining of an impartial policy on public questions, increased international programs which are promoting better relations with other countries, service in the flood region, etc.

Addition of stations, new building projects and various improvements in facilities also are cited.

### Searle Succeeds Henry As Central States G.M.

KMMJ, Clay Center, Neb., and has an interest in several Kansas stations. Henry has been with KOIL six years. CSB also owns KFAB and KFOR in Lincoln and is buying WAAW here.

### Ronald Dawson Sells Play

Washington—Ronald Dawson, dramatic director of WOL, has sold his original radio drama on the life of Henrik Ibsen to the Radio Division of the Federal Theater in New York. Dawson also has a play under consideration by British Broadcasting Corp.

### WFIL Gets Building Permit

Philadelphia—The city building department has finally approved WFIL's plans for a transmitter building and tower, and has issued a building permit. Work starts immediately. Cost of entire project will run over \$40,000.

# HORACE HEIDT

and his Alemite Brigadiers

WILL BE HEARD VIA NBC  
BEGINNING DECEMBER 28th

TUESDAYS

9:9:30 P. M. EST.

WIZ-NBC BLUE NETWORK

Personal Representative—ART THORSEN  
Available for engagements, April, 1938

Bookings

MUSIC CORPORATION OF AMERICA

AGENCIES

ERWIN, WASEY & CO., Chicago, has been named to handle the account of Battle Creek (Mich.) Food Co. A. G. Bairnsfather is account executive.

STEVE R. WILHELM, head of Wilhelm Adv. Agency, San Antonio, is the father of a girl.

SCHWIMMER & SCOTT, Chicago, has been assigned the entire Lea & Perrins account.

FRANK FERRIN, new radio director of Henri, Hurst & McDonald, Chicago, has taken a home in Flossmore and is commuting on the Ill. Central. The agency is completely reconstructing its studio and control room and adding much new equipment. Work on expansion will be completed next month.

RUSSELL C. COMER Radio Productions of Kansas City has placed territorial broadcasting and merchandising rights on its "Air Adventures of Jimmie Allen" with Log Cabin Bakeries, Los Angeles, and the Cotton Bros. Baking Co., Alexandria, La., and other Louisiana cities.

AL SCHILLIN of Schillin Advertising Corp. remembered his employees with a Christmas bonus.

KGVO, Missoula, Mont.

Seventh anniversary of station will be celebrated Jan. 18. Features of the special for the event will include dedication of the station's new Truscon steel radiator. Several members of the original staff will participate, including A. J. Mosby, g.m.; T. E. Atherstone, engineer; Edna Conlin, vocalist and actress, and James Alden Barber, program director.

Program Director Barber portrays as many as six characters in the new morning show, "The Cross Roads Store", which he writes and presents.

Station draws its entire announcing staff from among upperclassmen in the law and public speaking courses of U. of Montana. Among them are Bob Young, Vernon McGahan and Sam Smith.

"Dick Tracy" Script Okayer

J. S. List, child guidance director of the Heckscher Foundation for Children, will pass on all the "Dick Tracy" scripts when the program starts on the NBC-Red on Jan. 3.

Program is sponsored by Quaker Oats. Fletcher & Ellis is the agency.



• • • Brunswick records offered Benny Goodman \$100,000 for a three-year exclusive recording binder. . . . Sidney Skolsky offered a renewal on his air series plus a substantial tilt in salary, refused the sponsor's "kindness" and fades from the air tomorrow night. . . . Walter Cassel may go under CBS sustainership. . . . Jack Pearl's dramatic opus won't be re-written and will be marked as "d. o. d." Pearl, however, hasn't closed his dramatic ambition. . . . Phil Baker's Beetle starts a stooge-menacing career tomorrow night on the Fred Allen show, where he will begin rolling as "America's No. 1 Comic Hater" and gueststar on other comedy shows in the future. . . . Norge auditioned Ken Murray and gang but decided to keep cool until the spring—so Ken will do vaudeville. . . . A soft drink sponsor auditions George Olsen's band and other talent today at CBS. . . . Richard Hudnut auditions an all-string band for a CBS series. . . . Tommy Riggs and Betty Lou have been signed for the Rudy Vallee hour until next June—a 39 week term being just delivered. . . . "Never Say Die" will be Jack Benny's next flicker and goes into the cans Feb. 1. . . . Bob Burns will celebrate his third year with Bing on Thursday. . . . There's talk that Charles Winninger will come on the "Good News" show for a spell.

• • • Doctors will be kept away from RADIO DAILY'S staff for some time. Reason: A big crate of red and Royal Limbertwig apples sent from North Carolina by Major Edney Ridge of WBIG, Greensboro. And are they good! . . . Sunday night at Leon and Eddie's party for Gruen's "Time of Your Life" show, which faded that night, not a music publisher was present though Sheila Barrett, Henny Youngman, Patricia Norman, Harry Conn, Mickey Alpert, Wallace Ford, Broderick Crawford, Jerry Kruger, Bert Frohman, J. C. Flippen, Donald Shaw, Vicki (RKO) Lester and Henry Dunn were there listening to Jack Waldron "kill" the audience with his comedy routine. NBC has postponed its parrot-talking contest.

• • • Jane Withers signed a contract with her studios before the holidays which prohibits radio appearances—though she was willing to kick in with half to the picture bosses for her General Mills shots. . . . Brewers Association reported set to debut Jan. 18 via CBS with a show headed by Lou Holtz, Jane Froman and a name band. . . . Victor Bay's "Essays in Music" returns to its original CBS schedule Jan. 6. . . . Pete Barnum is out of the hospital. . . . Ted Powell's mother is ailing. . . . Charles Goldfine, Philly impresario, has taken over the Sylvania Hotel Salon for New Year's Eve and has hired Mickey Alpert's crew with Kathryn Rand for the room. . . . Andy Donnelly will be "Dick Tracy Jr." beginning Jan. 3 on NBC-Red. . . . If you see Edythe Wright limping these days—it's because Tommy Dorsey accidentally closed a door on her feet. . . . Maxine ("Loch Lomond") Sullivan, colored song stylist, is seriously ailing—pleurisy. . . . Joan Edwards wonders if Charlie McCarthy ever suffers from a dummy ache (Ouch!)

• • • Realizing the tremendous need for local program sponsorship on which local stations must depend, Atlas Radio Distributing Corp. has brought out an impetus called a "work-sheet"—the first of its kind in radio. . . . It's a two-fold, three-page broadside with the center spread carrying illustrated description of the shows, number of program episodes, time, day of broadcast, etc. . . . The schedule page lists the entire 1938 product and is so arranged that when placed before a potential sponsor the bigness of the 28 shows become rather selective. . . . Work sheets have been made available to all stations contracted with Atlas. . . . U. of Alabama students petitioned NBC to have a former playmate of theirs, Melvin Allen, broadcast the Rose Bowl fracas—but it did no good—since Melvin is a CBS man—and NBC is contracted for the event exclusively.

GUEST-ING

ANDREA LEEDS, with Tyrone Power in "Benefit of Clergy", on "Hollywood Playhouse", Jan. 2 (NBC-Blue, 9 p.m.).

FLORENCE KIRK, soprano; FRANK HORNADAY, tenor, and LEONARD WARREN, baritone, on "Metropolitan Opera Auditions of the Air", Jan. 2 (NBC-Blue, 5 p.m.).

JOHN TASKER HOWARD, on "Sunday Morning at Aunt Susan's", Jan. 2 (CBS, 9 a.m.).

MISCHA ELMAN, violinist, on Philharmonic-Symphony Orchestra program, Jan. 2 (CBS, 3 p.m.).

CORNELIA OTIS SKINNER, on Heinz "Magazine of the Air", Jan. 2 (CBS, 5 p.m.).

JANE FROMAN, on Al Pearce show, Jan. 4 (CBS, 9 p.m.).

EZIO PINZA, on Ford Sunday Evening Hour, Jan. 2 (CBS, 9 p.m.).

WHBF, Rock Island, Ill.

A \$150 Crosley radio was presented Christmas day to the member of the station's "Ambassadors Club" (rural correspondents) who did best job of helping publicize station during past 90 days.

Ralph Childs and Ted Arnold will handle mikes for 1938 basketball schedule, which has been sold entirely to Rock Island Lumber Co.

Adolf Jacobsmeyer, Y.M.C.A. athletic director who airs a daily program, became the father of twin girls, but one of them lived only a few hours.

Ernie Grey, Ralph Childs, Ted Arnold and Ivan Streed all went out of town for holiday visits.

P. & G. Show Switches

Procter & Gamble is switching the Tuesday night Oxydol "Amateur Hour" heard over WOR and WHN to Fridays at 8-9 p.m. over same outlets, effective Jan. 7. Reason for change is sponsor is starting five-a-week transcribed series of "The Goldbergs" over WHN on Jan. 3 at 7:15-7:30 p.m. Young & Rubicam is the agency.

Roosevelt, Farley on NBC

President Franklin D. Roosevelt and Postmaster General James A. Farley, speaking at the annual Jackson Day Dinner of the Democratic party, will be heard over NBC-Red network Jan. 8 at 9:30-10 p.m.

Kaltenborn in Buffalo Talk

H. V. Kaltenborn, CBS commentator, will make a special appearance before the Buffalo Athletic Club on Feb. 12. Deal was set by Columbia Artists Inc.

BIRTHDAYS table with columns for days of the month and names of people.

Greetings from Radio Daily

December 28

Cliff Arquette Frances Bloom Noel McMahon S. O. Shapiro

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

**PROGRAM REVIEWS**

**"DOUBLE EVERYTHING"**

with Shaw and Lee  
Wrigley (Double Mint)  
WABC—CBS Network,  
Sundays, 6:30-7 p.m.  
Frances Hooper Adv. Agency

**VARIETY SHOW ATTEMPTS NOVELTY WITH DOUBLES OF EACH ITEM EXCEPT ORK.**

While the idea of having a double of each ingredient, except the orchestra, apparently was a good idea for a show exploiting Double Mint Gum, it didn't work out well enough in the initial program. Al Shaw and Stan Lee, the double-talk boys who had a run on the Jack Oakie program, headline the show in their familiar line of duplicate chatter. But this sort of thing, unless material lends itself to the occasion, gets a bit monotonous after a while—and some of the dual parodies dispensed by the boys dated back to their heyday vaudeville days.

In the singing line, there was the Grenadier Double Quartet, which did very nicely with "Sing Hallelujah" and other bits; Jack Brooks and Paul Small in "Laugh Your Way Through Life", and the Bailey Twins, girl harmony singers. Sutton and Bliss, pianists, also contributed a selection.

The orchestra conducted by Carl Hohengarten fared better than some of the dualists.

Announcements also were done in double, with a feminine assistant parroting George Wilson.

Robert Hafter, chief of the CBS production staff in Chicago, where program originates, conceived and wrote the show.

**ARTURO TOSCANINI**

NBC-Red and Blue,  
Saturdays, 10-11:30 p.m.

**TOSCANINI CONDUCTING NBC SYMPHONY DOES GRAND JOB AND RAVE REVIEWS MAKE NBC PROUD.**

Before an audience such as never before has been seen in an NBC studio, Arturo Toscanini took over the baton and directed the new NBC symphony through a most brilliant performance Saturday night.

All the metropolitan music critics went "mad" about the program and turned in columns of rave copy. New York Times and Herald Tribune printed the reviews on page one.

To dialers, the program came over very clearly. NBC engineers are using a new set-up for the pick-up mikes which was not used earlier in the symphony series. No announcements were heard in the studio possibly because of feed-back into the mikes which were hanging directly under the speakers.

Programs were printed on white satin. After the broadcast not a program was to be found on the floor, which signifies how the studio audience enjoyed the performance. Saturday night was indeed a historical occasion for David Sarnoff and Lenox R. Lohr.

On the opening program were

**NEW BUSINESS**

KWKH, Shreveport: United States Rubber Co., "Ben Bernie", through Campbell-Ewald; American Tobacco Co., "Edwin C. Hill", renewal, through Lord & Thomas.

