



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 117

NEW YORK, N. Y., WEDNESDAY, DECEMBER 15, 1937

FIVE CENTS

Gardner Nursery on 246 Stations

Looking On ... AND LISTENING IN

LATITUDE Though it seems to have aroused a bit of anemic controversy here and there, this department cannot imagine anyone who has reached the age of reason, in the lively world of today, being in any way offended by the Mae West performance on last Sunday's Chase & Sanborn Hour.

While a little leeway obviously was granted Miss West, there was nothing objectionable in her mummery unless the listener supplied it by exerting his own imagination.

Much ridicule has been poked at radio for catering down to a 12-year-old intelligence.

If that level is to be raised, more latitude must be granted in broadcasting adult material.

This is not an argument for use of strong or indecent language on the air, nor for subjects that are clearly in bad taste.

On the contrary, Radio Daily definitely advocates clean and wholesome entertainment.

But radio must be allowed to grow up. The industry should not have its vision beclouded and its courage nipped by the big tempests in little teapots that are started by chronic crusaders.

By comparison with published literature, including both books and magazines, to say nothing of newspapers and even the cleaned-up movies, radio is so spick-and-span that millions of listeners already want to scream at so much goody-goody hoke.

Although the professional moralists, like poor relations, are always on the doorstep, radio can take a good deal more elbow room without overstepping the bounds of propriety—and it should do so regardless of narrow-minded agitators. —D. C. G.

Program from Jail

Chicago—WJJD yesterday started a daily series titled "Sentenced Men" from the warden's office in the Cook County Jail. A psychologist will participate, and selected prisoners will be interviewed to bring out the causes for their getting into difficulties. A round table on crime also will be part of program.

HYLA KICZALES NAMED WOV-WBIL-WPEN G. M.

Miss Hyla Kiczales has been made general manager of WOV and WBIL in New York and WPEN, Philadelphia, to fill the vacancy resulting from the recent death of John Iraci. Miss Kiczales entered radio in 1928 with Iraci when he bought WGL, later renamed WOV. Change in management will not interfere with policy of the stations, which specialize in Italian language programs.

WOW May Ask Ruling On Issue of "Free Air"

Omaha—John J. Gillin Jr., manager of WOW, owned by Woodmen of the World Life Insurance Society, told RADIO DAILY his station probably would appeal to FCC for a ruling on the "free air" issue. WOW's action depends on outcome of a district court hearing in January at Marshall, Mo., in which an appeal will be heard on the fining of three station employes on trespassing charges.

Foster May, newscaster, Paul McDonald and Joe Herold, engineers, were fined \$10 and costs each on Dec. 8 at Miami, Mo. They were arrested on charges which developed (Continued on Page 3)

Lohr at White House

Washington Bureau, RADIO DAILY
Washington—Lenox R. Lohr, NBC president, was dinner guest of President and Mrs. Roosevelt at the White House last night. Lohr, here for a three-day visit with network and government officials, will confer with FCC Chairman Frank R. McNinch today or tomorrow, and will be host to 82 WRC-WMAL employees at Wardman Park Hotel tomorrow night.

National Biscuit Expanding On Coast-to-Coast Network

International Broadcasts Register Sharp Increase

International broadcasts increased sharply the past year, with NBC sending 1,434 programs abroad and receiving 472 from other parts of the world in the first 10 months of 1937, while CBS aired 290. In 1936, NBC sent only 184 programs abroad.

New Spring Drive to Include 15-Minute Programs and Daily 5-Minute Spots Through Northwest Agency

L. A. Paper Buys Time

The Los Angeles Times goes on KNX with a 13-week series of 15-minute dramatizations, starting Jan. 7. First time on record for a L. A. newspaper to lay it on the line for air time.

AFM WILL ALLOW IRNA 2-DAY GRACE ON STRIKE

With the AFM-IRNA deadline reached today, the former organization will allow at least two days' grace before taking any action on an extension of time on the strike issue, declaring the Plan of Settlement in operation, or making any definite arrangement whatever. President Jos. N. Weber of the AFM stated that 150 contracts were now held in escrow, with approximately 50 en route to both the AFM offices and Ernst & Ernst. Out of 93 telegrams sent out asking locals and stations how they (Continued on Page 3)

J. B. Williams to Start New Show Over Mutual

J. B. Williams Co. (shaving preparations) through J. Walter Thompson, on Jan. 3, will start "True or False" on three Mutual stations (WOR, WGN, WLW), 10-10:30 p.m. Program will consist of two teams of eight which will endeavor to out-quizz each other.

Seattle—Through Northwest Radio Advertising Co. Inc. of this city, Gardner Nursery Co., Osage, Ia., will use 246 stations for its new spring campaign starting Jan. 17. Fifteen-minute programs and daily five-minute spots will be used for 13 weeks, with 26-week contracts being signed on a few stations where weather conditions are particularly favorable, according to Edwin A. Kraft, general manager of the agency.

BRISTOL-MYERS BOOSTING 1938 ADVERTISING BUDGET

Bristol-Myers Co. yesterday revealed a 5 per cent increase in 1938 advertising budget which will be devoted to additional radio programs. First new show under increased budget is "For Men Only" which begins over NBC on Jan. 10.

Dick McBroom to Head Blair Seattle Office

Chicago—John Blair, head of rep firm bearing his name, has appointed Dick McBroom to head new office being opened Jan. 1 in Seattle. McBroom has handled sales and sales promotion here. Kay Beckman takes over inside promotional activities, while Dave Wilburn, formerly with WLS, will handle outside contacts.

