



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 113

NEW YORK, N. Y., THURSDAY, DECEMBER 9, 1937

FIVE CENTS

Court Suit by Songwriters

Looking On ... AND LISTENING IN

GOSSIPERS In his Tuesday night broadcast over the NBC-Red network, Jimmy Fidler presented quite a case in defense of the Hollywood gossip dispensers who are currently under fire.

Fidler chided the movie moguls and stars for apparently not being able to stand criticism, and declared that he himself takes more than he gives.

Perhaps he deserves more, who can say?

Anyway, it's hardly a fair way of looking at it.

Fellows like Fidler have far-reaching outlets for their spoutings, while the injured ones who answer back are scarcely heard anywhere.

Fidler speaks of "criticism," but that isn't what the complaint is all about.

It's the sometimes prejudiced editorializing, the often semi-false revelations of private lives and the generally wrong impression given out with respect to public personalities that are the big rub.

Such remarks as "This is Tommy Tattler coming to you from Hollywood, where movie stars get married often but not for long," and similar slandering of the movie capital for the sake of a wisecrack to start off or finish up a radio program, deserve their rebukes.

The top man in news-gossiping, Walter Winchell, gets by very nicely by reporting straight facts only, giving a wide diversity of items, avoiding presumptuous comment, keeping within good taste and topping off with an uplift line instead of a slur.

But perhaps it is the exasperation of not being able to compete with Winchell along his own lines that causes other chatters to go sensational in order to get attention.

—D. C. G.

Good Deeds

Long Beach, Cal.—An unusual method of doing good at Christmas time is being followed by Mrs. Essle Lucy, noted evangelist who airs daily on KGER. Instead of soliciting funds for holiday benefactions, she requests needy families to write her, then turns letters over to more fortunate individuals who volunteer to assist the poor.

MOORE PAINT CAMPAIGN ON 33 NBC-RED STATIONS

Benjamin Moore & Co. (paints) will start its annual spring radio campaign on Jan. 3 over 33 NBC-Red stations, 11:45 a.m. to 12 noon.

Program will offer interior decorating advice with "Betty Moore" serving as the decorator. Contract was placed direct.

Bristol-Myers "Men Only" Being Revived for NBC

Bristol-Myers, which recently canceled "For Men Only" over the WLW Line, will present same show over an NBC-Red network, Mondays, 10:30-11 p.m., beginning Jan. 10. Contract calls for 52 weeks. Program is musical variety and features band and soloists. Pedlar & Ryan is the agency.

Heinz Show Is Taking Over CBS "Silver Theater" Spot

H. J. Heinz Co. will shift the Changing Pollock-Mark Warnow CBS show to Sundays, 5-5:30 p.m., effective Jan. 2. Spot is now being used by the "Silver Theater" which signs off Dec. 26.

Pollock program currently is using the Thursday 3:30-4 p.m. spot on CBS. Maxon Inc. has the account.

"Dr. Dollar" for Network

Chicago—Vocational Training Institute, Los Angeles, which recently started "Dr. Dollar" on WMAQ here and is now also using WEAF, New York, is expected to extend the series to a basic NBC-Red network.

Adding 23 Canadian Stations Gives Jell-O Network of 108

Television News Service Starts Operation Today

First commercial operation of television news service will be demonstrated today by Peck Television Corp. Transmission will take place in the Hotel Lincoln, with receiving equipment at Jack Dempsey's Restaurant five blocks away.

Legal Action Against Publishers Decided Upon to Determine Rights of Writers in Their Compositions

Human Nature

Chicago—Due to the popularity of Brooks Connally's "Man at the Mill" interviews on WIND because he supplies free hot coffee to all workers he quizzes, station has increased his "operating budget" so that he can now include doughnuts! And some of the men are now arguing for ham sandwiches.

As a result of the meeting held yesterday at the Hotel Astor by the Songwriters Protective Ass'n, court action will be taken immediately in an effort to get a decision on who actually owns the rights to compositions as administered by the Music Publishers Protective Ass'n and the American Society of Composers, Authors & Publishers. Former organization has been issuing licenses for electrical transcription and motion picture synchronization rights and Ascap, the performing rights.

Irving Caesar, president of SPA, stated after the meeting that despite the resignations on the coast, which

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RADIO EDUCATION GROUP WILL TAKE UP PROBLEMS

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY
Washington—"Radio is becoming more and more an important factor in the American Educational system," says Secretary of Interior Ickes in his annual report, "but the most successful use of it by educators

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Radio Manufacturers Discussing Campaign

Representatives of all leading radio manufacturing and merchandising companies are now meeting secretly in a series of discussions on mer-

(Continued on Page 2)

Wrigley's 64 on CBS

Wrigley will use 64 CBS stations for the "Shaw and Lee" show which debuts Dec. 26 at 6:30-7 p.m.

AMERICAN LEAGUE PREFERS SINGLE SPONSOR FOR 1938

Chicago—Plans to grant exclusive broadcast rights to one sponsor, covering all cities except New York and Washington, which do not permit airing of home games, were announced here yesterday by the American Baseball League. General Mills and

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NAB Committee Meets; Carrying Through Plan

Washington Bureau, RADIO DAILY
Washington—NAB reorganization committee held a strictly confidential meeting behind closed doors here yesterday. The committee is carry-

(Continued on Page 2)

Bowled Over

St. Louis—While KMOX was being eulogized as "favorite radio station" by Edward Shackleton, British explorer, in a lecture at a local high school, the station went off the air for a full hour due to transmitter trouble.

"The equipment just can't stand flattery," said Chief Engineer Graham Tevis.



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Dec. 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	150 ⁷ / ₈	149 ¹ / ₂	150 ³ / ₈	+ ³ / ₈
CBS A	18 ¹ / ₂	18 ¹ / ₈	18 ¹ / ₈	—
CBS B	17 ⁵ / ₈	17 ⁵ / ₈	17 ⁵ / ₈	— ¹ / ₂
Crosley Radio	8 ⁵ / ₈	8 ¹ / ₄	8 ⁵ / ₈	+ ¹ / ₈
Gen. Electric	44 ³ / ₄	43 ⁵ / ₈	43 ³ / ₄	— ¹ / ₄
RCA Common	7 ¹ / ₄	7	7 ¹ / ₈	— ¹ / ₈
RCA First Pfd.	53 ¹ / ₈	51	53 ¹ / ₈	+ ¹ / ₈
RCA \$5 Pfd. B	97	96 ¹ / ₂	96 ¹ / ₂	— ¹ / ₂
Stewart Warner	10 ⁷ / ₈	10 ³ / ₈	10 ⁷ / ₈	+ ³ / ₈
Westinghouse	114 ¹ / ₂	110 ¹ / ₄	111 ³ / ₄	+ ¹ / ₂
Zenith Radio	19 ¹ / ₂	19	19	—

NEW YORK CURB EXCHANGE

Majestic	1 ³ / ₈	1 ³ / ₈	1 ³ / ₈	—
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OVER THE COUNTER

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

EXAMINER'S RECOMMENDATIONS

John S. Allen and G. W. Covington, Jr., Montgomery, Ala. CP for new station. 1210 kc., 100 watts, daytime, be granted.
Mervel M. Valentine, Laredo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited, be granted.

Wheeling Steel Network

Chicago—Wheeling Steel Corp., Wheeling, W. Va., will air its variety show starting Jan. 2 from WWVA studios over WLW, WOR and WGN, Mutual stations. Program, featuring orchestra, chorus and semi-pro talent from among workers, is set for 26 weeks, through Critchfield & Co., Chicago.