KTBS, Shreveport: Firestone Tire & Rubber, "Livestock Exposition", one week only, through Sweeney & James Co.; American Tobacco Co., "Your Hollywood Parade", through Lord & Thomas.

WBAF, Fort Worth: J. A. Folger & Co., ETs, through Blackett-Sample-Hummert; Dodge Bros. Corp., announcements, through Kuthrauff & Ryan; Bernard Perfumer, program; Canada Dry Ginger Ale, ETs, through J. M. Mathes; New Departure Mfg. Co., announcements, through Lord & Thomas; E. Fougere & Co., announcements, through Small & Seifer; American Popcorn Co., programs, through Coolidge Co.; The Anderson Co., announcements, through Schwab & Scatty; Dr. Salsbury Lab., announcements, through N. A. Winter; Smith Bros. Co., announcements, through Brown & Tarcher; Swift & Co., announcements, through J. W. Thompson.

KTHS, Hot Springs, Ark.: Chevrolet, ETs, through Campbell-Ewald; RCA-Victor, announcements, through Lord & Thomas; Tan Cigars, announcements, through

Lawrence Gumbinner; Sleetmaster, weather forecasts, through Schwab Beatty; Magnolia Oil, announcements, through Brucks-Sacks Co.; Mrs. Saylor's Candy, announcements, through Doremus & Co.; Household Magazine, programs, through Presba, Fellers, Presba; Bernard Perfume, announcements.

WTMJ, Milwaukee: George A. Hormel Co., "Stan" and "Dinty Moore," programs, through BBD&O.

WLW, Cincinnati: Vadsco Sales Corp., "Court of Human Relations," through Albert M. Ross Inc.

KYW, Philadelphia: F. A. North (Lester Pianos) music, through Courtland D. Ferguson, Inc.; Chevrolet, ETs, through Campbell-Ewald Co.; Colgate-Palmolive-Peet Co. (Super Suds), spots, through Benton & Bowles; Beaumont Laboratories, ETs, through H. W. Kaster & Sons; Refrigeration & Air Conditioning Sales Training Corp., participations, through National Classified Advertising Agency.

WOR, New York: Kirkman & Sons, Inc. (soap), "Carefree Days," ETs, through N. W. Ayer & Son; Thomas D. Richardson Co. (U-all-no Mints), "Martha Deane," woman's program, through N. W. Ayer & Son.

**Arnstein-Ascap Action Comes Up in Court Today**

The case of Ira B. Arnstein vs. Ascap and 22 other defendants will come up in Federal Court today, when Ascap will request dismissal of the suit on the grounds of "insufficient cause of action."

Arnstein is suing Ascap to compel the association to admit him to membership. Plaintiff claims that Ascap is licensing 50 songs which were written by the defendant but from which he receives no royalties. Arnstein picketed the Ascap offices earlier this year.

Other defendants in the suit are NBC, CBS, Song Writers' Protective Ass'n, Warner Bros., Harms, Witmark, Remick, Leo Feist, Edward Marks, Broadway Music Publishing Co., Sam Fox Music Publishing Co., Robbins Music, Irving Berlin Inc., Nathaniel Shilkret, Emery Deutsch, Gene Buck, George Paine, E. C. Mills, Harry Fox and Will Grosz.

**"Kaltenmeyer" Sustaining**

Chicago—With termination of its Quaker Oats sponsorship, "Kaltenmeyer's Kindergarten" moves to a new spot on a sustaining basis over NBC-Red on Saturdays at 7-7:30 p.m. starting Jan. 1. Cast remains the same, with Bruce Kamman as the professor, and Cecil Roy, Billy White, Johnny Wolf, Thor Ericson and Merrill Fugit as the kids.

**Bonus for WGAR Staff**

Cleveland—Manager John Patt distributed a 10 per cent bonus and Christmas baskets to all employees of WGAR.

Vivaldi's Concerto Grosso in D minor, the Andante of Mozart's G minor symphony and Brahms' C minor symphony.

**Education Board to Start Radio Service for Schools**

City of New York Board of Education on Jan. 10 will begin a weekly service consisting of approved radio broadcasts to be distributed among Junior and Senior high schools in greater New York. Compilation of material has already been started at NBC, CBS, Mutual, WOR, WHN, WMCA and WNEW under the direction of S. Pred, and a staff will be maintained to bring schedules up to date weekly.

Move by Board marks the first time it has interested itself in broadcasting. Some 150 schools will receive the service, and programs designed to aid in schoolrooms will be stressed. Special emphasis will also be placed on broadcasts aired via short wave from foreign countries.

**I. J. Fox Starts ETs**

Schillin Advertising Corp. has completed a series of transcriptions for I. J. Fox, furrier, made by WOR with production by Louis Tappe. Disks are part of the furrier's January campaign and will be spotted on WMCA, WHN, WINS, and WAAT in New York. WGAR, WHK, WJAY and WTAM are on the schedule for Cleveland. Mr. Fox himself is heard on the transcriptions, and Sid Walton is announcer.

**SAN ANTONIO**

"Dial A Smile" has been selected as the title for WOAI's early morning programs with Lew Valentine at the mike.

Elizabeth Cranford, warbler, drawing plenty of fan mail on KGKL, San Angelo.

Dick Richard Harwell, former San Antonio and Weslaco wordslinger, is now with a Dallas station.

**ORCHESTRAS MUSIC**

**ROGER PRYOR** and orchestra open at the Sir Frances Drake in San Francisco on Jan. 20. Pryor is due in Hollywood on Jan. 4 to undergo an operation before starting the hotel engagement in the Bay City. Band is now in Dallas.

*Gene Autry just finished waxing four numbers for American Records on the coast.*

Hal Kemp and his crew have left Hollywood to open at the Drake Hotel, Chicago, Feb. 3, after playing a few one-nighters in the East. Music Corporation of America handles.

*Jacques Singer, conductor of the Dallas symphony orchestra, and his violin will be heard with the Pepper Uppers next Sunday over the Dr. Pepper-Dixie Network at 5:30 CST. Singer recently went to Dallas with high hopes of building a ranking symphonic organization. He is from Philadelphia, where he played for eight years under Leopold Stokowski.*

Les Parker, with a newly organized band, opened at the Wilshire Bowl in Los Angeles on Sunday night, with KEHE picking up for a half hour at 10:30. Parker formerly was at the Lido in the Santa Barbara Biltmore Hotel.

**WNBX, Springfield, Vt.**

Station gave Christmas bonuses this year the same as stations and agencies did in the U. S. Looks as if Vermont is a part of the good ol' U.S.A. at Yuletide, if not at the election booths.

Everyone at WNBX enjoyed a Christmas party on the day before Christmas. Each employee gave an inexpensive gift to the person whose name he had drawn from a hat. Manager Phil Hoffman, a native of Iowa, proved to be the brunt of the festivities which were broadcast. Bob Kelly, salesman gave Hoffman a gift of an ear of corn planted in a bowl labeled "dust bowl".

Springfield's new police chief, a former Massachusetts state patrolman is taking advantage of the WNBX facilities. Has arranged for and is using the station's teletype machine for police information.

**Leon F. Drews to Wed**

Portland, Ore.—Leon F. Drews, who has played a daily organ program for the past three years over KOIN, and Sue Sefton of this city will be married Feb. 12.





**D**ONALD W. THORNBURG, CBS vice-president, will not take the trowel in hand to lay the mortar for the cornerstone of the new CBS studios until Jan. 18, since the ceremonies are to be broadcast over the network and difficulty was experienced clearing time on the original date set, Jan. 11. Charles Vanda, program director, is arranging the incidental program, which will include an official christening of the Sun-et and Gower corner as "Columbia Square."

All CBS employes who have been employed by the network for a year or more drew a Christmas bonus of one week's pay.

KNX has a new program for the Durkee Co. called "Secret Ambition" for which the material is supplied by letter-writers not handicapped by inhibitions preventing their revealing a "secret ambition." Caryl Coleman produces with Howard McNear. Noreen Gammill, Clayton Post and Rosa Barcelo enacting the dramatizations; Wilbur Hatch supplies the music, and Tom Breneman handles the show, which bowed on CBS Pacific Coast net Sunday at 7:30-8 p.m.

Nate Krevitz, former publicity and advertising head of Music Corporation of America in Chicago, has joined the George D. Lottman publicity staff here.

The California-Alabama Rose Bowl game will be broadcast by KNX over the CBS Pacific Coast net by Gary Breckner and Tom Hanlon, starting at 1:45 p.m. New Year's Day.

Carlton Kelsey made his initial appearance as musical director of KHJ-Don Lee conducting a one-hour program of symphonic music on Christmas Eve, waving the baton in front of all available KHJ musicians combined into one group for symphonic instrumentation.

Associated Cinema has started recording a series of five-minute transcriptions for the Mark Allen Co. "Two Drop" hand lotion, with John Conte doing the announcing and George Godfrey directing. Account is handled by the Frank Presby Co., Chicago, and the disks are drama-

## RADIO PERSONALITIES

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

### HYLA KICZALES

**H**YLA KICZALES, formerly assistant manager of WOV and WBIL, New York, and of WPEN, Philadelphia, was appointed general manager of the three stations on Dec. 3, taking over the executive duties of the late John Iraci, president and general manager of the stations under whom she served in radio since 1928. The New York stations are owned by Arde Bulova, New York watch manufacturer and broadcaster, while WPEN recently was purchased by Iraci, with Bulova holding a minority interest.

Miss Kiczales was secretary to Iraci at the time he acquired WOV in 1928 and since then has served as executive assistant in his radio operations. Her appointment as general manager was made with the consent of the Iraci estate and of Bulova. Horace L. Lohnes, Washington attorney, is counsel for both the Iraci estate and Bulova in these station operations.

Miss Kiczales, on assuming her new duties, appointed Ralph Nardella, of the WOV-WBIL sales staff, as commercial manager. WPEN is managed by George Lasker, who was appointed recently.

The new head of the three stations is a native New Yorker. She had been associated with Iraci for 13 years.



The only woman radio network manager....

### SPRINGFIELD, MASS.

Allen R. Bradley, engineer at WSPR, is engaged to Dorothy D. Johnson of West Hartford, Conn.

WMAS's staff did themselves proud on an eight foot tree in the reception room.

Mildred Brunelle, director of cooking forums at WSPR has issued a colorful booklet as a Christmas Souvenir Recipe Folder.

Ed Tacy, announcing chief of WSPR, emceed the Municipal Associates party at the Hotel Highland. Featured performers were Irma Serra and Lee Authier.

Janet Pierce, vocalist with WSPR, is filling an engagement at the Little Dutch Cafe.

Norah Adamson, director of WSPR children's shows, held a recital of her dramatic pupils at her Holyoke, Mass., school recently.

tized episodes in a safety campaign fostered by the firm.

Don Service, attorney for the Sir Hugh Dennison Estates, owners of 2GB, Sydney, Australia, is in town to confer with Grace Gibson, head of the station's transcription department already here, and Dr. R. L. Power, American representative.

Thomas Conrad Sawyer has been renewed for another 13-week stretch on KNX by his Sweetheart soap sponsor. And Seal-Tite products signed for 52 added weeks of participation in "Sunrise Salute."

The KHJ-Don Lee "Merrymakers" program has been switched from its former 10:45-11:15 Monday through Friday schedule to an earlier spot at 8-8:30 on the same days.

KHJ-Don Lee has Louis Armstrong's band on remote from Frank Sebastian's Cotton Club on Monday, Tuesday and Thursday nights at 11-

### CANADA

"Moments of Meditation," new thrice-weekly series on CKY, Winnipeg, is getting a strong mail response. So is George Fairfield, popular pianist, heard twice weekly on same station.

CFAC, Calgary, will make several changes in schedule on Jan. 2 in order to carry the early Jack Benny broadcast from NBC.

CBL, the new CBC 50,000-watter at Hornby, Ont., was used by Robert Simpson Co. Ltd., large department stores of Toronto and Montreal, for a Christmas Eve broadcast. Station did not officially open until next day.

CHAB, Moose Jaw, again staged its annual broadcast from the Children's Shelter, with a program by the kiddies as well as station talent, and acknowledgment of donations. Ninth annual Moose Jaw Service Clubs Relief Broadcast also was aired recently.

