



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 Gragnano at dinner, but anyway it seems that the radio was tuned in to one of those spieler 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

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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.

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Vol. 2, No. 111 Tues., Dec. 7, 1937 Price 5 Cts.

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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

(Monday, Dec. 6)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	150 3/4	149 3/4	149 1/2	- 1/2
CBS A	18 5/8	18 3/8	18 5/8	—
CBS B	19 1/8	19 3/8	19 1/8	- 1/4
Crosley Radio	8 3/4	8 3/4	8 3/4	—
Gen. Electric	43 7/8	42 1/2	42 5/8	- 1 3/8
RCA Common	7 1/8	7	7 1/8	+ 1/8
RCA First Pfd.	51	50	50	- 3/4
RCA \$5 Pfd. B.	98	98	98	—
Stewart Warner	10 3/4	10 3/8	10 3/4	+ 3/8
Westinghouse	108 3/4	105 7/8	106 3/4	- 1/2
Zenith Radio	19 7/8	18 1/2	18 1/2	- 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	16 1/8	15 1/4	15 1/4	- 1/4
OVER THE COUNTER				
Stromberg Carlson		Bid 8 3/4	Asked 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.

WQXR **MORE**
for your
RADIO DOLLAR
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

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.

Selection	Publisher	Times Played
There's A Gold Mine In The Sky (Irving Berlin Inc.)		40
Once In A While (Miller Music Inc.)		30
Farewell, My Love (Harms Inc.)		29
Nice Work If You Can Get It (Chappell and Co.)		27
If It's The Last Thing I Do (Crawford Music Corp.)		26
I Still Love To Kiss You Goodnight (Leo Feist Inc.)		24
Vieni, Vieni (Witmark and Son)		24
Ebb Tide (Paramount Music Corp.)		23
True Confession (Famous Music Co.)		22
When The Organ Played O Promise Me (Joe Morris Music Co.)		22
Rosalie (Chappell and Co.)		21
You Can't Stop Me From Dreaming (Remick Music Corp.)		21
Blossoms On Broadway (Famous Music Corp.)		20
I've Got My Heart Set On You (Robbins Music Corp.)		20
I Want A New Romance (Famous Music Corp.)		19
Thrill Of A Lifetime (Marlo Music Corp.)		18
Foggy Day (Chappell and Co.)		17
Sweet Someone (Leo Feist Inc.)		17
You Took The Words Out Of My Heart (Paramount Music Corp.)		17
Everything You Said Came True (Remick Music Corp.)		16
Mama, I Wanna Make Rhythm (Santly Bros.-Joy Inc.)		16
Mission By The Sea (Shapiro Bernstein Inc.)		16
Bob White (Remick Music Corp.)		15
Rollin' Plains (Schuster-Miller Inc.)		15

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

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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, KSFO 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, "Pagliacci 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.
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SCRIPT SERVICE DEPARTMENT



ANNOUNCING

the opening, on or about January 1, of a new office—our sixth—in Seattle, Washington.

John Blair & Co.

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SAN FRANCISCO LOS ANGELES

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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 WEA 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 Tessenman 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. Moie 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 frau 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 LS., unlimited.

Roberts-McNab Co., Livingstone, Mont. CP for new station. 1310 kc., 100 watts, 250 watts LS., 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 LS., 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 LS., unlimited.

WGAN, Portland, Me. Auth. to transfer control of corp. to William N. Campbell & Lloyd C. Greene. 640 kc., 500 watts, limited.

KROA, 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 LS., unlimited.

WAYX, Waycross, Ga. Vol. assignment of license to Jack Williams. 1200 kc., 100 watts, 250 watts LS., 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, Charlottetown, 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 Ruthrauff & 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 Hanberg
—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 pianny"
6 times w'kly 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

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.

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 stooge. And the D'Artega music on the show is always swell.

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, is now handling 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

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- ★ Expert Electrical Transcription wax recording Personnel (graduate and licensed engineers).

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STUDIO with 60'x30' double ceiling broadcast studio Dynamic microphones.

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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 Coconut 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
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

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 and 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 deserving 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.



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The Colonel From Kentucky



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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 Villella'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



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Monday to Friday
4:30-4:45
EST

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6-6:15
EST

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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.

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