Cliff Carl at WHO

Des Moines—Cliff Carl, character comedian, has joined the WHO staff. He is appearing in three series.

W BIG All the News!
GREENSBORO All the Time!
N. C.

CRAIG & HOLLINGBERY, INC. Nat'l Reps

★ Programs That Have Made History ★

KDYL's "The Kangaroo Club"

ITS form changing as fashions in broadcasting have changed down the years, "The Kangaroo Club" of KDYL, Salt Lake City, claims to be one of the oldest children's programs on the air. In the course of its development "The Kangaroo Club" has exchanged sponsors many times, currently being used by the W. T. Grant Co. as a Christmas-business builder. It was in 1928 that the idea of using Kangaroo as an unusual symbol of energy, thrift and intelligence first occurred to Bennett Larsen, then a staff member at KDYL. (Larsen since has formed connections with Ruthrauff & Ryan's radio production department.) The name "Uncle Ben" was chosen, and the "Kangaroo Club" went on the air as a children's talent show, one hour daily except Sunday. Within a year the club had a roster of over 30,000 signed membership cards and sponsorship was on a participating basis.

When Larsen left, the name "Uncle Ben" was taken over by various of his successors, the current Uncle Ben being George Snell. Total membership probably runs well over 50,000; although, since many of the original "Kangaroos" have come to maturity

in the 10 years of the club's existence, part of that number has become inactive.

During the summer months the show is conducted in the Liberty Park Outdoor Theater, with specially trained talent, under the supervision of Carol Hall.

For over three years KDYL maintained at its own expense a "Kangaroo Club Band" of 45 pieces which was used not only on the air but in the interest of many civic affairs and entertainments.

In five seasons the Club conducted Saturday matinees from the stage of various downtown theaters. Among the graduates of the "Kangaroo Club," in addition to Larsen, are the Bryan Sisters, working in Hollywood and starred in many musicals, Shirley Davis, vocalist with Bob Young's Orchestra, Gordy Gudmunson, now with Fred Waring, and many others.

At present the show is a tri-weekly quarter-hour stanza, musically supervised by Carol Hall, presented in semi-formal style and called "The Kangaroo Artists' Revue," a far cry from the catch-as-catch-can manner of the early days.

Radio Manufacturers Discussing Campaign

(Continued from Page 1)

chandising and advertising methods in the radio industry at the Astor. Although sessions are held in strict confidence, it is known that membership includes representatives from RCA, Philco, General Electric and other leading concerns.

Purpose of sessions is to reformulate present advertising and merchandising campaigns conducted by individual members of the industry, with a more or less combined front to be presented. All results of the discussions will be made public at the time the session submits its recommendations to the trade.

FCC Gag Rule Seen

Washington Bureau, RADIO DAILY

Washington—Sources close to the FCC say that an order will soon be issued making it necessary for all regular press releases to pass through the legal division before being available to the press.

Hampton Moves Radio Dept.

David B. Hampton, representative of artists and writers, has opened new quarters at 425 Fifth Ave. for the handling of all radio and theatrical activities of his organization. Kenn Randall will have charge of casting problems at the new address. Office is now interviewing people for a new Repertory Company scheduled for early spring opening.

NAB Committee Meets; Carrying Through Plan

(Continued from Page 1)

ing through plans adopted at the recent meeting in New York, and will present proposals and recommendations at the New York meeting to be held after first of the year.

Sessions continued late into the night and will probably run through Friday. Phillip G. Loucks, committee chairman, caught by a RADIO DAILY representative during "time out", intimated that excellent progress was being made in drafting a preliminary report.

Sterling Products Renews

Sterling Products has renewed three NBC-Red shows for 52 weeks effective Jan. 3. They are: "How To Be Charming," Monday, Wednesday and Friday, 11:30-11:45 a.m., rebroadcast for coast at 2:30-2:45 p.m., 44 stations; "Lorenzo Jones," Monday through Friday, 4-4:15 p.m., 22 stations; "Backstage Wife," Monday through Friday, 11:15-11:30 a.m., 25 stations. Blackett-Sample-Hummert is the agency.

COMING and GOING

JEAN HERSHOLT will come to New York from the Coast for the Christmas holidays, and at least two of his Sunday broadcasts will originate here.

WERNER JANSSEN and MRS. JANSSEN (Ann Harding) are in Baltimore, where Janssen will conduct the symphony orchestra for the season.

JULIE BENELL and CARL GLICK leave Friday for Hartford, Conn., where they will be guests of honor at the performance of "Gold in the Hills" or "The Dead Sister's Secret" to be given by the Hartford Masquers.

STANLEY WESSEL of the Wessel Co. is in New York.

DALE ROBERTSON, manager of WIBX, Utica, is a New York visitor.

STEPHEN P. WILLIS, general manager of WPRO, Providence, is in town.

11th Inter-City Link Goes on Air Dec. 19

WLAW, new station built by Hildreth & Rogers, newspaper owners, in Lawrence, Mass., makes its debut Dec. 19. It will be the 11th link in the Inter-City Network. Station will be fed through WMEX, Boston. WMCA is the New York station in the web.

Bachman as WIND Rep

Earl Bachman, effective today, becomes exclusive representative for WIND, Gary, Ind., and has opened his own offices, in this city. Bachman was with Gene Furgason & Co. until his resignation this week.

Oldsmobile Buys Game

Chicago—Oldsmobile dealers of Chicago area will sponsor the national championship pro football game between Chicago Bears and Washington Redskins over Ralph Atlass' WJJD and WIND next Sunday. Jimmy Dudley will be at the mike.

Don Johnson to Write

Don Johnson ("Professor Figg-bottle") has been engaged as a writer for the "On Broadway" dramatic program which immediately precedes his "Fishface and Figg-bottle" show over NBC-Blue network on Sundays. The first performance on which Johnson has collaborated will be broadcast on Dec. 19.

YOU MUST TALK

to the people of New York State
—or else—you are passing up the
richest market in the world.

Reach Them Through

THE MOHAWK VALLEY
BROADCASTING SYSTEM

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

★ **NEW!** ★

HOWLERS

... Boners as they have been "pulled" in all walks of life! 13 Five Minute Scripts ... \$10.

STAR RADIO PROGRAMS, Inc.
250 PARK AVENUE NEW YORK CITY

COURT SUIT IS PLANNED BY SPA AGAINST MPPA

(Continued from Page 1)
was an "out and out double cross" to the other writers, SPA would go ahead and once and for all have legal adjudication and clarification of the writers' status and ownership in songs after having placed them with a publisher. Whether or not the publishers agreed to a pact, or definitely decided to stick with Ascap at least until 1950, one important publisher would be served today through John Schulman of the Arthur Garfield Hays offices. This will be the first suit, and among the items in the complaint will be the request that the 10 per cent deducted by the MPPA be returned on a retroactive basis on all transcription and movie synchronization license fees.

Also a part of the open break between writers and publishers is the intention of the writers not to cooperate with the publishers on copyright matters, but from now on to seek a copyright measure of their own or back one that is intended for their sole interest. Writers were told at the meeting that they can now place songs with publishers, but in each case to get the best contract possible.

General Mills Renews 3-Hour WMCA Program

General Mills yesterday signed renewal for 3-hour WMCA program for an additional eight weeks. Sponsor has agreed to underwrite entire period pending sale to additional sponsors. Program, effective Monday, will also undergo a change of talent. A new band, to be directed by Lee Grant, has already been set, and station is now auditioning new talent.