11:30, and on Monday, Wednesday and Saturday for 15 minutes only at 11:45 to midnight.

The Hixon-O'Donnell agency is playing host at a big Beverly-Wilshire party for Olsen and Johnson tomorrow night. Agency handles the Richfield account.

One inventive "contact man" for a song publishing house sent Kenny Baker a beautiful leather portfolio . . . full of the Christmas spirit and copies of every number in the catalogue.

Sara Langman, adapter and director of radio versions of dramatic classics heard over KFWB, concluded the series with last Friday's broadcast and will take a rest of a few weeks before initiating a new series late in January.



**G**ENE DYER, president of WGES, WCBF and WSBC, has gone to Kansas City to spend a week with his mother.

Ralph Atlass, president of WJJD and WIND, went to San Antonio to visit his wife's family.

Mel Wolen's commercial manager of WCFL, is vacationing with home folks in Texas.

Leader Laundry Co. has rounded out nine years of continuous Sunday broadcasting on Gene Dyer's WGES. Laundry's feature is the noonday mass from Our Lady of Sorrows Church.

Pat Barrett (Uncle Ezra) received a pair of polo ponies from his wife for Christmas.

Nate Pumpian, media director for Henri, Hurst & McDonald, and Bob Boneel of Edward Petry staff are vacationing in Miami.

Erwin-Wasey has severed its agreement with WCFL as program consultant and withdrawn Holland Engle who acted as program manager. Miles Reid, station production manager, has taken over temporarily.

### KOA, Denver

Vicki Vola, KPO dramatic star, visiting relatives here over holidays and saying hello to friends at KOA. Denver is her home town.

Sadie Crockett, secretary of Sunday Players Inc., home to see parents over the holidays. Sunday Players group originated Bible series in Denver and later went to West Coast and transcribed series for Mertens & Price Agency.

Bill Stulla, continuity, played host to KOA staff at home on Christmas Day. Good time had by all.

Not so novel but darned useful—staff members chipped in to start bank account as present for Robert Graham Harris Jr., newly born son of Announcer Harris.

Bill Stulla will help Joe Meyers, sportscaster, describe Cotton Bowl Classic featuring Rice and Colorado Univ. on New Year's Day.

Betty Stulla returns to IGA Musical Menu program after six-month absence. Played hostess to stork. Father, Bill Stulla, doing nicely by now.

### WISN, Milwaukee

Alan Hale, sports announcer, received an inscribed gold wrist watch from General Mills, "for outstanding baseball broadcasts," as a Christmas present.

Therese Meyer, organist, after waiting 15 years for a chance to spend her whole Christmas day at home, finally got her wish this year. Now she believes in Santa Claus.

The "Dick Tracy" series sponsored by Quaker Oats will start over the station Jan. 3, running five times weekly.

DO YOU KNOW

KNOW

The largest aircraft radio enterprise in the U. S. is the network of radio facilities maintained by the Bureau of Air Commerce, according to Aero Digest.

**CONNECTICUT**

WNLC, New London, worked its announcers from 1 to 4 a.m. for days before Christmas in a series of tests which may help in obtaining full-time permit.

WICC, Bridgeport and New Haven, as well as WTIC, Hartford and WDRC, Hartford, are arranging studio orchestras.

In his annual "Connecticut's best" enumeration, Leo Miller, Bridgeport Herald radio ed, deplors the fact that the "state's talent field has narrowed in proportion to the rise in network business" and there is a disheartening dearth of vocalists, popular and classical, dance bands and classical ensembles. Credit is given WICC's Yale work, WTHT's notable remotes, and WBRY's well-written work sheet.

**KBTM, Jonesboro, Ark.**

New staff members include Martha Jean Booker, program director, replacing James Alden Barber, now production manager with KGVO, Missoula, Mont.; Dick Crane, announcer, formerly with KMLB, Monroe, La., replacing Frank Keegan, and Jewell Warren, formerly at KFVS, Cape Girardeau, Mo., replacing J. D. Miller as operator.

"Santa Claus at the North Pole" proved to be the station's biggest feature this season, according to Jay P. Beard, owner-manager. Announcer read letters to Santa, who talked back to the KBTM audience supposedly by short wave through his station, XMAS. When Santa talked, static disturbances were employed to make it realistic. Local paper gave the stunt a front-page write-up.

**KWK, St. Louis**

Claire Harrison, head of continuity department, is recuperating following an appendix removal.

Tommye Birch, wife of Danny Seyforth, has received offers from Hollywood and departs for the coast in about a month for screen tests.

The Range Riders (Guy, Jerry, Arnold and Roland), after almost a year here, left to spend the holidays with their families in Kentucky; then they will journey down to Chattanooga for a visit with Tom Dailey.

**WRTD, Richmond**

Jack Ovelton Maxey, manager, has been elected president of the Richmond Alumni Chapter of Sigma Phi Epsilon fraternity.

Camilla Smith has been appointed hostess of the station. She is a graduate of John Marshall High School and received her business education at the Pan-American School here.

**November Tax Receipts Up**

Washington Bureau, RADIO DAILY

Washington—Tax receipts on radio and phonograph records jumped \$71,-515.93 for November over the same period last year, according to the monthly report released by the U. S. Treasury Department's Bureau of Internal Revenue.

☆ PROMOTION ☆

**WSNJ House Organ**

A jump from 2,000 to more than 7,500 in circulation and from 7 to 38 advertisers within the past six weeks, is the record of "WSNJ Radio Press," weekly house organ published by WSNJ, Bridgeton, N. J. Paper gives full week of program listings, news of broadcasts and broadcasters. Distributed through the mail, through merchants, and on bread and milk routes.

**Build-up Shots**

"Over the Back Fence," chatter and music period over KGVO, Missoula, Mont., is designed especially to plug both local and CBS programs to be heard over the station—giving extra stint to sponsors and their offers.

**Ad Club Broadcast**

Special Christmas Day broadcast over KGER, Long Beach, put recorded voices of local ad club members over the airwaves in an effective good-will builder. ETs of each member's seasonal greeting lines were

made at club's Christmas Eve luncheon. Since members were given sufficient notice, they were able to invite local and out-of-town friends to "tune in" for their "radio Christmas cards."

**Telegrams from Santa**

Nearly one thousand telegrams from Santa Claus delighted the kids of Richmond, Va., in a promotion stunt by WRTD. The messages confirmed receipt by the station's St. Nick of gift requests from the youngsters who tuned in to his weekly broadcast. The young hopefuls were assured of Santa's visit and invited to write in again in 1938.

**Rubinoff Sales Manual**

To insure the success of concert engagements of Rubinoff and his Violin, Phil Rubinoff, manager, has compiled a "sales manual," distributed to sponsoring organizations. Manual details setup of ticket-sales, advertising, promotion, arrangements and finance committees within the organization putting on the show.

☆ Programs That Have Made History ☆

"The Lutheran Hour"

**B**EGINNING in 1935, "The Lutheran Hour" was carried on a special network of 10 eastern and mid-western stations. Returning in the fall of 1936 for another series of 26 broadcasts, the network was increased to 27 stations, including ten stations of the Don Lee group in California. With the audience mail averaging close to 5,000 letters a week, and Lutheran groups throughout the country becoming increasingly interested in the broadcast, "The Lutheran Hour" was launched the past fall on a larger network extending from coast-to-coast and including many stations not previously carrying the program.

Broadcast under the auspices of

the Lutheran Laymen's League, with the cooperation of the Lutheran International Walther League, the Lutheran Hour consists of an address by Dr. Walter A. Maier, noted theologian, author and lecturer, and music by the Lutheran Hour Chorus or the St. Louis A'Cappella Choir.

The nation's only coast-to-coast religious radio enterprise which pays full station rates for its time, "The Lutheran Hour" also is distinguished for the fact that Dr. Maier and all others participating in the production of the program refuse any compensation for their services, and the extent to which the voluntary contributions of the listening audience help to make the broadcast possible.

**COLUMBUS**

Young Joanne French, daughter of Bob French, WHKC's program director, made her radio debut recently by announcing the numbers sung by local school children—and over WBNS!

Bill Wallace, chief announcer at WCOL, will go into the production department shortly, but still remain boss of the announcers, George Mackey, who has done some announcing over WOSU, fills the void left by Wallace.

Roc Lee of the WHKC announcing staff is something of a composer of songs. His latest is "Tears in Your Eyes." Fred Sample, another staff man, collaborated on the lyrics.

**McNinch Gets West Data**

Washington Bureau, RADIO DAILY

Washington—Chairman Frank R.

McNinch of the FCC stated yesterday that the Commission had received, in response to its request, a letter from Lenox R. Lohr, NBC president, transmitting an exact copy of transcript of "Adam and Eve", Mae West's skit, the electrical transcription of the skit, a copy of the contract between Chase & Sanborn and NBC covering the broadcast, and a list of the stations over which feature was broadcast.

It was announced FCC will give further consideration to the matter after considering the script and electrical transcription.

**CINCINNATI**

Robert E. Dunville, new WSAI manager, is preparing a big dedicatory program in honor of the station's boost to 5,000 watts, which went into effect last week.

Premiere of two Colgate-Palmolive-Peet shows over WLW, originally intended for Jan. 10, will take place a week earlier, Jan. 3. Shows are "Myrt and Marge" and "Hilltop House," each a five-weekly.

Return of "Betty Moore" on Jan. 6 marks the tenth consecutive season for the Benjamin Moore & Co. paint program on WLW.

**KSL, Salt Lake City**

W. E. Featherstone, account executive, looks to good business in 1938, seeing that he just renewed two important local commercials—daily spot announcements for American Lady Bakers and a series of 52 weekly quarter-hours for Z.C.M.I. New Food Forum.

Dick Evans, engineer, will remain on the Sun Valley assignment throughout the holiday festivities. He's handling the P.A.

Ralph Hardy, announcer, started a precedent in allowing the entire Sig Chi Chapter to render its sweet-heart song over the air on the annual Fraternity Formal. Now entire Fraternity Row is seeking to enter competition.

A daily spot service informing Utah winter enthusiasts about conditions for skating, skiing, etc., together with road information, has been started.

Tommy Axelsen and his news bureau yesterday began city and territorial coverage angles with independent men covering events. Jack Eschleman will be in charge of the new bureau. Three day and night national wire services already feed six daily news periods on KSL.

**WAIR, Winston-Salem, N. C.**

Johnny Maynard is being sponsored as the "Texaco Troubador" by local Texaco dealers.

"Twenty Years Ago Today" is a new series added by Pepsi-Cola.

"Dial a Ditty", early morning transcribed program of music by telephone request, recently did a mean trick when Announcer Roger von Roth asked listeners to dial 4465. Don Gardiner was fast asleep at that number.

George Oaks and His Boys, one of the best bands to hit here, are set for auditions before several clients.

**Bert Gordon's Present**

West Coast Bureau, RADIO DAILY

Los Angeles—Bert Gordon, the "Mad Russian" of the Texaco show, drew a contract for 26 weeks as a Christmas present from Eddie Cantor.

**Radio Newsfeatures**  
 Available to only one radio station in each city  
 Represented exclusively by  
**STEPHEN SLESINGER, INC.**  
 250 Park Avenue New York

## New Coast ET Producer Finishes First 4 Shows

(Continued from Page 1)

Josephson, for a number of years active in sales circles of radio and motion pictures.

"We feel that we bring to the radio field two things which will go a long way toward solving the problems which have confronted so many station owners," states Josephson. "We have completed arrangements whereby we can supply to the local station owner plays which are dramatized by actors who are heard weekly on the coast-to-coast programs, playing stories authored by network writers and directed by men who head network productions. This means entertainment of network standards at transcription costs, something which has been sought by hundreds of station operators. We have also developed as one of our features a feasible method for combining a transcribed program with a participating audience."

The productions were staged in the Hollywood studios of Aerogram Corp.

With its Hollywood location making star screen and radio talent available, Josephson plans to further insure the quality of his shows through special musical backgrounds. A large concert orchestra, whose personnel is drawn from musicians heard over coast-to-coast network releases, supplies the musical features, with all numbers especially composed for these productions.

