



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 scareheads 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'Neills" 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 Baggaley, Horton & Hoyt agency. It features Buell Patterson interviewing skaters at Chicago Arena. Other WIND novelties include "Listen to Yourself," "Man at the Mill," "Trading Post Floorwalker" and "Traffic Court."

"If the broadcaster has not met

(Continued on Page 3)



Vol. 2, No. 108 Thurs., Dec. 2, 1937 Price 5 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. 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. 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	- 3/8
Westinghouse	101	98 3/4	99 3/4	+ 1 1/4
Zenith Radio	19 1/4	19	19	- 1

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Stromberg Carlson	Bid 7 1/4	Asked 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.

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

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. Popple, 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)

sistant 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 Dreft 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 co-operation 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 Jessel'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 Kreyborg, A. A. Milne, Albert Maltz, Philip Stevenson, Charles Vildrac, Langston Hughes and William Kozlenko 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 Buchan 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 SCHILDKRAUT, 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 Tolson 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 KVSO, Ardmore, Oklahoma, designed to inform listeners on station activities. Station manager James Griffith does the splicing, 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 Hanberg
— INSURANCE —
John 4-2800 Beckman 3-0375
80 JOHN ST., NEW YORK



BILL 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-right-hand.

"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

HORACE 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, actor, is visiting America, going by boat via Panama Canal to Hollywood and returning to New York by motor.

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 Tapps
- Grace Bradley
- Medrano and Donna
- Melissa Mason
- Pierce and Roland
- Virginia Bacon
- Walter Tetley
- Virginia MacNaughton
- Buddy Raymond
- Florence Rice
- Don Costello
- Gloria Young
- The Five Reillys
- Paulette Goddard
- and
- Hundreds of Others



BILL 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.

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".

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.

WPMS, Memphis, Tenn. Authority 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. 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 LS., unlimited.

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

Station to WSBC, 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 LS., 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 LS., unlimited.

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

NEW HAVEN

The WBRY 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 WBRY 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'Gradys'.

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 KVSQ, 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

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
12	20	14	18
13	21	15	19
14	22	16	20
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

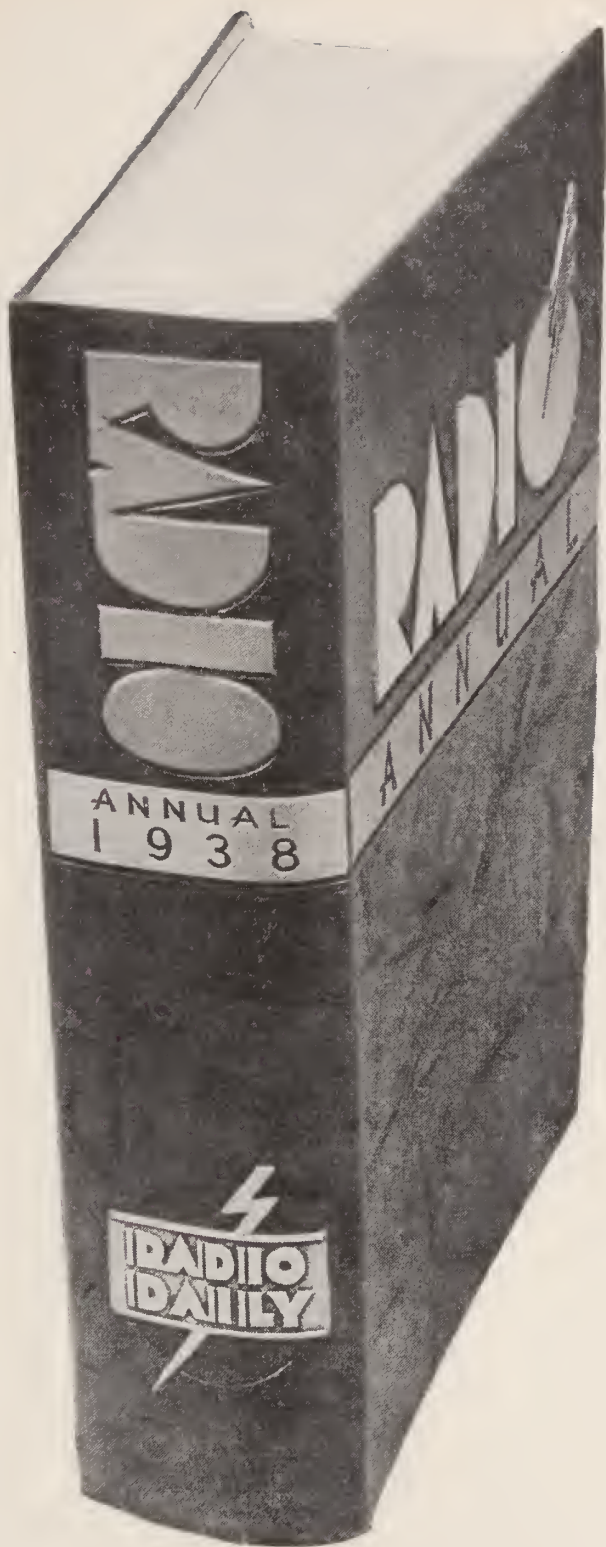
Greetings from Radio Daily

December 2nd

Jesse Crawford Earl J. Glade

Alfred Hall Bernice Judis

Bill Perry



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



ERNST 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 Wolverton, 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

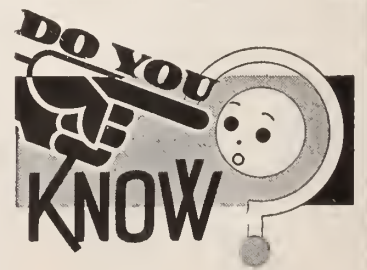
Entire hour of the American banks program on the NBC-Blue next Monday, 9-10 p.m. will be devoted to one symphonic number. Leopold Stokowski will conduct the orchestra through Tschaiakowsky's Fifth Symphony in E Minor, Opus 64.

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.