Renew Luckies on NBC

American Tobacco Co. (Lucky Strikes) has renewed its NBC-Red network of 75 stations for an additional 13 weeks, effective Dec. 29. Period, 10-11 p.m. Wednesdays, is now filled by the new Warner Bros. show, "Hollywood Parade," which features Dick Powell. Lord & Thomas is the agency.

Basketball on WCBS

Springfield, Ill.—John J. Corrigan, program director of WCBS, has lined up quite an interesting basketball schedule including both Muny League games and those of the four local high schools. Services of Coach Don Anderson also were acquired for the games.

"Peggy" Using Vocalists

"Hello, Peggy", Drackett Co. program heard Wednesdays and Fridays on NBC-Red, starts Dec. 17 using guest vocalists. Arthur Kass of Kass-Tohnerer is lining up talent, with Del Casino as first to be signed. Agency for the advertiser is Ralph H. Jones Co., Cincinnati.

New WICA in Ashtabula Getting Around

Ashtabula, O.—WICA, new local station which went on air Nov. 22, is getting around fast, it is indicated by fan letters received. Mail has come from as far east as Newark, N. J., and as far west as Milwaukee and Topeka, Kan. Station is a 250-watt on 940 kcs. C. A. Rowley is owner; R. B. Rowley, manager; Harrison Bailey, program director, formerly with KMOX; George Gautney, chief engineer, formerly at WRBL; Robert Marvin, commercial manager. Howard Wilson, Chicago, is national representative.

Station has three studios, a 220-foot Truscon shunt excited tower, and Western Electric and RCA equipment. Transmitter is located three and a half miles from the studios.

American League Prefers Single Sponsor for 1938

(Continued from Page 1)
Kellogg both were reported bidding for rights. Protests by Chicago baseball broadcasters and others, however, were said to have put new angle on the situation, and probably will be considered before final action is taken. Baseball headquarters announced that word might be forthcoming today.

Plan is said to be league radio coordinator J. Carle McEvoy's. With exclusive, sponsor could restrict league airings to one outlet in each of 6 cities. Kellogg used Ralph Atlass' WJJD locally last season with John Harrington and "Parade of Baseball Immortals."

KSD Variety Show

St. Louis—"Yodel's Alpine Inn", an elaborate six-a-week musical variety show, is being readied to start Monday at 6:45 p.m. over KSD. Russ David, musical director, is supervising the orchestra, which will play nightly in the Swiss tavern setting where the show originates. William Shubert, Nancy Fitzgerald and June Curran will be among talent.

KTOK Expands on Events

Oklahoma City — A new special events department has been established at KTOK to broaden special event activities of the station which has already promoted numerous remote events of interest. Specials are to be played up more, states general manager Joseph W. Lee. Harold Smith and Leslie Beck have been assigned to take charge of the department.

Worthington Miner's Debut

Worthington Miner, director of numerous Broadway successes, will make his first radio speech today at 5:45-6 p.m. over WQXR, discussing "What's Wrong With the Theater?"

Harry Campbell Joins KFRU

Columbia, Mo.—Harry Campbell ("Dynamite Jim") has joined the KFRU announcing and entertaining staff.

NEW RADIO SCRIPT FOR IMMEDIATE RELEASE
"MUSICAL COURT OF APPEALS"
A sock musical half hour show combining comedy with current song hits. For House Orchestras or Recordings.
SAM H. STIEFEL ENTERPRISES INC.
1619 Broadway, N. Y.
Radio Script Service Department

Big-Screen Television For British Theaters

London (By Cable)—Clear and brilliant television pictures on a screen 8x6 feet are being shown by Baird Television, while Scophony is exhibiting equally good reception on a 6x5 screen. Gaumont-British is considering putting television in some halls. Scophony is having equipment made ready for newsreel theaters and small cinemas in three months.

KOIN "Rainbow's End" Back

Portland, Ore.—"Rainbow's End," a musical production formerly released each Sunday afternoon from KOIN here to CBS Pacific network, is being presented again locally Monday evenings. Highlights on this half-hour of soft music are vocal numbers by Dorothy Rolfsness, contralto, and the KOIN male quartet. The musical ensemble is directed by Joseph Sampietro.

New Victor Bay Series

Victor Bay starts a new "Essays in Music" series on Dec. 10 at 6-6:30 p.m. over CBS. Theo Karle, tenor, will be assisting artist with David Ross as narrator.

RADIO EDUCATION GROUP WILL TAKE UP PROBLEMS

(Continued from Page 1)
continues to be a challenging experiment."

Agreement as to what are the common problems of broadcasters and educators has been reached in considerable measure in meetings during the year of the sub-committees of the Federal Radio Education Committee, and comprehensive studies of these common problems are to be taken up within the next few months, it was pointed out.

For many years school officials and local broadcasters have been searching for scripts which are both significant and entertaining. To supply this need, the radio project, in cooperation with the NAB, established the Educational Radio Script Exchange, which has filled requests for 54,000 scripts, produced in 42 states, over 114 radio stations. In addition, the exchange prepared and distributed aids to school groups wishing to go on the air. These aids include Manual of Suggestions for producing radio programs and a glossary of terms used in the radio industry.

More Hollywood Aspirants

Chicago—Truman Bradley, commentator, and Gale Page, NBC song stylist, are latest to get a movie call. Bradley goes to New York on Dec. 15 for an M-G-M. He will fly to New York and commute to Detroit to announce Ford Sunday night series.

Gale Page has left for Hollywood for a second test with Warner Brothers. Florence George and Betty Jaynes are other Chicago singers who have crashed Hollywood in the past six months.



KNABE . . .
Acknowledged the World's Best Piano!

WHN
(Dial 1010)

ACKNOWLEDGED NEW YORK'S BEST SHOWMANSHIP STATION . . . Chosen by Variety—approved by wise advertisers...

WHN 1540 BROADWAY
The most effective and economical medium for covering the New York market—the richest in the world.

Affiliated with Loew's Theatres and the Metro-Goldwyn-Mayer Studios.

GUEST-ING

ZASU PITTS, on Al Jolson program, Dec. 14 (CBS, 8:30 p.m.)

BERT LYTELL, LEE SULLIVAN and ALICE MARION, on "Hammerstein Music Hall," Dec. 17 (CBS, 8 p.m.)

FATS WALLER and LIONEL HAMPTON, on "Swing Club," Dec. 18 (CBS, 7 p.m.)

LAURITZ MELCHIOR on "Your Hit Parade," Dec. 18 (CBS, 10 p.m.)

JOHN and ELAINE BARRYMORE, in "Bulldog Drummond's Revenge," on "Hollywood Hotel," Dec. 17 (CBS, 9 p.m.)

ROBERT MONTGOMERY and IDA LUPINO, in "39 Steps" on "Lux Radio Theater," Dec. 13 (CBS, 9 p.m.)

MARY EASTMAN, on "Between the Bookends," Dec. 10 (CBS, 4 p.m.)

SIMON BARER, pianist, on Bing Crosby show, Dec. 16 (NBC-Red, 10 p.m.)

ERNEST McCHESNEY, on "Rising Musical Stars," Dec. 12 (NBC-Red, 10 p.m.)

WALLACE FORD and BRODERICK CRAWFORD in scene from "Of Mice and Men," BILL ROBINSON and RENE CARROLL, on Rudy Vallee show, tonight (NBC-Red 8 p.m.)

CHARLES KULLMAN, on "Voice of Firestone," Dec. 13 (NBC-Red, 8:30 p.m.)

EDMUND LOWE and GLENDA FARRELL, on Bakers' Broadcast, Dec. 12 (NBC-Blue, 7:30 p.m.)