Josephson leaves Hollywood shortly on a national tour of stations, which will end at the convention of the NAB in Washington in February.

## INDIANAPOLIS

Season's greetings arrived for members of WFBM personnel in the form of a quarter hour script program transcribed by three former station announcers Ken Ellington, CBS; Durward Kirby and John Holtman, NBC. Personal greetings from each of the three Chicagoans. Script was played for all staff on studio's speaker system.

Earl Gordon, staff pianist, originates a quarter-hour program from studio of Wilking Music Co.

WIRE becomes solid Red at night. There's not even room for a S.R.O. sign at night.

## ONE MINUTE INTERVIEW

### DAVID SARNOFF

"If television programs are to be provided through the support of commercial sponsors, advertisers must first be furnished with sufficient circulation to justify their expenditures. Here we have the dual problem of simultaneously creating a cause and an effect; we must create large audiences in order to support costly programs, and we must build costly programs in order to attract large audiences."

## ★ Coast-to-Coast ★

**"FRANKINCENSE AND MYRRH,"** Holiday playlet by Heywood Broun, the columnist, will be broadcast at 9:30-10 tonight over WQXR by the Radio Division of the WPA Federal Theater.

*Russ Davis, announcer at KCKN, Kansas City, Kan., brought Sonja Henie to the mike when the skating champ and movie star stepped off a plane at the Municipal Airport while enroute from the east to Hollywood. Elaborate plans had been made to bring Miss Henie to the KCKN studios, via fire chief's car and with police escort, but in deference to the wishes of the star, who was tired from her long trip, the interview was aired from the landing field.*

The Radio City Music Hall Glee Club of 30 male voices will present an outstanding choral work by Jean Sibelius, "The Kalevala," on the "Music Hall on the Air" program next Sunday at 12:30 p.m. over the Blue network of NBC.

*Doug Brinkley, who recently returned from a five-months globe-girdling jaunt, has made 14 trips abroad—averaging 60,000 miles each.*

Ed Smalle's vocal septet, currently heard on the Leo Reisman-NBC beer series, is making a series of electrical transcriptions. Smalle and his septet are also doing another movie short.

*Moshe Paranov, New England conductor, pianist and educator, has been engaged as director of music of WTIC, Hartford. He will be in charge of a concert orchestra being added to the staff of Connecticut's 50,000-watt transmitter.*

Employees from mills, factories and offices of the Wheeling Steel Corp.

### WHK-WCLE, Cleveland

Bernie Dennis, former artist on these stations, and Guy Wallace, announcer on WHK, will be married tomorrow.

Cleveland college talent may be used in a series of World Broadcasting System ET's, according to Mendel Jones, program director, whose "College Jamboree" was a recent popular program.

WCLE will cooperate with Ohio State University station WOSU in presenting a series of programs of interest to high school dramatic groups.

### KOCA, Kilgore, Tex.

Van Patrick, sports announcer, set up something of a record in the handling of football broadcasts the past season. He announced a total of 21 games. Patrick is a former Texas Christian University star, and his colorful and accurate descriptions of the gridiron schedule won him quite a following.

Wheeling, W. Va., will participate in the new program, "The Musical Steelmakers," over WLW and the Mutual Broadcasting System starting 5 p.m. on Jan. 2. "The Musical Steelmakers" presents a new angle in amateur talent of a widely varied and carefully selected type. Of the 25,000 or more employees of Wheeling Steel there is no dearth of talent to provide specialty headliners every week. Regular weekly favorites will include the Steelmakers 16-piece orchestra directed by Earl Summers; the Singing Millmen, a male quartet; Miss Sarah Rehm, 19-year-old soprano; the Old Timer, a steel man with a penchant for research who digs up some surprising facts about steel, its romance and its language. Walter S. Patterson, for several years program director at WWVA, is devoting his time to the production of "The Musical Steelmakers" and conducts all of the employee auditions. He also is announcer and, being a product of the Cincinnati College of Music, his tenor voice is a frequent addition to the program. Patterson is aided by Maury Longfellow, arranger with a long record of musical successes with popular orchestras of national repute, dance teams and specialty groups.

## Hot Springs Continuing Fight to Retain KTHS

(Continued from Page 1)

a legal point of dispute between the membership of the Hot Springs Chamber of Commerce and Col. T. H. Barton who has contracted to buy the station upon FCC approval.

A resolution requesting favorable FCC approval of the plea to keep KTHS as a Hot Springs-owned station has been sent by the Arkansas state legislature. The resolution was passed at the last session of the legislature.

A mass meeting of Hot Springs citizens followed disclosure of the contract to sell KTHS to Col. Barton last year, and the majority voted to repudiate the contract and ask the FCC to permit the citizens to keep the station. The board of directors involved in the contract resigned, and a new directorate with specific instructions to resist the Barton application was installed in office. Paul D. P. Spearman of Washington was retained as legal counsel, and A. Earl Cullum Jr., Dallas consulting engineer, for technical research. Employment of Cisler, formerly of Hot Springs, as general manager of the station, began Sept. 1.

KTHS is Arkansas' oldest and largest broadcasting station, having just observed its 13th anniversary. Since 1928 it has been owned and operated by the Chamber of Commerce. KTHS clear channel is 1060 kilocycles and its power 10,000 watts.

A  
Happier and  
A More Prosperous  
New Year

WITH

# INTERNATIONAL RECORDINGS



INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C. **FOTOTONE SOUND SYSTEM** COLUMBUS 5-7366-7



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 127

NEW YORK, N. Y., WEDNESDAY, DECEMBER 29, 1937

FIVE CENTS

# More Chi Commercials

## PRESS RADIO SEEKING AN INCREASE IN RATES

Indications are that Press Radio News Bureau, Inc., (Publishers' National Radio Committee) will seek to put into effect an increase in the pro rata costs that may amount to as much as 50 per cent above the present rates. Average now is \$12.50 weekly.

Letter feeling out subscribers is now in the hands of stations which subscribe to teletype lines not on a network service and therefore on a

(Continued on Page 3)

## Jergens and Woodbury Renew NBC Programs

Andrew Jergens Co. and John H. Woodbury Inc. have renewed Walter Winchell program, heard over NBC-Blue network Sundays, 9:30-9:45 p.m., and "Hollywood Playhouse," featuring Tyrone Power, over same network Sundays, 9-9:30 p.m., for an additional 13 weeks effective Jan. 2. Lennen & Mitchell is the agency.

## Herman Bess Sees Boom For Independent Stations

Continuing the trend of 1937, the coming year will be the best in history for independent stations of America, according to Herman Bess, sales manager of WNEW. Local sta-

(Continued on Page 3)

## Scott Raises Ad Budget

Scott Paper Co. yesterday announced a 15 per cent increase in advertising budget for 1938, with a spot radio campaign over 37 stations included. Stations are not as yet announced. J. Walter Thompson has the account.

### Ode to a Rep

All offices of the Edward Petry & Co. station rep organization have been sent the following holiday telegram by KVOO, Tulsa, Okla.: "Even at New Year's we cannot relent;

The most we can wish you is 15 per cent."

The poet laureate of the Petry outfit is now framing a suitable reply in verse.

## MEN WHO MADE NEWS IN RADIO DURING 1937

(Fourth Installment of a Series)

### • DONALD W. THORNBURG •



What with the spurt in Hollywood originations and the actual launching of construction on the new CBS studio layout in the movie capital, Donald W. Thornburg, vice-president in

charge of West Coast operations for the network marks up 1937 as one of the busiest years of his career. He was so busy, in fact, that he hardly even had time to get in the headlines.

### • WM. A. SCHUDT JR. •



One of the most aggressive of the CBS stations—ace in the showmanship field and no slouch in other departments, either—is WBT of Charlotte, with Bill Schudt as general manager—and incidentally, Dewey H. Long handling the sales end. The station's accomplishments reflect the live-wire Schudt management.

## Christian Herald Series For Independent Network

Dr. Daniel B. Poling, whose radio forum on youth has been a network feature for many years, returns to the air for a series of Sunday afternoon broadcasts over WMCA beginning this Sunday at 3-3:30 p.m. To originate from the studios of WIP in Philadelphia, the broadcasts will later move to Dr. Poling's Baptist Church at Broad and Berks Streets in Philadelphia. Arrangements are also being made for extending the series to other stations on an inde-

(Continued on Page 2)

### • WILLIAM S. HEDGES •



Vacating a vice-presidency in the Crosley Radio organization (WLW-WSAD), Cincinnati, William S. Hedges returned to the NBC fold in October to take over the direction of the network's station relations. Less than two months later, he was elected a vice-president of company, thus adding another important entry in the log-book of an executive radio career that dates back to 1922.

### • ALBERT S. FOSTER •



When WEW, St. Louis University station after 16 years as a non-commercial station, decided to go in for paid business in the fall of 1937, Albert S. Foster was brought from WWL, New Orleans, to be g.m. Signing of some 400 customers in the first 12 weeks attests to the wisdom of the move.

## WBS Transcriptions Up 20% in Past Year

World Broadcasting System reports a 20 per cent increase over 1936 in use of its transcribed programs the past year, with 120 national and regional advertisers buying over 30,000 hours of station time, valued at approximately \$10,000,000, to broadcast ET shows.

Out of 485 U. S. stations sharing in the increased revenue, WBS states that 405 are now specially equipped to reproduce vertical "four-color" wide range transcriptions.

## Score of New Sponsored Shows Gives Bright Outlook for '38

Chicago—With about a score of new commercials set to start from here in the next fortnight or so, business outlook for 1938 is regarded as bright. Quaker Oats has bought half-hour across the NBC board on 50 stations starting Jan. 3 for its new "Margot of Castlewood" serial and its present "Aunt Jemima." The "Margot" show, written by Les Weinrott, will feature Barbara Luddy, Charles Carroll and Ethel Owen, with Herb Butterfield handling production.

Campbell Cereal Co., through Ruth-

(Continued on Page 3)

## TENTATIVE WAGE SCALE IS APPROVED BY AFRA

The tentative wage scale and other items pertaining to the AFRA demands to be made shortly upon network artists, bureaus and advertising agencies hiring talent has been submitted and approved by the AFRA membership, with the result that conferences with radio talent users will be called within the next 10 days. Until the demands have actually been presented, Emily Holt, executive secretary of the AFRA, said that they could not be discussed due to the

(Continued on Page 3)

## Ford Motors Is Adding Three Stations to List

Ford Motors during the week of Jan. 2 will add three stations (KDAL, WMFG and WHLB) to the "Sunday Evening Hour" and the Al Pearce show on CBS network.

### Bouquet to McNinch

Washington Bur., RADIO DAILY

Washington—Olfsetting some of the brickbats hurled at FCC lately, Chairman Frank R. McNinch received an orchid from Franklyn Waltman, head of Washington Post political staff, who in his year-end column lauds McNinch for his good sense in the utilities situation and for doing his duty "irrespective of political influence."



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JOHN W. ALICOATE : : : Publisher

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

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

# FINANCIAL

(Tuesday, Dec. 28)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	145 1/2	144 1/2	144 1/2	- 1
CBS A	17 1/4	17	17 1/4	+ 1/4
CBS B	17	16 5/8	16 5/8	- 3/8
Crosley Radio	7 1/8	6 5/8	6 5/8	- 3/8
Gen. Electric	41 3/4	40	40 1/8	- 2 3/8
RCA Common	6 1/8	5 3/4	6	- 1/8
RCA First Pfd.	46	44	45	+ 1
Stewart Warner	9 3/8	8 1/2	8 1/2	- 1
Westinghouse	101 1/2	97	98	- 4 1/2
Zenith Radio	13	12 1/2	12 1/4	- 1/2

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	- 1/8
Majestic	1 1/8	1	+ 1/8
Nat. Union Radio	3/8	3/4	+ 1/8

## OVER THE COUNTER

Stromberg Carlson	Bid 6 1/2	Asked 7 1/2
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## Christian Herald Series For Independent Network

(Continued from Page 1) pendent hook-up as far as Chicago, it is stated.