JOHN CHARLES THOMAS, return appearance on "Vick's Open House," Dec. 26 (CBS, 7 p.m.)

YEHUDI and HEPHZIBAH MENCHIN, on Ford Sunday Evening Hour, Dec. 19 (CBS, 9 p.m.)

GEN. HUGH S. JOHNSON and SENATOR L. B. SCHWELLENBACH of Washington, on "Town Meeting of the Air," Dec. 16 (NBC-Blue, 9:30 p.m.)

MAXINE SULLIVAN, RAYMOND SCOTT, CHAUNCEY MOORHOUSE, JOHNNY CALLI and TONY GATUSO, on "Swing Club," Dec. 11 (CBS, 7 p.m.)

JOAN EDWARDS, on "Magic Key," Dec. 19 (NBC-Red, 2 p.m.)

Pilot Luncheon on WMCA

First annual luncheon of the Pilot Radio Awards Society at the Waldorf-Astoria on Dec. 15 will be aired over WMCA. Lowell Thomas and Guy Lombardo are among the Pilot awards winners who already have accepted invitations to attend.

LUCILLE & LANNY

LINWOOD GREY

"2 voices and a pianny"

6 times w/ky WJZ-NBC Blue 8:45 A.M. EST

Arrangements by Lanny Grey
Management NBC Artists Service



● ● ● The George White air show has reached this point: Arguments are on regarding cutting the show from an hour to half... George Beatty is again being groomed for an air spot all his very own... Auditions are in progress on the coast for the Harry Von Zell wordslinging paycheck on the Gulf show because he leaves for N. Y. with Fred Allen... Roger White will go westward to build a show—and the N. Y. office will undergo drastic changes... Joe Rines, who is not affiliated with any agent, is looking around for a manager... Milton Roemer is building a script show for a ciggie sponsor called "The Charge of the Night Brigade," with Arthur Boran as emcee and Bernice Claire, Rodney McCellen, Deauville Trio and Isham Jones' band... Options were picked up for Al Garr, Earl Towner singers and Oscar Bradley's crew on the Phil Baker show...

● ● ● Teddy Bergman, program director of Sound Masters Inc., has developed a startling new kids' show which features Tony Sarg and some of his famous speaking puppets... Show, which looks like a natural for a sponsor, is unique in the fact that all blood and thunder has been eliminated, leaving good, wholesome entertainment, with an interesting story and remarkable sound effects. Show has several sponsors angling now... The Boston Traveler took an editorial rap at FCC Commissioner George Henry Payne for his remarks that average radio programs are addressed to 12-year-old intelligence. Without asking directly what has the gov't done for radio, The Traveler points out that in England, where radio is gov't-run, programs can't touch ours for quality.

● ● ● Edith Dick, who succeeded Alice Marion as vocalist on the Lucky Strike-WOR "Melody Puzzler" show, will next Tues. be succeeded by Freddie Gibson who sings on "Hit Parade"... Phillips H. Lord's last appearance before the mike (and with "Gangbusters") will be after the first show in Jan... WB are definitely financially interested in the Lombardos-Olman Music firm... "Swing Session" goes into a playhouse next Sat... Willie and Eugene Howard yesterday signed exclusive radio contracts with Wilson, Powell & Hayward... Tommy Riggs signed a deal yesterday for a "Betty Lou" doll to be out before Xmas... Three commercials were turned down for Sammy "Swing and Sway" Kaye because of disapproval in type of show... Norman Campbell resigned from Radio Orchestra Corp. and will go into business for himself. No successor named yet.

● ● ● Down at WGTW, Wilson, N. C., where the three youngest members of the staff, Jimmie Riser, formerly of WJEF, Hagerstown, Md., and WBIG, Greensboro, N. C.; Billy Steadman, formerly with WSPA, Spartanburg, S. C., and "Dizzy Liles" studio controlman, present the "Early Risers" show at 7 a.m. Jimmie took a mike over in a chair the other day and accidentally went to sleep... "Dizzy," however, opened the mike and aired Jimmie's snoring, but Billy soon woke him up... The sleeper wanted to catch some more shut-eye and felt that others had the same idea, so the mike was taken down to the street where they interviewed people en route to work on "whether or not they would have preferred sleeping a little longer," and it wasn't the least bit surprising to the interviewers that the answers all favored more sleep—SO Jimmie went back upstairs and to bed... "that's the life of an early riser"... Howard Jones, announcer down at WIP, Philly, sent two tickets for a roller skating ring to some one ill in the hospital and—is his face red!... "Apple Center Gossip," a sketch similar to "Uncle Ezra" on WWSW, Pittsburgh, is scripted by three 15-year-old students.

AGENCIES

THOMAS D'A. BROPHY, first vice-president of Kenyon & Eckhardt, has been elected president. Henry Eckhardt becomes chairman.

FRED SMITH, formerly publicity director of BBD&O, has been appointed to the same position at J. Stirling Getchell Inc., succeeding Harry Bercovich, Jr., recently elected vice-president of that agency.

FLETCHER & ELLIS INC., which now occupies the 55th and 56th floors at 500 Madison Ave., has leased additional space in the same building on the fifty-fourth floor.

AIRCASTERS INC., Detroit, is again handling the Father Coughlin account, which returns to the air on an independent network the early part of January, very likely Jan. 9.

Own Round-Table Series Is Inaugurated by KSTP

St. Paul—Utilizing the facilities of the many colleges and universities in the area, state officials from Governor Elmer A. Benson on down, and leading industrialists of the Twin Cities area, KSTP, Twin City independent, has inaugurated its own round-table discussion series, which will spotlight particularly local and state problems.

Participating in the inaugural address on unemployment problems in Minnesota were Victor Christgau, state WPA administrator; Dr. G. A. Lundquist, head of the sociology department at Hamline University, and Ray Wentz, regional vice-president for the Minnesota State Federation of Labor.

Broadcasts are conducted for half an hour on Sunday mornings and alternately by Thomas D. Rishworth, educational director, and Val Bjornson, editorial commentator. Although state and municipal problems will be spotlighted, the national and international situations will not be overlooked.

Boake Carter Deal Confirmed

General Foods yesterday, for the first time, officially confirmed the reports that Boake Carter will come under its banner in February. What product Carter will advertise is still undecided, declared a spokesman. Program begins on CBS, Feb. 28.

Roecker Re-Signed

Edward Roecker, baritone, now heard with Pick and Pat over CBS, yesterday signed a renewal of his contract for one year. This keeps him with Pick and Pat until March 1, 1939.

I will gladly discuss your insurance problems—no obligation

Jules Hansberg
—INSURANCE—
John 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

PROGRAM IDEAS

What Local Stations Are Doing

"New Voices of 1938"

Air auditions of new singers in a search for good vocal talent are being conducted over WTMJ, Milwaukee, in a new series of Sunday programs aptly titled "New Voices of 1938."

William J. Benning, WTMJ musical director who is father of the idea, makes it plain that these shows are in no sense amateur shows as such. All talent appearing on each show is qualified by preliminary auditions before singing into the ether, and they must conform to a high standard.

The auditions are open to both men and women, with one of each appearing on a program, and all vocalists who win favor with the air audience will be rewarded with sustaining or commercial engagements, or both, over WTMJ during the coming year.

Vox Pop—For Jewelry

Airing with more snap than its title, new vox - pop commercial over KCKN, Kansas City, provides awards of costume jewelry to willing microphone subjects at the jewelry counter of a Katz Drug Store. Title is "Meet Me at the Katz Jewelry Counter," where special-eventer Owen Balch is on hand with his questions. Those who speak may select their own awards from stock.

Limerick Contest

Limericks about Irma Serra, song stylist, and her accompanist, Lee Authier, both airing over WSPR, Springfield, draw dollar cash prizes for winning listeners. Limericks are written by Ed Tacy, emcee of the show, with last line dropped. Dialers in good number attempt to finish them.

Crime Quiz

All five of station's trunk lines were heavily overtaxed by listeners phoning in "crime" solutions in new contest started over KDYL, Salt Lake City. Program is divided into two sections. First five-minute spiel offers details of mythical crime. Listeners are then given an hour in which to phone in whodunnit. Solution comes in second spiel, and winners get classy neckwear, contributed by sponsoring Firmage clothing store.

BRINCKERHOFF

makes good records
29 W. 57th St. PL 3-3015

'ORCHESTRAS - MUSIC

ROBERT A. SIMON has been commissioned to write the libretto for the opera of 29 minutes' length that Vittorio Giannini is to compose as one of six composers named to write music for radio by the second Columbia Composers Commission. Simon is music critic for the New Yorker and is connected with J. Walter Thompson.

Pianists Al and Lee Reiser have written two new songs which will be published by Stansy-Lang Music Co., the same company which published "Heavenly," the last song written by the Reisers.

Henry Busse and band will be heard from the stage of the Earle theater, Philadelphia, next week.

Tevia Gorodetsky and his Russian Gypsies are now heard nightly from the Russian Kretchma over WDAS, Philadelphia.

Charlotte Kay, formerly heard with Jack Delamars' La Casans, will soon be with Jan Savitts Top Hatters in Philadelphia.

Eddie Barry, the tenor star of many of the "Blackbird" revues, has been signed by Jack Stutz to vocalize with The Rhythm Kings at the Game Cock Cafe.

Phil Catena and his orchestra replaced the Jack Wright aggregation at Nick Toce's Village Brewery. Catena, who has been popular on the West coast, is making his New York debut at this restaurant.

Shirley Rust, a blues singing protégé of Rudy Vallee, is the latest addition to the revue at the Village Barn. Miss Rust will shortly offer her repertoire of song material on the Johnny Johnson orchestra's WOR-Mutual airings from this night club.

Addison Bailey, pianist for Eddie Davis, is introducing an innovation at Leon and Eddie's where he is behind the console and offers an electric organ for dance music. The electric organ is in addition to Lou Martin and his Music Makers, and it is the first time in the history of night life entertainment that an electric organ is used solely for dance music.

Ted Weems is to play the Chicago theater the week of Jan. 7; he goes to Detroit Jan. 14; Pittsburgh Jan. 21; Washington Jan. 28 and Philadelphia, Feb. 4.

Leith Stevens and his CBS "Saturday Night Swing Club" ork open today at Loew's State Theater on Broadway.

Shep Fields and his "Rippling Rhythm" orchestra have made a Bluebird recording of "This Little Ripple Had Rhythm," which they

feature in the forthcoming Paramount picture, "Big Broadcast of 1938." On the other side of the platter will be "You Took the Words Right Out of My Heart" from the same picture. Fields, who leaves for Chicago this weekend, made six other recordings for future release. He will be back on the air next Tuesday on Mutual, seven times a week, from the Palmer House.

Joseph Littau, NBC staff conductor, will direct the Hartford Symphony Orchestra in a specially arranged concert over the Colonial network on Dec. 14 at 8:30 p.m. The program will originate in Hartford through facilities of WTHT.

Chappell Music Co., handling English rights to "Let's Pitch A Little Woo," had a cable that the song is catching on and that they're planning to exploit it over there because it promises to become the No. 1 song of England. Writers Sam Mineo and Sid Prussin have received offers to work for musical productions in London.

George Hall and his Hotel Taft orchestra are currently celebrating their one-hundredth consecutive month in the Taft Grill. This is the longest run enjoyed by any band in a New York night spot.

Billy Swanson, whose dance programs are heard via WOR, is resting comfortably at the Medical Arts Hospital, where he underwent an emergency nose operation. He is expected to be well enough to direct his orchestra for his Monday broadcast.

KDYL, Salt Lake City

Floyd Farr, announcer, seeing 'how it's done' at recent Pontiac Varsity Show, broadcast from local Brigham Young University.

George Provol, formerly with KFKA, Greeley, recently joined sales staff here.

Newest member of technical staff is Art Munker, from Prescott, Ariz.

Jack Gregson writing and producing new show, "Swing 'n' Stuff," 15-minute stanza of the new music, with commentary on the 'swing' manner.

Harriet Page, 'heart talk' spieler, off for month's vacation in Honolulu.

John Baldwin, chief engineer, perfecting new three-way remote control tuning system for Transradio shortwave pickup.

Florence Huntzinger of traffic department busy getting out 'complete availability' sheets, a weekly service to agencies and clients.

DON KERR

Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeko Manners' Gang

PROMOTION

Boosters Club

Tested for nearly a year, Boosters Club of CKTB, St. Catherines, Ontario, has been found of practical benefit to both station and all who use it. Listeners desiring to join must state their willingness to boost all products advertised over the station, and in return they are given membership cards and a small souvenir. Membership qualifies dialers for ten local theater tickets, given daily to five selected members. Selections are announced over the radio, so members wishing the tickets must be consistent tuners-in to the station. Since 95 per cent of the winners have reported for their tickets, inference is that same percentage of huge Boosters Club membership is listening regularly to CKTB.

Musical Gag

Seattle radio fans were puzzled last week by a contest gag advertising Seattle Recording Studios Inc. The winners were to name correctly the instrument used to play the theme music. Though it sounded exactly like a banjo, actually it was a piano.

The secret—first recordings were made at a slow speed, then played back at a higher speed. Naturally no one guessed the correct name, so prizes were given to the first ten who phoned.

Making It Easy to Order

Universal Radio Programs Inc. has devised a novel promotion stunt for its Christmas feature, "Holiday Greetings." Each station receives a Telegraph blank that orders the show, and all that is necessary for them to do is give the blank to their local telegraph office. It is then forwarded to Universal, collect.

INDIANAPOLIS

Woodrow Magnuson, WIRE announcer, will be married Jan. 1 in his home town, Rock Island, Ill.

Russ Rennaker, chief studio engineer at WFBM, forsakes control room dials long enough to write a short story, "Guest Artist," for "Under Control," radio technicians' mag.

WIRE will air bulletins on extreme weather conditions in Indiana during winter, in cooperation with state department of safety.

HELENA BLUE'S NOVELTY STRINGS

An all girl orchestra playing in a modern, distinctive style

NOW AVAILABLE FOR

RADIO HOTELS THEATRES

Circle 7-4124

New York



DON GORDON, the Jenny Peabody announcer, taking rabies preventives after being bitten by own dog.

Dr. George H. Gallup, head of research for Young & Rubicam and sampler of public opinion, here over the weekend.

Jack Fulton, Wrigley "Poetic Melodies" tenor, sick Monday and missed his first broadcast, first one in more than 330 consecutive performances.

Beth Bodenweiser is now using her own name in her "Art of Living" broadcasts over WJJD instead of the nom de radio, Bette Lee.

Verne Carter of the Alka-seltzer "Barn Dance" trio (Verne, Lee and Mary) is enrolling in Northwestern's Medill School of Journalism.

When Les Weinrott, who writes "Aunt Jemima's Cabin at the Cross Roads," invented the character Homer Q. Weatherby he didn't know there was a singer in Nobel Cain's chorus, which appears on the show, by the name of Homer Q. Snodgrass. Snodgrass doesn't care much for the Weatherby character.