The new series is entitled "Dr. Poling's Radio Hour," and is sponsored by the Christian Herald Magazine. The agency is Blackett-Sample-Hummert Inc., in New York.

## Erwin as Straight Dance Band

Vic Erwin, whose band has played the background music for the "Pop-eye" and other cartoonland air shows, has decided to forego specializing in this art. Hereafter he will be featured on his WOR broadcasts, Monday at 9:30-10 p.m., as a straight dance band. Erwin will endeavor to offer something new, however, by backing up dance arrangements with some of the 3,000 different musical effects he personally created.

Spent yours Where the Money is!

COVERS THE CAPITAL DISTRICT

**WABY**

ALBANY, N.Y.

## Amer. Tobacco Cancels Roi Tan Cigar Spot Time

American Tobacco Co., for Roi Tan cigars, is cancelling considerable spot time, placed through the Lawrence C. Gumbinner agency. According to the agency, the month-to-month insertion orders did not come through for January due to the usual post-holiday cigar biz recession, but the Pacific Coast campaign will continue, however. Some 60 odd stations are now in use, with both ET and chain break announcements, some coverage being duplicated by more than one outlet in a locality or town. Campaign will definitely be resumed in the spring, according to present plans.

Understood that, despite the usual post-holiday layoff, Roi Tan cigars bought time this year with the understanding that the spots were to continue right through the winter.

## Elliott Roosevelt Moving Headquarters to New York

Elliott Roosevelt, newly appointed president and general manager of Hearst Radio, will move to New York from Fort Worth and make his headquarters here starting shortly after first of the year.

Murray Grabhorn also is due in New York around Jan. 1 from the coast to take up his new post as assistant to Roosevelt.

Joseph V. Connolly is now chairman of the Hearst Radio board of directors.

## Edward Robinson Show Inaugurates Repeat Jan. 4

Lever Bros. will inaugurate a repeat airing on the Edward G. Robinson series Jan. 4 when a second broadcast will be aired at 12:30-1 a.m. over a CBS network consisting of KNX, KOIN, KSFO, KOL, KFPY, KVI, KLZ and KSL. Twenty-seven Canadian stations being added to show on same date will be heard on first airing, 8-8:30 p.m. Outlets being added to Al Jolson program on same date will be split with 16 on first airing and 11 on repeat.

## "Pagliacci" on WOV

The complete opera "Pagliacci", in recorded form, sung by Beniamino Gigli and the La Scala grand opera company of Milan, Italy, will be broadcast New Year's Day over WOV at 3-4:30 p.m. Dr. I. A. Mannechia will be commentator.

## Ed Dukoff Joins WOV-WBIL

Ed Dukoff has been signed to handle publicity for WOV-WBIL starting Jan. 1. In announcing the appointment, Hyla Kiczales, general manager of the stations, stated that Charles Berry, who has been looking after the press work, continues with the stations and will do announcing and continuity.

## No Anti-Trust Suits On File Against Radio

Washington Bureau, RADIO DAILY Washington—No broadcasting suits are pending in the Department of Justice, it was reported yesterday by the Department's anti-trust division. Announcement was made on the heels of reports that the Justice Dept. would extend its monopolistic investigation into the field of radio. A spokesman for the Department pointed out that the field of radio is up to the FCC.

## Three Accounts Renew Spot Series on WHN

Renewal contract has been received by WHN from Carter Products Inc., for one year, effective Jan. 3, spot announcements, through Street and Finney Inc.; Compana Sales Co. of Illinois, spot announcements until Jan. 22, through Aubrey, Moore & Wallace Inc., Chicago, and Godefrey Manufacturing Co., St. Louis (Larieuse Hair Coloring), spot announcements until Jan. 22, through Anfenger Advertising Agency, of St. Louis.

## Price of Studio Tour Being Boosted by NBC

NBC on Jan. 1 will boost the price of its studio tours to 55 cents, including tax. Present rate is 40 cents. More than 2,000,000 persons have taken the tour since the new Radio City studios were opened about four years ago.

## Broadway Show Is Using Spot Campaign on WHN

Radio is being used to advertise a Broadway show through Street & Finney agency, with spot announcements now on WHN heralding the play, "One Thing After Another." Show opened last night at the Fulton Theater.

## Pepsodent on WLW

Cincinnati—WLW has received a 52-week order covering the new Pepsodent show, "Mickey Mouse of the Air", starting Sunday at 5:30-6 p.m. The program is a coast-to-coaster on NBC-Red network.

## COMING and GOING

STUART DOYLE, Australian radio and film executive, is in New York for a stay of several days. He is at the Waldorf-Astoria.

GEORGE H. FIELD, sales manager of National Transcription Features, is on a business trip to Washington, Baltimore and other eastern cities.

CATHERYN KING, personnel service director at KMO, Tacoma, is in New York to spend the holidays with her brother, Jean Paul King.

DICK STABLE and his bride, GRACIE BARRIE, who were married Monday in Pittsburgh, plan a 10-day honeymoon in Florida, after which they head for Hollywood.

HERBERT PETTEY of WHN will spend the New Year holiday with his family in Washington.

IREENE WICKER and her children, NANCY and CHARLES, left yesterday on a seven-day cruise to Bermuda. Milton Cross will head her show while she's away.

JACK HIRSCHBERG, radio editor of the Montreal Monitor, in town on a 10-day visit.

TED STREIBERT of WOR-Mutual, leaves for Chicago today on business trip.

NAT ABRAMSON, head of the WOR artists bureau, left last night for a cruise to Nassau.

MRS. EMILY HOLT, executive secretary of the AFRA, has returned from the Coast with a stop-over in Chicago.

JOHN VAN CRONKHITE, president of Van Cronkhite Associates, is in New York.

## Jeanette MacDonald Delayed

Jeanette MacDonald, who has been on location for the past several weeks filming outdoor scenes for "The Girl of the Golden West," will not be able to make her scheduled return on the "Vick's Open House" program next Sunday over CBS at 7-7:30 p.m. Nadine Conner, who previously has appeared in her place, again is to pinch-hit for the star. It is expected Miss MacDonald will resume her regular broadcasts on the following Sunday.

## Jinx Trails Les Tremayne

Chicago—Les Tremayne, headliner of "First Nighter", who was in the hospital last month as a result of a gunshot wound, is back there again due to an auto smashup in which he ruined a new car. He was taken to John B. Murphy Hospital for emergency treatment, then removed to Passavant. Suffered broken hands and cuts about face.

NORTHWEST'S LEADING RADIO STATION

**KSTP**

23,000 WATTS

OFFERS LIFELIKE RECEPTION

NEW TRANSMITTER

INCREASED COVERAGE

BASIC RED NETWORK

MINNEAPOLIS SAINT PAUL

Blessed Events

NEW BUSINESS 1938 100% RENEWALS

**WBNX NEW YORK**

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

## MORE NEW COMMERCIALS ARE SET FROM CHICAGO

(Continued from Page 1)

rauff & Ryan, is launching "Jack Westaway Under the Sea" for Malto-meal on a thrice-weekly basis starting Jan. 3 on WGN, WJR, KFRC, K.O.M.O., W.C.C.O., KNX, KDKA, WTAM, WDAF and other stations. Dan Sutter, Louise Fitch, Bill Rauth, Al Halus, Norman Gottschalk, Forrest Lewis and Clair Baum are in the cast, with Arnold (Buck) Bucholz to handle production of ETs for World. Olson Rug is to use "Oddities in the News" on 25 stations after first of year.

Sterling Products will use "Way Down East" on WGN the middle of January. Station also has new show tentatively called "Magnificent Lady" coming up for General Mills, which also is reading "Those Happy Gilmans," ET series.

J. I. Case Co. is starting "This Farming Business" with Lloyd (Doc) Burlingame giving news and comment thrice weekly over WLS starting Jan. 3.

Sterling Casualty Co. has bought "Courthouse Reporter" on WJJD for five weekly, with Jack Pyser as reporter.

Libby, McNeill & Libby is reading "That's My Story," drama series for WLW Line plus ET's on selected list.

Kroger is reading an ET series to supplement its "Linda's First Love."

Kellogg has bought Howie Wing for an ET aviation series transcribed by WBS here for Canadian stations, with later distribution in the U. S.

Morrell Co. brings Bob Becker to NBC in a dog drama starting Jan. 9, with local rebroadcast over WGN.

Glass Container Corp. moves the Chicago sustainer, "There Was a Woman," to New York starting Jan. 9, but Leslie Edgeley will continue to write it.

Pillsbury launched "Woman in White," replacing "Today's Children," and S. C. Johnson starts "Attorney at Law" on NBC, both five-weekly, on Jan. 3.

WBBM-CBS begins originating "Ma Perkins" and "Kitty Keene Inc." for Procter & Gamble on Jan. 3.

### WMCA Music-Sans-Talk Show

A half-hour musical program without interruption for station identification or announcements will be heard Sundays over WMCA beginning Sunday at 1-1:30 p.m.

Entitled "Music As You Like It" the program features Lee Grant and his orchestra in a group of popular medleys with special arrangements by Grant.

First in local accounts  
in Chicago

**WGES**

(In the heart of Chicago)

## NEW PROGRAMS—IDEAS

### WIOD's Safety Program

One of the most unusual traffic safety programs is the series titled "It Might Have Been You" aired by WIOD, Miami. The program consists of dramatizations of accidents actually occurring in the Greater Miami area followed by a brief talk by Lieutenant Dan Reynolds of the Accident Prevention Bureau of the Miami Police Department. In his talks Lieut. Reynolds tells of the number killed or injured, and of how the accident might have been prevented.

### Pop Question with Popcorn

Amid the scenes of an old fashioned corn popping bee, WFIL inaugurates a new series of question and answer broadcasts titled "Let's Pop the Question." Studio is transformed into rustic mart at each broadcast, and opens with a genuine old time corn-popping as audience and contestants sing and eat fresh popcorn provided by the studio. However, later in the broadcast questions are substituted for kernels in the circular iron corn popper and the real business begins.

Contestants make up two teams of four persons, who will be asked five questions apiece dealing with current events. The winning side gets cash prizes.

### WBAL Poetry Stunt

WBAL, Baltimore, has started a new contest on its morning Plaza

### Tentative Wage Scale Is Approved by AFRA

(Continued from Page 1)

fact that changes and adjustments are apt to be made in various instances. Actor commercial wage scale runs from \$25 minimum for 15-minute night-time program with half-time for rebroadcasts to \$50 a tele show.

According to Mrs. Holt who just returned from Los Angeles and Chicago, the Coast is nearly 100 per cent organized and all locals throughout the country reveal figures almost as high.

### Barry Bingham Named Head of WHAS, L'ville

Barry Bingham, son of the late Robert W. Bingham, ambassador to Great Britain, has been named in the latter's will as head of WHAS, owned and operated by the Courier-Journal and the Louisville Times, which are also to be controlled by the son. Stock in the company is to be divided between the three surviving children, with Barry Bingham as trustee. The will was filed for probate Monday.

### McCosker on Sick List

Alfred J. McCosker, WOR president, is confined to his home by a heavy cold.

4900 program. Listeners are asked to submit poems each day. The one submitting the poem selected to be read is invited to appear as guest announcer on that particular program. Several have appeared so far and the feature is decidedly popular.

### "Around the Fireside"

This new Sunday evening musical over KGVO, Missoula, Mont., presents the Evans family—Dad, Mother, Sally and Dick—as they gather around their fireside on Sunday evenings to hear their favorite phonograph records. Family wrangles over merits of swing and classical with general chatter on musical material, adding much interest to the period.

### Sings the Title

A novel method is used at WIBG, Glenside, Pa., to introduce the selections played by Margaret Collins on the "Piano Moods" program, Monday through Friday at 2:30 p.m. Larry Thomas, WIBG staff baritone and announcer, sings the first line of each number, instead of announcing the title.

### Stories from Song Titles

"Tie the Titles," new six-weekly over KGVO, Missoula, Mont., offers theater tickets to listeners submitting cleverest stories woven around, and using verbatim, titles of numbers in period of transcribed dance tunes. Mail response reported heavy.