Cupid had a busy weekend at WIND, Gary. The Rev. William L. Clark, who broadcasts on the station, tied the knot for Engineer Daniel Munroe and Lucille Noyes of Chesterton, Ind. Pianist Henry Yohannan and Mable Peters of Enid, Okla., and Announcer Carl Erickson and Marie Fox of Rockford were other romantic casualties.

KMOX, St. Louis

France Laux, chief announcer, on two-week vacation in Oklahoma.

Lenna Thomas has been added to sales promotion department, handling art work.

Merle Jones, g.m., and Ken Church, commercial manager, were in Cincinnati lining up new business.

Pappy Cheshire, hillbilly impresario, is resting a few days for his health. Louis Shumate pinch-hitting.

Sid Saunders, announcer, is father of a boy.

Paul Wilson of the Radio Sales offices in Chicago, was here for a couple of days.

Hyde Park Brewing has switched its show from Sunday to Monday night.



Greetings from Radio Daily

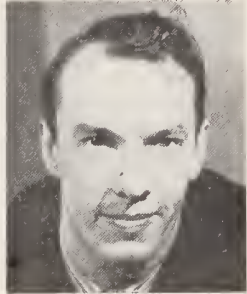
December 9th
Eddie Dowling
Jerry Lesser
Bob Murray
Rosine Tremmer

RADIO PERSONALITIES

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

R. MORRIS PIERCE

AT 22, R. Morris Pierce held the rank of Captain in the Cleveland Police Department. No rookie who had fought his way up to promotion from the pavement, Pierce was accorded the captaincy in his position of chief engineer of Police Radio WRBH, the construction of which he supervised.



Was a police captain at the age of just 22....

Today, seven years removed from that palmy period, Pierce no longer has the shiny badge, but he does have the laurels of distinguished radio research contributions, and is chief engineer at WGAR, Cleveland.

Pierce left Cornell University in 1926 to join the engineering staff of WJAZ in Chicago which he left within the year to be assistant chief of the newly constructed WJAY in Cleveland. From Cleveland he went to WXYZ, Detroit, to hold a similar post; thence to WJR in the same city, which he left to supervise construction of WRBH, Cleveland. This station on the air, Pierce returned to WJAY as general manager and chief engineer. But management interfered with engineering and Pierce resigned to accept the post of chief engineer at WWVA, Wheeling, W. Va., only to leave within a short time to handle construction of WGAR, Cleveland and remained as chief engineer.

Notable among Pierce's many contributions to broadcasting are his collaboration with Harold Gray, chief engineer of American Airlines, in perfection of a practical grid bias modulation system in 1927; and more recently, his design for the uniform cross section $\frac{3}{8}$ wavelength vertical antenna, the first of which type was erected at WGAR, and which has given Cleveland's Friendly Station one of the highest field strength measurements in the country.

Pierce is an avid fan of all sports; rides, swims and plays golf.

KGEM, Long Beach, Cal.

"News Laughs," written and produced by Barbara Owens and Paul Masterson, is being aired each Wednesday. Members of Long Beach Players Guild, including Ardis Long, Dorothy Irvin, Robert Carey, Ethel Gibson, Ed Mitchell, Melvin Johnson, Ruth Wolfson and Jack Fenn, appear in the shows.

Helene Smith, staff organist, has been presented with a musical bracelet by an admirer. Actually it's Turkish dancer's bracelet.

With A. Belden Gilbert as emcee, activities of the L. A. board of supervisors are being aired from the hearing room each Tuesday.

WHO, Des Moines

Dalton Norman, singing cowboy, is being featured on three weekly programs.

Stuart Steelman and Carlos Fessler, members of The Songfellows quartet, are recovering from an auto accident last week. Jan Williams and Richard Neher, the other two members of the group, had to duct for a while.

WXYZ, Detroit

Harry Golder, the genial "chef" of "Sunrise Breakfast Club," completes his 1,000th broadcast next Monday.

All stations of Michigan Radio Network will carry the one-hour presentation of Handel's "The Messiah" originating in Flint on Dec. 16. Combined Flint and Owosso choral unions of 250 voices with Flint Symphony orchestra of 100 pieces will be featured.

KSL, Salt Lake City

Union Pacific R.R. picked KSL for third time to air its winter sports season program.

Latest evidence of distant reception of KSL's 50,000-watt signal was reported by S. S. Michigan from 6,050 miles at sea.

Earl J. Glade, managing director, on his return from eastern business trip, was given family dinner reunion on birthday.

Ralph Hardy, continuity editor, chosen emcee at U. of Utah annual varsity play assembly.

Gene Halliday, producer of "Search for Talent," Deseret News amateur hunt production, auditioned 200 for first performance. He expects to pick 10 acts.

Barbara Ross, new "Fireside Reveries" songster for Independent Coal, is giving show a semi-classical theme.

WOKO-WABY, Albany

Betty Roberge Weir, concert pianist and wife of studio manager Snedden Weir, did a Mendelssohn group over WOKO the other night. Strand Theater is using live talent for its WABY spots.

Forrest Willis, WOKO announcer, adds a new twice-weekly vocal sustaining, on which he'll include some of his own compositions.

New control room at WOKO is being completed under supervision of Harold E. Smith, g.m.

Billy Rose, who succeeded Forrest Willis as emcee of WABY amateur shows from Fabian Grand Theater, is doing a good job.



BILL GOODWIN now becomes emcee of the KHJ-Music Corp. of America "Tunetwisters," heard Tuesday nights at 8. Sustainer previously had Benny Rubin and Buddy Rogers. Lou Bring's orchestra, Frances Hunt, Kenny Allen and The Playboys continue on the program.

Oscar and Elmer are back on the air with a KFVB mid-afternoon program, Mondays, Wednesdays and Fridays at 3:30.

KHJ initials a new safety program called "Stepping on the Gas" today under auspices of Los Angeles Traffic Bureau.

Los Angeles Radio Oldtimers Club will hold its first 1938 meeting the first week in January. Unique organization has no by-laws, no officers, no dues, and tolerates no speeches at meetings, according to Walter Bid-dick and "Doc" Power, founders.

Bradley Roberts, KFAC baritone, has been switched from a 6:30 spot on Wednesday and Friday to an 8:45 groove on the same evenings because of listeners requesting a later time for the young singer.

Dorothy Lamour, Mary Astor and Jon Hall, stars of the film "Hurricane," were obtained as guests of Bernie Kane, orchestra leader, when he made his bow on KEHE last night at 10. Murray Grabhorn, KEHE manager, and Howard Esary, production manager, also officiated. Kane's music will be heard nightly, except Tuesday, on KEHE at 10:15 p.m.

KFVB has a new Monday night show at 8:30 called "The Stars Return," written and produced by Arthur Q. Bryan. Film stars of yesterday are featured.

Jacques Renard is giving a dinner to Stoopnagle and Budd, the Jimmy Wallingtons and other friends in radio at his home tonight . . . and promises to cook the entire dinner himself.

Robert Clemens offers "Hollywood Scrapbook" over KEHE each Tuesday night at 8. Warren Stokes mutes his "Hollywood Newsreel" on the same station, and moves his "Hollywood Question Box" from the Saturday spot formerly occupied to a new groove on Friday at 8:45 p.m., but continues his "Pick of the Pictures" as is.

Harriet Lee, KFI contralto, and The Two Keys, Edythe Griffith and Helen White, have had their 15-minute Monday musical program switched from 5:15 to 5 o'clock.