### Herman Bess Sees Boom For Independent Stations

(Continued from Page 1)

tions, giving service and programs that interest their particular communities, have been receiving greater recognition from national advertisers, says Bess, and the indications are that they will get even more attention from sponsors in 1938.

### Arch McDonald Gets Award

Washington Bureau, RADIO DAILY Washington — Arch McDonald, sports commentator for WJSV, has received General Mills award for excellence in baseball broadcasting during 1937.

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

## PRESS RADIO SEEKING AN INCREASE IN RATES

(Continued from Page 1)

costlier (to Press Radio) service. James W. Barrett, editor-in-chief of PR, said that costs have risen in supplying this type of service and he was endeavoring to meet the increased overhead. If possible, the increase will be put through next month. While a few hundred outlets are supplied with Press Radio News, which is mostly Associated Press and United Press for non-commercial purposes, this is primarily a network proposition to settle the news bulletin situation. Non-network outlets are also supplied, but due to the absence of a network affiliation, the teletype method of transmission keeps the overhead on a higher plane.

NBC and CBS during life of the agreement in force, are bound to underwrite expenses of the Press Radio Bureau although efforts are made to keep PR on a self-supporting basis. Numerous stations subscribing to other news services for commercial purposes, also take PR to cover themselves in case of big news breaks which might escape their other services.

STATION

NEW YORK

Serving New York  
and New Jersey

HOURS A DAY

## GUEST-ING

LUCY MONROE, on Philadelphia Orchestra program, Jan. 3 (NBC-Blue, 9 p.m.).

POLLY MORAN and ALISON SKIPWORTH, on Elza Schallert program, Dec. 30 (NBC-Blue, 11:15 p.m.).

CONSTANCE BENNETT, on "Kraft Music Hall," Jan. 6 (NBC-Red, 10 p.m.).

MYRNA LOY, WALLACE BEERY, FRANK MORGAN, LEWIS STONE, BRUCE CABOT, GUY KIBBEE, CLIFF EDWARDS, FANNY BRICE, JUDY GARLAND, GILBERT RUSSELL, DENNIS O'KEEFE, FRED STARR and JAMES STEWART, on "Good News of 1938," Dec. 30 (NBC-Red and WHN, 9 p.m.).

JACK BUCHANAN, on the Rudy Vallee hour tomorrow. (NBC-Red, 8 p.m.)

MARGO, on Chase & Sanborn Hour, Jan. 2 (NBC-Red, 8 p.m.).

KAREN FLAGSTAD, sister of Kirsten Flagstad, and the "quarrel scene" from "Julius Caesar" with ORSON WELLES and MARTIN GABLE, on "Magic Key of RCA," Jan. 2 (NBC-Blue, 2 p.m.).

CLAUDETTE COLBERT, FRED MacMURRAY and WALTER CONNOLLY, in "Alice Adams," on Lux Theater, Jan. 3 (CBS, 9 p.m.).

ARMAND TOKATYAN, MRS. PAT CAMPBELL, BOB SCHAEFFER and JEAN ELLINGTON, on "Hammerstein Music Hall," Jan. 7 (CBS, 8 p.m.).

SINGIN' SAM repeats on the Coca-Cola "Song Shop," Jan. 7 (CBS, 10 p.m.).

COUNTESS OLGA ALBANI, on "Your Hit Parade," Jan. 8 (CBS, 10 p.m.).

CLAUDETTE COLBERT and CHARLES BOYER, in "Tovarich," on "Hollywood Hotel," Jan. 7 (CBS, 9 p.m.).



● ● ● "Personal" Postcards To: John Clark and Donald Flamm: Have you set a "uniting" day for Trans-American and WMCA—or is the deal pending time availability?... Al McCosker: Josef Cherniavsky will leave MBS-WOR after Jan. 16 to become musical director at Shea's Theater up in Buffalo and will be replaced by Louis Katzman... Harry Conn: Your "Earaches" show was cut two and a half minutes last Sunday because an early concert on CBS had run over on its time... Bill (CBS) Paley: A star was born at your domicile Monday nite when Doris Rhodes debuted... Buddy (Warner music subs.) Morris: Understand that you're pulling the punches and plugs on "Bei Mir Bist Du Shoem" because it will be sung by Priscilla Lane in a future flicker... Songpluggers Association: Beware of a sudden desire to engage your services by other publishers at higher wages. A "war" is on among the publishers to raid the personnel of a few... Boake Carter: Will you please forward to this desk copies of your air scripts. We can't decipher your verbal innuendoes... Bill Lewis or Herb Rosenthal: Johnny Augustine, one of the finest conductors, is around at your place working as a fiddler on some sustaining shows—when he should be spotted on programs of his own. He makes seven men sound like 20.

● ● ● Clair Heyer, national sales manager of WHBF, Rock Island, Ill.: The staff had a grand time with their Xmas Frolic, which was aired as a half-hour feature last Friday... You know, names were drawn for presents and each person, when he received his gift, had to put on some kind of an act... Well, Maurice Corke, commercial manager, got a mouse trap—so he sang "The Man on the Flying Trapeze"... Ralph Childs, the newscaster, sang "I Wish I Was Single Again"... Ted Arnold, special events man, recited the radio man's version of "The Nite Before Christmas"... Ivan Streed, production manager, got a tie rack that tells the color ties to wear with certain shirts—and he also acted as emcee.

● ● ● Lenox R. Lohr: Just a line to inform you that last Sat.'s Sun carried a drawing of Tom Terris, a sustaining artist of yours, in its "25 Years Ago Today" feature stating that Tom was the Broadway rage then playing Scrooge in Dickens' "Christmas Carol"... Mr. Gruen Watches: It doesn't look likely that Sheila Barrett will come back on your pay-roll in March because she's booked for London engagements... Jack Robbins: "You're A Sweetheart" made the No. 1 place this week—after only three weeks—making it the second hit tune we "louted" correctly for you—other being "Once In A While". Did you ever hear of "I'm Gonna Picket Your Heart"—we wrote that... Barry (Crooner) Wood: Have you been notified of a new show to be given you by CBS yet?... James L. Saphier: Boys around town miss your smiling countenance. Come back—all is forgiven... Irving Berlin: Tommy Dorsey received a wrist watch for Xmas engraved with your words of appreciation for what he did with "Marie". Do you know about it—or is this another bit of shrewed business on the part of your clever Harry Link?

● ● ● County Clerk, St. Louis: As 1937 passes to make way for the next number, we note that the boys around KWK did well this past semester and contributed to the city's coffers... Ernie Vogel, Herbie Sigmund and Jim Burke of the engineering staff there threw away their cloaks of bachelorhood, while Dan Seyforth, talent director, married a member of his staff, Tommy Birch... Also John Conrad... With but a matter of hours keeping Kid 1938 waiting, Announcers Dick Fischer, Bill Cook and Bill Edmonds are just about set to make the final leap... Now, then, in view of all this business, couldn't you possibly reduce the rate or arrange a fee for large units—(those who are still single) to come around to see you?

## PROGRAM REVIEWS

## "On Broadway"

Among the dramatic series holding to a consistently good level in entertainment value is "On Broadway" sponsored by Diamond Crystal Shaker Salt over NBC-Blue network on Sundays at 3-3:30 p.m. Last Sunday's broadcast, with a formidable cast headed by Edith Taliaferro, House Jameson and Adelaide Klein, was another episode of the Broadway environs, with ample human interest and suspense. Jean Paul King is the efficient commentator on the program.

## Briefly

"Skyscraper," with Chester Morris and Florence Rice, winding up the "Silver Theater" series on CBS last Sunday, was a typical sample of the mistaken idea that radio drama must be noisy and almost hysterically high-pitched in order to be effective.

Senator Fishface and Professor Figsbottle, with Jack Douglas as emcee, who are being crowded out of their Sunday afternoon sustaining spot on NBC-Blue, are worthy of some other place on the schedule. The program is one of the few that has at least a few touches of individuality instead of following the familiar variety formula.

Campbell Soup's special Christmas Day program on CBS had a couple of highlights—a "tear-jerker" in the preview of "Tom Sawyer" in the "Hollywood Hotel" hour, which ran at 4-5 p.m. on this occasion, and Lionel Barrymore in another performance of Scrooge at 5-5:45 p.m.

## WMCA Scoop on Lindy Story

A statement by Jack Eigen, WMCA commentator, that the purpose of Col. Charles A. Lindbergh's visit to the United States is to undertake biochemistry experiments at Columbia University gave WMCA a scoop of almost 12 hours on the story which was reprinted yesterday by New York City papers.

Eigen's statement, declaring that Col. Lindbergh was collaborating with Professor Magnus Gregerson on the experiments, was broadcast Monday night and picked up by International News Service with due credit to WMCA as the source of information.

## Wallenstein to Honor Ravel

Alfred Wallenstein will dedicate his Sinfonietta over WOR-Mutual tomorrow night at 9:30 to the memory of Maurice Ravel, composer, who died yesterday. Three compositions by Ravel will be played.

## FCC ACTIVITIES

APPLICATIONS RECEIVED  
WBBZ, Ponca City, Okla. Involuntary assignment of license from C. L. Carrell to Adelaide Carrell.  
P. W. Spencer, Rock Hill, S. C. CP for new station. 1500 kc., 100 watts, daytime.



Greetings from Radio Daily

December 29  
George Field  
Clyde McCoy  
Pat Padgett

**PROMOTION**

**Resume of WOR Results**

WOR sales promotion department got out a five-page resume of the use of the station as a spot to specifically introduce a product and to supplement other coverage.

Taking Colgate-Palmolive-Peet Co.'s Concentrated Supersuds as an example, the resume reveals that sales increases and expanding distribution resulted in triple expansion in amount of time used on WOR and a continuous series of renewals ever since.

Program originally was set on a temporary basis, through Benton & Bowles agency, using five-minute spots Monday through Friday. Program is now on 15 minutes each day.

In the piece, WOR shows each stage of the program series, mail results, contests, etc., also just what shows were in competing positions on other networks and stations.

**Boosts for Community**

A. J. Mosby, manager of KGVO, Missoula, Mont., has set new station policy of publicizing the community and its advantages in all call letter announcements. Examples are: KGVO—at the crossroads of the Northwest, in Missoula; KGVO in Missoula—the shopping center of Western Montana; KGVO in Missoula—the garden spot of the Northwest, etc.

**Agency Moves Branch**

The Kenosha, Wis., branch of Geyer, Cornell & Newell Inc., advertising agency, will move to Detroit on Jan. 3, it was announced yesterday. Branch is following move of Nash-Kelvinator department heads, including advertising manager, sales manager and sales promotion manager, to company's headquarters in Detroit.

**Joan Brooks at WSAL**

Joan Brooks, NBC singer, has been chosen to headline the first regular show of the WSAL, Salisbury, Md., sustaining artists New Year's Eve. Station first went on the air in November. This program will also mark the opening of the new Arcade Theater, according to J. Roy McLennan, general manager of WSAL.

**NEW BUSINESS**

WBAL, Baltimore: Corkran-Hill & Co., meat packers, 156 participations on Mary Landis program; Scott Paper Co., 78 on the same program; Consolidated Gas & Electric Co., Alyce Lytle, 52 15-minute programs; Schreiber Bros., meat dealers, 52 Plaza 4900 announcements; RCA, 14 announcements following the Metropolitan Opera programs.

WNEW, New York: Procter & Gamble (Oxydol), announcements, through Blackett-Sample-Hummert; Justin Haynes & Co. (Aspirub), "Make Believe Ballroom," through William Irving Hamilton, Inc.

WLW, Cincinnati: Pepsodent, "Mickey Mouse of the Air".

WHK, Cleveland: Quaker Oats, "Margot of Castlewood" and "Aunt Jemima".

**ORCHESTRAS - MUSIC**

**S**HOLOM SECUNDA, the man who sold a fortune for thirty dollars, by relinquishing his rights to "Bei Mir Bist Du Shoen" which he wrote five years ago, will be interviewed by Frankie Basch on WMCA this Saturday at 4:15 p.m. Secunda, noted musical director of the Yiddish Art Theater composed the melody in 1932 for a Jewish musical comedy. He sold the publishing rights for \$30 shortly thereafter, never realizing that some day it would be America's number one swing tune. Several weeks ago Guy Lombardo introduced the number on the radio and now its popularity threatens to inundate the one-time high established by "The Music Goes Round and Round." However, while Secunda's song whirls to fame in meteoric fashion, the composer pounds away at a piano in an obscure corner of his theater on Second Avenue.

Newest addition to the roster of WIP remote bands is Billy Hayes and orchestra, to be heard nightly from the Hollywood Restaurant in Philadelphia.

Horace Heidt and his Brigadiers turn prophets on their NBC-Blue Network program of Jan. 4, when they will offer a program of numbers which they predict will be the first big hits of 1938. Among the selections to be played are "I Simply Adore You," "Whistle While You Work," featuring the 4 Kings, "Half Moon on the Hudson," with Larry Cotton providing the vocal interpolation, and "Rosalie," with the musical spotlight shining on Lysbeth Hughes, Bob McCoy, Larry Cotton and the Glee Club. The entire company will have a chance to show off their talents in the novelty song, "Bei Mir Bist Du Shoen."

The Indianapolis Symphony orchestra under the direction of Fabian Sevitzyk will broadcast another exclusive concert over Mutual on Jan. 8 at 10-11 p.m.

Samuel Gardner, composer and conductor, will be the guest director of the Bamberger Symphony over WOR on Jan. 7 at 10:30-11 p.m. Milton Kaye and Sandra Livitski, well-known pianists, will fill the roles of guest artists.

Ken Sisson has been compelled to use a larger studio for the "Canada 1937" program emanating from CFCF and CBM in Montreal. Arrangements have been made for space in the Associated Screen News Building. The program now employs a 30 piece orchestra, a 16 voice choir and a number of soloists.

Emil Coleman is playing society dates out of town this week. He furnished the music at a party in Baltimore and another at the Pittsburgh Golf Club.

Mark Warnow concluded the musical directorship of "Earaches of 1938" last Sunday week in order to handle his post as conductor of the Heinz Magazine of the Air, which, starting this Sunday, will be heard over CBS at 5:30 p.m. Freddie Rich takes over the berth on the Conn show.

Blue Barron, youthful Cleveland orchestra leader, who has been heard on NBC programs from that city, makes his New York debut Jan. 6 in the Green Room of the Hotel Edison. During his New York engagement, Blue Barron will be heard five, possibly six, times weekly over the NBC Red and Blue Networks.

Lou Breese and his orchestra, who recently closed at the French Casino, New York, open for Consolidated Radio Artists at the Beverly Hills Country Club, Newport, Ky., on Jan. 6, with a WLW and NBC network wire.

Bob Grayson and his orchestra, now playing the Atlanta Biltmore Hotel at Atlanta, go into the Commodore Perry Hotel at Toledo on Jan. 5 for CRA. Grayson will have an NBC wire.

Johnny Hamp and his orchestra opens for CRA at the Adolphus Hotel in Dallas on Jan. 5 for four weeks.

Tommy Nolan, from Old Vienna in downtown Cincinnati, has the opening spot on the New Year's Eve music from here to be aired over WSAI, the WLW Line, NBC and Mutual stations.

The Los Angeles Philharmonic Orchestra of 108 musicians under the baton of Dr. Otto Klemperer will lead a salute to the close cooperation which exists between radio and cinema in a special broadcast over CBS on Saturday at 6-6:55 p.m. This program will also mark the first anniversary of KNX, Hollywood, as key station of the Columbia System's Pacific Coast network. It will originate on scoring stage No. 1 of the Paramount Studios. Thomas Freebairn-Smith will be the narrator. In addition to saluting radio and films he will hail the innumerable arts and industries that make their homes in Los Angeles and vicinity.

"Pee Wee" Hunt, rotund swing singer of the Casa Loma band, and his co-worker, "Sonny" Donald, will contribute examples of their pecu-

**100 POSTCARDS**  
Glossy finish on heavy weight stock from your original; complete caption and 75-wd. message, ready to mail. **\$3.75** 100 for—  
Without message—\$2.50  
**PHOTO DUPLICATES**—Any size, style and quantity.  
**C-S PHOTO SERVICE**  
1922 Linwood Ave. Toledo, O.

**Coming Events**

Dec. 20-31: Ohio's Third Annual High School Radio Festival, in cooperation with WOSU, Columbus.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

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

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

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

June 12-15: Advertising Federation of America's annual convention, Detroit.

**LINCOLN**

KFOR - KFAB's Christmas party featured program director Lyle DeMoss as Santa Claus.

Reginald B. Martin, CSBC station manager here, spent the holidays with his wife in Des Moines.

Porter Randall, WIBW, Topeka, may replace Ray Suber on the KFOR announcing staff.

liar talents to the weekly session of the "Saturday Night Swing Club" over CBS next Saturday at 7-7:30 p.m. The third soloist of the evening will be tenor saxophonist Hank Ross, a member of the "Swing Club" band. Leith Stevens, regular conductor of the "Swing Club" band, will put his musicians through their paces on "Rose Room," "Cat Walk," "If You Were Somebody Else" and "Taint So, Honey, Taint So." "Sweet Sue," an old Swing Session favorite, is to be Ross' solo offering. Paul Douglas, who has been adding appropriate and inappropriate comment to the Swing Sessions, will again be on hand to do his emcee stint.

**UNIVERSAL MODEL "A" MICROPHONE**

Single Button with fully protected diaphragm. Furnished with two outputs—40 db. or—15 db. Most highly developed and scientifically constructed single button microphone.

List \$15.

Microphone Division  
**UNIVERSAL MICROPHONE CO. LTD.**  
424 Warren Lane, Inglewood, Calif. U. S. A.

## O' Cedar Products Buys Martin Block Swing Show

O' Cedar Products of Chicago will sponsor Martin Block's "Sunday Swing Concert" over WNEW beginning Jan. 30. Block's show, originating in the Criterion Theater on Broadway each Sunday morning at 11-12 noon, will be broadcast exclusively over WNEW as in the past.

The policy used in the past to develop this broadcast will be continued. Outstanding stars of the "swing music world" will appear as guests each Sunday morning, with Merle Pitt's Make Believe Ballroom Orchestra furnishing the musical background of the hour long show.

Tie-ups with O' Cedar dealers will give them a portion of the 2,000 tickets available each week, but the larger percentage of the tickets will continue to be held for the general public.

## Raymond Gram Swing Urges Extending U. S. Short Wave

"It is the business of American democratic civilization to save itself, and one of its instruments of self-defense is the radio," declares Raymond Gram Swing, commentator on "World Events" over WOR-Mutual.

"Foreign radio is a present day force which affects us in America, and is going to effect us more and more as time goes on. What is still more serious, it effects our relations with other countries," says the authority on foreign affairs, who urges a wider extension of American short-wave services to present the "American Viewpoint" to world-wide listeners.

"Those other countries are being told by the fascist countries that we are on the skids, that we belong to the past, while fascism has the future in mortgage. Of course, we don't believe it. But others who listen to this doctrine may not be so quick to disbelieve. And these other countries are being given news about us, all carefully interpreted for them, which bears out the prediction of our decline.

"We may not be aware enough of this din of propaganda. But it will intrude on us more and more. For the present, I am sure that a great many more Americans listen to the European broadcasts of the networks than to foreign shortwave programs, and as these network broadcasts are planned and selected, there is little propaganda in them, and very much of important and even vital value.

"But this evolution, I feel, is in the tempo of a sane and rational world, whereas the tempo of international

## RADIO PERSONALITIES

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

### JOHN J. GILLIN JR.

**J**OHN J. GILLIN JR. is a pioneer in radio, although he is only in his early thirties. At one time he was announcer for WHT, Chicago, and was associated with the National Radio Advertising in Chicago.

Since 1929 he has been associated with WOW. In 1932 he became general manager of this station, and as such he enjoys a nation-wide reputation in radio.

He is a director of the NAB, and a past president of the Nebraska Broadcasters Association, as well as vice-president of the Sixth Region of the United States Junior Chamber of Commerce.

The station whose activities are managed by Gillin has had a long and notable career and on next April 4 will celebrate its 15th anniversary of broadcasting service. The call letters, incidentally, stand for Woodmen of the World, the life insurance association known throughout the land and which has assets of around \$125,000,000—thereby plenty of resources at the station's disposal.

Gillin is married, and has two children. Joan and John J. Gillin III.



Still young, but a pioneer in radio.....

## Dickering for Web Spot On Framer's Radio Swaps

Pittsburgh—Negotiations are understood to be under way by Walt Framer for placing his "Radio Swaps" program in a network spot. The show has been on the air over WWSW since September, 1936. Idea of the program is for man-on-street to ask persons for unusual articles, for which payment of certain sum is made if produced. Framer claims copyright on the idea.

radio propaganda is in the new mad swiftness, which is the true speed of world events. International broadcasting, admirable though it is, still does not keep us abreast of the changing world. It is not depicting it, describing it, interpreting it, in the thorough way that it needs to be recreated, if the American people are to be wise in choosing their foreign policy.

"We cannot afford our comfortable sense of leisure. Whether we want it or not, whether we accept it or not, a challenge has gone forth throughout the world to us, and to all that we have believed in our national history. The challenge is already vocal in every house in this country that uses a shortwave receiving set. It is vocal in far corners of the world where such matters have hardly been given a thought. The challenge is already a sizeable stream today. Before we know it, it will be a flood.

"Radio as a present day force is one of the chief instruments of that challenge. It also must be one of the chief instruments in meeting the challenge. It must meet it abroad wherever the challenge is heard. But it must meet it, above all, at home in quickening and expressing the whole of our civilization."

## Garner Checks Sentiment On Newspaper Stations

Washington Bureau, RADIO DAILY  
Washington—Vice-President Garner is understood to be acting as President's Roosevelt's emissary in sounding out members of the Senate on their attitude toward a possible administration-sponsored measure against newspaper-owned radio stations being introduced in the next session of Congress.

The issue was brought up at the start of this year's session by Senator Burton K. Wheeler. Senator Wallace White also expressed himself against newspapers owning stations, and Chairman Frank R. McNinch of the FCC likewise favors divorcement of the two mediums. McNinch recently began a study of the situation.

## Heidt Records Ballads

Horace Heidt and his Brigadiers have just recorded for Brunswick, "Sweet as a Song" and "Half Moon on the Hudson," two ballads that exemplify "sweet swing." "The Toy Trumpet," which gives the three trumpeteers a chance to display their ability, is a natural for them. In addition, Heidt has put on wax his own "History of Swing" in which he traces with the aid of the band the growth of swing from its birth and introduction by the original Dixieland Jazz Band, through the styles of Goodman and Dorsey and the rest to his own famous brand of "sweet swing."

## Bogert Joins Universal

Vincent Bogert has joined the writing staff of Universal Radio Programs Inc. His first assignment will be writing Universal's five-minute Library feature, "Thrill of a Lifetime." Before joining Universal, Bogert was on the staff of the Democratic National Radio Committee, and for the past year has been free-lancing.

## Newscast Every Hour New Policy for WINS

A new newscast policy will go into effect on Jan. 3 over WINS, local Hearst outlet, when news periods will be broadcast every hour on the hour. INS news will be read by staff announcers 13 times daily, with the schedule being set as nine five-minute, two 10-minute and two 15-minute periods. Plan, according to Al Cormier, general manager, is to avoid the listener having to look up staggered schedules in newspapers, and each news broadcast will announce the time of the next period scheduled.

News schedule, which will not be heard on Sundays, will also be sold to advertisers in various types of packages. Each newscaster will be introduced by another announcer.

## OKLAHOMA CITY

Ernest Mobley Jr., formerly of KFXR here, has joined announcing staff of KASA, Elk City.

Harbour - Longmire Furniture Co. now sponsoring daily broadcasts by Virginia Long over KOMA.

## CANADA

Alfred Sundstrom, assistant traffic manager of the beam service of Canadian Marconi Co., died Sunday in Montreal.