Lal Chand Mera inaugurates a new series, "Story of India," over KECA on Wednesday nights at 7:15-7:30. The American educated Hindu philosopher also has a weekly program on KFAC called "Lal Chand Mera at Home," on which he discusses timely topics with distinguished visitors in extemporaneous, unrehearsed, scriptless, across-the-table style.

PROGRAM REVIEWS

"YOUR HOLLYWOOD PARADE"

American Tobacco Co.
(Lucky Strikes)

WEAF—NBC-Red, Wed., 10-11 p.m.
Lord & Thomas

REAL VARIETY SHOW BUILT FOR RADIO CLICKS NICELY IN DEBUT.

Lucky Strike's new variety hour, originating on the Warner Bros. film lot, is a genuine radio show, produced with first consideration for the ear, and consequently it got off last night to a very favorable start. If there were any weak spots, they didn't amount to much by comparison.

Of substantial help in giving the show a personality and in linking the various specialties was Dick Powell's presence as emcee. Powell earned his radio spurs some time ago, and he makes a welcome return here as singer as well as emcee. There is an easy-going and disarming geniality about the way he handles himself and the way he pilots things around that makes Powell a valued asset to a program.

Variety entertainers on the program also included Rufe Davis with his imitations and sound effects, and Rosemary Lane, who graduated from Fred Waring's crew into film stardom, and who warbled "Roses in December" very neatly. Gary Cooper appeared in a western piece that was chiefly monologue, plus musical background, and also served for the product testimonial that is a familiar part of Lucky programs.

An insight into the Central Casting Bureau, where Hollywood extras get jobs when and if there are any; a tribute to Mr. and Mrs. Eddie Cantor as a couple who typify Hollywood and show business as its domestic best, with Powell singing "Ida"; vocal work by a group called the Lucky Seven, and scenes from the film "It's Love I'm After", with Bette Davis, Olivia De Havilland, Basil Rathbone, Eric Blore and Patric Knowles were other items on the bill.

The orchestra under Leo Forbstein did grand service, displaying ample pep and tunefulness and contributing largely to the snappy manner in which the program moved along. Bob Sherwood handled the announcements in his able fashion.

"DR. DOLLAR"

Vocational Service Inc.

WEAF-WMAQ, Tuesdays, 7:45-8 p.m.
Critchfield & Co.

INFERIOR DRAMATIZED SUCCESS STORIES WILL DO THE TRICK FOR THIS SPONSOR.

In this day when all best sellers are of the vocational guidance or "how I made my success" type, this new series built along the same lines will do a job. Program is offering vocational guidance in three new fields, airplane construction, Diesel motors and air conditioning. Enter-

BOSTON

Bill Williams, WBZ-WBZA commentator, will do a Sunday evening series of news programs for Remington-Rand.

Billy Payne, after an absence of several months from local airwaves, is back with a Sunday afternoon program over WMEX.

Hanley's Ale has expanded from five-minute spots to 15-minutes, thrice weekly, over WBZ-WBZA.

KFRU, Columbia, Mo.

Chet Thomas, g.m., invited to speak at next banquet of Alpha Delta Sigma at U. of Mo. School of Journalism. Mrs. Harry Campbell added to office staff.

Walter Weiler, sales manager, to Chicago to close contracts.

George Guyan, program manager, and Chet Thomas visited K. C. and St. Joseph recently.

KFRU and WGBF of Evansville, Ind., have arranged new night broadcasting periods that extends the KFRU Monday night sign-off to 9 o'clock, Tuesday night to 9:30, and instead of signing off at midnight on Saturdays, KFRU leaves the air at 8 o'clock but stays on the air right through its late afternoon sunset sign off time at 4:45, broadcasting continuously from 6 a.m. to 8 p.m. The new schedule allows WGBF to cover the Indiana University basketball season of 1937-38.

tainment portion of the show dramatized the success stories of the 24-hour phone answering service and the Hunter Chinchilla Farm in California.

Script is very rough in spots, but the person to whom this program is directed probably will not notice it. A mythical character, "Dr. Dollar," serves as the emcee throughout the program.

Program is offering free booklets on the mentioned industries, with follow-ups made by mail.

Ernst Wolff

In a program entitled "A Little Night Music," Ernst Wolff, German baritone was heard in a group of Schubert songs on WABC-CBS network, 10:45-11 p.m., Tuesday. Wolff played his own accompaniments on the piano, while David Ross acted as narrator. All of the selections were in German, but this did not detract from a very entertaining quarter-hour of songs. Wolff has an extremely fine voice of even quality, has the diction to bring out the value of the lyrics, and incidentally is not a slouch at the piano. Songs, of course, were short and rendered in lively manner. If Wolff can sing in English, he is a safe bet for a program using vocals.

Booking Direct
D'ARTEGA

AND HIS
ORCHESTRA

Admiral Shampoo
Sunday 6:30-7 P.M. MBS—WOR
1441 B'way, New York CH 4-5155

KANSAS CITY

Webb Witmer, WDAF staff announcer, is the father of a boy.

KCKN will air thrice daily weather reports and highway conditions during winter.

Lowell Lawrance, K. C. Journal-Post movie and drama editor, has gone on WHB with a thrice weekly "Behind the Footlights". He also is readying a movie gossip program for a local sponsor.

WBAL, Baltimore

More than 1,200 turned out to see the first airing of "Cremo Treasure Hunt" (formerly station's "Scavenger Hunt") from Ridgely Hall.

"In Town Tonight," handled by Garry Morfit, has moved from Sunday to Wednesday.

Procter & Gamble Shifts

Procter & Gamble on Jan. 3 will realign a number of its NBC programs. Time shifts occur in four cases with a shift from the Blue to Red network concerned in one case.

"Life of Mary Marlin" on the Blue switches to 11-11:15 a.m. spot. Now heard at 10 a.m. The same show on the Red network at 4:30-4:45 p.m. goes to the 4:15 p.m. spot on the same web.

"The O'Neills" now on the Blue goes to the Red, 12:15-12:30 p.m., period.

"Pepper Young's Family" shifts from the 10:30-10:45 a.m. period to the 11:15 a.m. spot on the Blue.

"Guiding Light" on the Red network at 4:15-4:30 p.m. shifts to an earlier spot, 3:45 p.m.

Coming Events

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Dec. 20-31: Ohio's Third Annual High School Radio Festival, in cooperation with WOSU, Columbus.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

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

June 12-15: Advertising Federation of America's annual convention, Detroit.

Janssen With Baltimore Ork

Baltimore—Werner Janssen is here to conduct the Baltimore Symphony Orchestra for the season. He replaces Ernest Schelling, who is laid up by poor health. Mrs. Janssen (Ann Harding) is with the conductor.

CARL BIXBY

Creator, writer, director or producer of successful network radio programs.
P. O. Box 84, Manhasset, L. I., N. Y.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

- Evelyn Law
- Al Jolson
- Marilyn Miller
- Fred and Adele Astaire
- Eddie Cantor
- Mae West
- Will Rogers
- Grace Moore
- Ed Wynn
- Fannie Brice
- Jeanette MacDonald
- W. C. Fields
- Charles Butterworth
- Charlotte Greenwood
- Cliffon Webb
- Marion Davies
- Oscar Shaw
- Ann Pennington
- Harry Richman
- Ina Claire
- Willie and Eugene Howard
- Norma Terris
- Hal LeRoy
- Gilda Gray
- Jack Whiting
- Gertrude Niessen
- Nick Long, Jr.
- Lina Basquette
- George Murphy
- June O'Dea
- Carl Randall
- Patricia Ellis
- Georgie Tapp
- Grace Bradley
- Medrano and Donna
- Melissa Mason
- Pierce and Roland
- Virginia Bacon
- Walter Tetley
- Virginia MacNaughton
- Buddy Raymond
- Florence Rice
- Don Costello
- Gloria Young
- The Five Reillys
- Paulette Goddard

and
Hundreds of Others

NED WAYBURN'S DANCING, SINGING and DRAMATIC SCHOOL

Class or Private Instruction For Preparing Adults and Children For **RADIO CAREERS**

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

CHILDREN (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who in the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio broadcasting studio.

FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

Open 9.00 A. M. to 10.00 P. M. Daily
Except Sundays. Close Saturdays
at 6.00 O'clock. Visitors welcome.

625 MADISON AVE., NEW YORK
Studio
Between 58th and 59th Sts.
Phone Wickersham 2-4300

OKLAHOMA

All eight stations of the Oklahoma Network will carry a special evening program December 15 dedicated to KGFF (Shawnee) on its seventh anniversary.

KTUL (Tulsa), for "Fun Bug" Sunday show, is advertising in newspapers presenting free ticket of admittance for broadcast from huge Akdar Temple. Featured will be a cast of 100, Michael Cooles and ork, Tulsans Male Chorus, Nine Singing Girls and comedy skit by Billy Franz before the broadcast. Program director Eddie Coontz is emcee.

Cain's Coffee has started a 15-minute musical five-weekly on KTUL (Tulsa) featuring Marty and the boys.

WESG, Elmira

Florence Rowan, station's stylist, visited CBS and NBC studios on a recent New York trip.

"Woody" Ott suffering from a severe attack of the grippe, but managing to appear for most of his shows.

One-year-old Sandra Taylor, daughter of Manager Dale and Mrs. Taylor, successfully effected a one-act performance recently, throwing the Taylor household into pandemonium by swallowing a safety pin.

Ernest Oliver, local sales manager, went back to announcer's staff for a 10-min. skit on recent charity show. Ernie played "Jergen" to John T. Calkins' "Charlie McStarchey."

Norman Meservey, featured pianist and vocalist on a two-a-week commercial, leads his own 10-piece band at a local night spot.

WTMJ, Milwaukee

Nancy Grey, commentator, back from two-week sojourn at Arizona's smart resorts and dude ranches, is relating her experiences in a new program idea, "Sun Country News."

Sunday concerts of Heinie and His Grenadiers have been renewed for another 52 weeks by Alka-Seltzer.

Clyde Lucas and his band come to Hotel Schroeder for the holidays, with the usual WTMJ wire.

ONE MINUTE INTERVIEW

VICTOR ARDEN

"Whether the networks have been getting the most out of the possibilities of radio has long been a topic of discussion. There can be only one answer—yes. Every conceivable phase of educational and musical endeavor has been undertaken. The ablest and most recognized authorities and experts go into the making of the radio industry and general radio fare. Choice nuggets of quality are being mined, and presented to the public in a cavalcade of excellence. Radio is only as good as the men behind it, and it will be a long time before better ones than those who hold the reins at present come along."

★ Coast-to-Coast ★

FIVE new courses in radio training, including speaking, writing, music, management and broadcasting, are being added at Ohio State University. The university station, WOSU, and Ohio Educational Ass'n are sponsoring the state's third annual high school radio festival. Dec. 20-31, in Columbus.

Janice Lifson, metropolitan diving champ, makes her debut as a singer on tomorrow night's "Pontiac Varsity Show" over NBC-Blue at 9 p.m.

Larry Thomas, young vocalist at WIBG, Glenside, Pa., and Peggy Gale, accompanist, are now heard Fridays at 1:45.

The Buddy Clark series on CBS every Thursday night will be off the air for the next two weeks to make time for a series of speeches by Ex-President Herbert Hoover. The program will return Dec. 23 and until that time Clark will be heard via CBS on Mondays at 6 p.m.

Hockey games of the Cleveland Barons in the International American League are being aired over WHK as well as WGAR.

At the suggestion of Herb Kenney, radio editor of the Indianapolis News, Tim and Irene will satire the NBC "Grand Hotel" next Sunday on MBS, 6:30-7 p.m.

WICC, Bridgeport, for the third successive season, will conduct its jail rehabilitation broadcasts from the Fairfield County Jail. Joseph Lopez and Edward A. Platt will supervise.

"Judd and J. P.," a new script show with rural locale, is being prepared for audition by Dan Siaworth, author-director of "Dan and Sylvia," and Allan Wilson of Conquest Alliance Co.

Carl Frank is the new emcee on WMCA's "You Don't Say." word contest. He replaces Sidney Walton.

Alice Frost, one of radio's busiest actresses, will again be heard in "On Broadway" next Sunday over NBC-

WHBC, Canton

"The Adventure Reporter," series for boys heard Monday through Saturday, is being conducted by Ced White, former newspaper man.

"Stratosphere Club," new presentation written by Dale Mayers, becoming popular.

Tiny Tigges, emcee on Timken Roller Bearing hour, recently came through and sang for the audience. Fred Freeland, announcer, back on the job after a visit with homefolks in Indiana.

Vic Decker, sports announcer, picked the all-county football team from letters and cards sent in by listeners.

Blue at 3 p.m. Also in the cast are Frank Provo, Ed Jerome and Adele Ronson.

Curt Parker, 65-year-old humorist featured for the past four years by WHAM-Rochester, has just completed four sample recordings of his five-minute monologues, according to Allan Wilson of Conquest Alliance Co.. A sponsor is being sought in New York.

Feg Murray is working on a book compilation of his "Seein' Stars" cartoons to be published with a Hollywood commentary by Edwin G. Grandy, book reviewer, song composer and feature writer. "Seein' Stars" airs over NBC-Blue at 7:30 p.m. Sundays.

Welcome Lewis, John Herrick and Howard Phillips have been signed for guest appearances on the Chevrolet-Victor Arden "Musical Moments" series, heard in New York over WOR.

Reg. M. Dagg of Western Broadcasting Co. Ltd., operators of CKWX, Vancouver, B. C., wants the world to know that no coverage of the Canadian northwest is complete without the use of CKWX. Vancouver is Canada's third market.

BIRMINGHAM

Joe Ford, WSGN mikerester, is now emceeing at Pickwick Nite Spot.

Frank Israel, cousin of Columbia's Melvin Allen, joins WAPI staff.

John Connolly, manager of WBRC, returned to old announcing job recently to do commercials on Auburn-Georgia Football game, which was aired from Columbus, Ga.

Bill Edwards, WBRC special events announcer, scooped all Alabama on news of Alabama's invitation and acceptance of Rose Bowl bid. Bill flashed the news at 8:30 Tuesday nite. Other stations and newspapers followed suit.

Bill Terry, WSGN's ace sports announcer, finished season with Alavandy game on Thanksgiving Day at Nashville, Tenn.

Lionell Baxter, WAPI veteran announcer, leaves station for parts unknown, and is succeeded by Frank Israel from WJRD, Tuscaloosa's new station.

WADC, Akron

Allen T. Simmons, owner-manager, is cutting his time in the air between points. An example is one of his recent flights to New York which he completed in two hours and ten minutes in his recently purchased cabin plane.

"Ayer on the Air" is a program that is creating plenty of comment. A great satirist, Fred E. Ayer, dean of engineering at Akron University, goes before the mike every Sunday evening and talks about affairs in general. He doesn't mince words.

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