Canadians spent \$78,729 on radio receiving sets in the U. S. during October and brought them back to Canada under the \$100 free import quota.

## Catheryn King in New York

Catheryn King, director of the personnel service at KMO, the Mutual station in Tacoma, is spending the holiday season in New York with her brother, Jean Paul King, the radio and newsreel commentator.

## New 30-Second ET Series

A new series of 30-second dramatic commercials has been completed by National Transcription Features and are being introduced in various eastern cities by George H. Field, sales manager.

## Jan MacRorie on Coast

Janet MacRorie, NBC continuity acceptance editor, is in Hollywood looking over the program continuity department setup. She is trying to find out the "why" and how the Mae West script was approved for broadcasting. Understood she will establish a new routine in the continuity department similar to the Radio City setup.

Brooklyn Eagle  
 Toledo News Bee  
 Los Angeles Times  
 Tacoma News  
 Sacramento Bee  
 Davenport Daily Times  
 Kansas City Journal-Post  
 Bridgeport Times-Star  
 Birmingham Post  
 Topeka State Journal  
 Worcester Telegram & Gazette  
 Cleveland Plain Dealer  
 Davenport Democrat & Leader  
 Houston Post  
 Shreveport Journal  
 Knoxville Journal  
 Lincoln Star  
 Fort Worth Press  
 Portland Sunday Telegram  
 Columbus Dispatch  
 Chicago Herald & Examiner  
 Macon Evening News  
 Flint Journal  
 Peoria Journal-Transcript  
 Grand Rapids Herald  
 Chattanooga Free Press  
 New York Daily Mirror  
 Albany Knickerbocker News  
 Baltimore Evening Sun  
 New York Daily News  
 Detroit Free Press  
 The Cleveland Press  
 Newark Sunday Call  
 Tampa Morning Tribune  
 Long Beach Press Telegram  
 Hollywood Citizen-News  
 Pasadena Star-News & Post

Mason City Globe-Gazette  
 Bay City Times  
 New Brunswick Daily Home News  
 Shawnee Morning News &  
 Evening Star

Fort Wayne Journal-Gazette  
 Birmingham News  
 Fort Worth Star-Telegram  
 Plainfield Courier-News

Bridgeport Herald  
 Wichita Eagle  
 Racine Journal-Times  
 Stamford Advocate  
 Syracuse Herald  
 Paterson Morning Call  
 Boston Evening American &  
 Sunday Advertiser  
 Washington Evening Star—  
 The Sunday Star  
 Utica Observer-Dispatch  
 Greenville Piedmont  
 Long Beach Sun  
 Oregonian  
 Evansville Courier  
 Chicago Daily News  
 San Francisco News  
 Tulsa World  
 Pittsburgh Post Gazette  
 Indianapolis News  
 Lynn Daily Evening Item  
 Cincinnati Post  
 Memphis Commercial Appeal  
 San Antonio Express  
 Binghamton Sun  
 San Francisco Call-Bulletin  
 Spokane Press  
 Bakersfield Californian  
 Toledo Blade  
 Rock Island Argus  
 Asheville Citizen and The Times  
 Dubuque Catholic Daily Tribune  
 Berkeley Daily Gazette  
 Chicago Tribune  
 The Oklahoma News  
 Des Moines Register and Tribune  
 Lafayette Journal and Courier

## RADIO CRITICS WRITERS and EDITORS

representing the  
 newspapers on this page  
 as well as

### MILLIONS of READERS

have already  
 sent in their ballots  
 to



## VOTING

on the

## TEN BEST

PROGRAMS

RADIO ARTISTS

ORCHESTRAS

COMMENTATORS

SPORTCASTERS

of

## 1937



Ballots are still rolling in. Poll closes midnight.  
 December 31st. 1937

Bridgeport Post  
 Newark Ledger, L. I. Press, Staten  
 Island Advance  
 Wichita Falls Daily Times  
 Youngstown Vindicator  
 Topeka Capital  
 Canton Repository  
 Akron Beacon-Journal

## PHILADELPHIA

Walter T. Evans, is the newest addition to the WIP sales staff, coming from WHB, Kansas City.

Karl Bonawitz, organist, is featured in a new series from WFIL called "Twilight Sonata."

WCAU Womens Club of the Air featuring Barbara Boyd and Elsie Carol has had its time extended from two 15 minute broadcasts daily to a half-hour.

Harry Woods, formerly of the announcing staff of WIBG, has joined KYW.

Pat Stanton, g.m. of WDAS, is turning vocalist for a series of New Year programs.

Jean Stadler, formerly of the Elkin-Vogel Music Co., joins the program staff of WIP.

Clarence Fuhrman leader of WIP's studio band is rehearsing his new type of rhythm behind locked studio doors.

Larry Vincent, heard daily with his songs over WCAU, made such a hit in a personal appearance at one Philly theater that he has been booked for another week.

Charles Bedford, WFIL commentator, takes on another role, that of emcee on station's new "Let's Pop the Question Program."

Horace Hustler starts a new WPEN series called "Organ Doctor."

J. W. Stanistreet is now being heard over WDAS in "Your Neighbor."

Doris Havens, WCAU organist who was injured in an auto accident some time ago, returns shortly to play for Ben Alley on his regular song session.

Manning Hall, WPEN p.a., plans a huge show for inmates of the Eastern State Penitentiary.

Isadore Eisenberg, sound effects engineer, has left Philly to join WBBM, Chicago.

The Tell sisters and Bert Balus start a new thrice weekly series at WCAU.

## WIBG, Glenside, Pa.

Uncle Jim's daily programs for children will be renewed Jan. 3 on a Monday through Friday basis.

Dawn Frederick of Lansdale is now featured vocalist with the Bobolinks swing-string quartet heard every Sunday at 1:30.

## ONE MINUTE INTERVIEW

KEN SISSON

"Canada has set out to establish some big radio names of its own. Heretofore, the listening audience in Canada has depended to a major extent on programs from the United States for entertainment. Even the newspapers up here devote more publicity to programs in the United States than they do to their own. Now, however, a campaign has been started to build home talent. Canada would like to give U. S. listeners a radio treat more often. Watch Canadian radio in 1938!"

## ★ Coast-to-Coast ★

**A** RECENT Sunday morning radio audience of WIOD, Miami, heard an unusual eye-witness description of the burning of a small yacht in Biscayne Bay directly in front of WIOD's News Tower studios. The announcer on duty happened to be looking out of the window when his attention was attracted by a simultaneous flash and explosion aboard the charter boat Gulfstream anchored in the City Yacht Basin. As the craft burst into flames the announcer brought a microphone to the window and dispatched a messenger to the waterfront so that a complete description of the tragedy including the names of those seriously injured went on the air while the flames still crackled aboard the doomed vessel.

*Arline Blackburn, star of the "Pretty Kitty Kelly" series, will be featured in next Sunday afternoon's "On Broadway" story as a Park Avenue debutante with an original formula for romance. Program is heard at 3 p.m. on NBC-Blue Network.*

Herbie Steiner and Annabelle Lee will return to the airwaves tomorrow

afternoon when they begin a new series over WHN at 5:45-6 p.m.

*The operetta, "Patience," will be broadcast by WHN on Friday at 9:30-10 p.m., during the WLW Operetta program which will originate in Cincinnati. William Stoess and his concert orchestra will be heard during the broadcast.*

Richard Crooks, tenor star of the "Voice of Firestone," will return to the program in the NBC-Red Network broadcast of next Monday at 8:30 p.m. In his absence, on Dec. 27, Margaret Speaks, the program's soprano, was featured.

*Mutual stations will be among those airing the Jackson Day Dinner speeches of President Roosevelt and Postmaster General Farley.*

Mrs. Franklin D. Roosevelt, who did not make her scheduled appearance on last Sunday's "Magic Key of RCA" program because she was visiting her daughter in Seattle, will be heard on a future "Magic Key."

## Sees Public Taking Part In Television Development

"The developmental side of television will receive far greater public attention than the program side of the new art when sight broadcasting is launched in the East on a public-participating basis," according to Joseph J. Weed, head of Weed & Co., station representatives, who is continuing his trade survey of video progress.

"I am informed that many leading radio manufacturers will soon market complete television kits for home construction," he declared. Just as in sound broadcasting's early days, kitchens, basements and home workshops will be the settings for amateur construction of receivers. Already, tube companies are selling great quantities of cathode ray tubes to amateurs who are 'in on the ground floor' even before the public has been invited to participate in the test transmissions.

"Not all of the pioneer look-and-listeners will have home-made sets, however. Complete models will be simultaneously offered the public at prices comparable to those of de luxe console sound receivers on the market today.

"Of course, the programs will eventually take leadership in public interest over the receivers themselves. But, at the start, even with the program scope limited, the public will respond in great numbers in buying kits and sets."

Weed differs with some radio men who hold that television will be handicapped in this country on account of the huge area to be served as compared to England where just

a few transmitters can cover the entire nation.

"That's just a point that will make television in this country a mighty industry," he explained. "The one big wrinkle that remains to be ironed out is that of obtaining a sufficient number of frequencies to go around. But the idea of having multiple transmitters with complete talent and production staffs means greater employment, bigger equipment investments and, undoubtedly, good profits.

"For the time being the experimental costs must be borne by the few manufacturing and broadcasting firms conducting field transmissions. But they all stand to gain tremendous returns from the sale of equipment, license fees and advertising revenue.

"There is every indication that public participation is very near—that is, for just a few of the bigger cities at the start. New York and Philadelphia will have the stellar spotlight when the art is launched commercially but other big cities will be quick to follow.

"In all, the new art is definitely ready to break very soon and it is to the advantage of everyone in every branch of broadcasting to gather complete data on the new field. Whether or not broadcasters directly enter the television field, it is best that they know what a closely allied industry is all about."

## Lanny Grey's New Song

Lanny Grey, NBC soloist, has written a new song, "I'm the One Who Loves You", and Brunswick is recording it with Freddie Martin's orchestra tomorrow. Song also recorded by Shep Fields, Tommy Dorsey and Reggie Childs.

## SAN FRANCISCO

Blenda Newlin, KSFO traffic manager, is spending the holidays with her family in Salt Lake City.

Joe Hernandez, race-caster who has just completed broadcasting the Tanforan season, will be heard Tuesdays through Saturdays over KYA and the California Radio System from the Santa Anita track.

Manager Bob Roberts of KYA has been advised by the FCC that license for an auxiliary transmitter with 1,000 watts power has been granted.

## WBT, Charlotte

Station will feed the music of Jimmy Livingston and his orchestra to the Dixie Network of CBS on Saturdays at 7:30-8 p.m. Tentative arrangements also have been made to air the band on Tuesday nights at the same time.

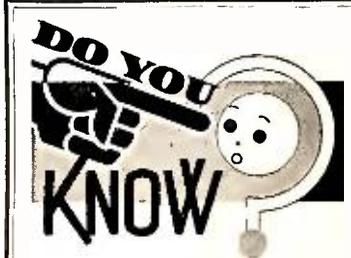
Martha Dulin, receptionist, has replaced Lina Covington Harrell on the "Carolina Reporter" program heard Monday through Friday at 10:45-11 a.m. Miss Harrell resigned from the program to take up other work. Miss Dulin will air the program under the name of "Women Make News."

Clair Shadwell, rotund maestro of the morning "Musical Clock," already is making plans for his next year's Christmas program. At least, he is looking for an ample spot in which to hold it. Carrying out a practice of years past, the Old Shepherd invited the public in general to drop by the WBT studios some time Christmas morning between 6:30 and 9 o'clock for the Annual Musical Clock Yuletide program. "Mama" Shadwell presided over the coffee and doughnuts, while "Shad" conducted the program in his most informal manner. The public in general took Shad at his word and did drop by the studio for the program, with the result that WBT studios were not nearly large enough to accommodate the crowds.

## Radio Editor Notes

Charles Butterfield, AP radio editor, is on the sick list. John Lear is substituting.

Jo Ranson is back at his old job of radio editor for the Brooklyn Eagle.



Pick and Pat, team mates for more than five years, have no contract with each other, but for protection against accident or death each has taken out a good sized insurance policy in favor of the other.