South Mountain Group

Three NBC stations, KTSM, El Paso; KOB, Albuquerque, and KGHF, Pueblo, effective Jan. 3 will be known as the south mountain group. KOB will no longer be available to Pacific coast NBC webs. Line from Los Angeles has been taken out. New group is being fed out of Denver. KTSM joins NBC on Jan. 1.

Chicago — National Biscuit Co., through McCann-Erickson, is expanding "Dan Harding's Wife" serial, which has run on WMAQ here for a year, to 13 NBC-Red stations from the east to Denver and down into Texas starting Jan. 3 at 9:45 a.m. A transcribed version also will go on (Continued on Page 3)



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FINANCIAL

(Tuesday, Dec. 14)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	146 5/8	145 3/4	145 3/4	- 1 3/4
CBS A	17 3/8	17	17	- 1/8
Gen. Electric	42 5/8	41 3/8	42 1/2	+ 1
RCA Common	6 3/4	6 1/2	6 3/4	+ 1/4
RCA First Pfd	49	48 1/4	49	...
Stewart Warner	10 1/8	10	10	- 1/4
Westinghouse	106 1/2	104 1/8	104 3/4	- 1 1/4
Zenith Radio	16 3/4	16 1/2	16 1/2	- 1/2
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15 1/4	15	15	- 1/4
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	7	8		

WCLE to Air Indians For General Mills Inc.

Cleveland—WCLE yesterday signed exclusive contract to broadcast the Cleveland Indians' American League home games in 1938, with General Mills as sponsor. Jack Graney will be at mike. If commercials conflict, games can be switched to WHK, sister station.

WKY Had Its Best Year

Oklahoma City—The closing year was the best season in the history of the station, WKY officials state. In past six months, station has added 10 new large accounts who never used radio before and each has thoroughly endorsed the effectiveness of radio advertising. Local production of live shows has increased fully 50 per cent with WKY. Independent surveys by the station also revealed radio buying power in this area on the increase.

First in local accounts in Chicago

WGES

(In the heart of Chicago)

New Dramatic Program Going Into Pond Spot

Pond's on Jan. 4 will start a new series of dramatic programs in its Tuesday 8-8:30 p.m. spot on the NBC-Blue network. Program, entitled "Those We Love," a serial on modern American life, will take the place of the current show, "Husbands and Wives."

Agnes Ridgway will write the script for the new show, which it is understood will originate in Hollywood. If this happens J. Walter Thompson will have all its large shows originating from the coast. Vallee show goes west after the Jan. 6 broadcast.

Complaint Not Yet Filed By Song Writers Ass'n

No complaint has been filed yet by the Song Writers Protective Ass'n in connection with the two suits brought against Irving Berlin Inc. and Jack Mills Inc. The two subpoenas were served last week through the SPA attorney, John Schulman of the Hays, St. John, Abramson & Schulman offices. Conference was held last night by attorneys representing different factions and members of the SPA in effort to bring about a common ground for reorganization basis suitable to all types of writers. Suits pending are to seek a clarification on copyright angles.

Utah Power ET Series

Salt Lake City—For contemplated use over stations in its service area, Utah Power & Light Co., consistent radio user over KSL, is engaged in a large spot transcription promotion. Series of 64 one-minute shots with KSL Players, under direction of Louise Hill Howe, are in production, Glenn Shaw announces. Wax cut by James Keysor Sound of Salt Lake. Script writing by Kimball Jack. Series titled "Adventures of Reddy Kilowatt" ties in with electrical service and merchandising campaign.

Godfrey Signs Johnny Salb

Johnny Salb, swing organist heard with Arthur Godfrey, who airs for Barbasol over WOR-Mutual, WHN-WLW and WABC, has been signed as a permanent feature of the shows.

NORTHWEST'S LEADING RADIO STATION

KSTP

25,000 WATTS

OFFERS LIFELIKE RECEPTION

NEW TRANSMITTER

INCREASED COVERAGE

BASIC RED NETWORK

MINNEAPOLIS SAINT PAUL

WABC, WBNX Technicians Get AGRAP Closed Shop

American Guild of Radio Announcers & Producers has signed a contract with CBS covering station WABC and affecting all sound technicians, according to Pres. Roy Langham of AGRAP. Pact is retroactive to Oct. 1 and runs to May, 1939. Terms of the agreement include: a 40-hour five-day week, minimum scale of \$50 and provision for additional substantial blanket increases to the staff during the life of the agreement.

Closed shop will prevail and this is considered a feature concession by AGRAP which held long bargaining discussions on the matter. CBS was represented by M. R. Runyon, Douglas Coulter and Lawrence Lowman. Sound effects men will receive three-week vacation under the agreement with sick leave pay and preferential re-employment in case of discharge. Similar privileges of the standard Guild agreement are in effect.

Contract was also closed by AGRAP with WBNX for its announcers. Minimum scale is \$35 weekly, with increase this year up to 16 1/2 per cent and 14 per cent next year. Other provisions include 40-hour week, arbitration in case of discharge, closed shop, and other items.

Meeting of the national representatives of AGRAP, which was scheduled for last Friday, was postponed until Friday Jan. 10, due to many members being on sick leave.

ACA Signs WNEW

American Communications Ass'n (formerly ARTA) has signed with WNEW giving technicians a closed shop, wage increases of 15 to 55 per cent, 40-hour five-day week, vacations and holidays with pay, sick leave with pay, insurance and 7 cents a mile on use of car while on company business, establishment of a grievance committee, and other concessions. Agreement runs to Oct. 1, 1938.

A somewhat similar contract, except for increases and a 40-hour six-day week, is expected to be signed today with WOV-WBIL.

THE MODERN BOOMERANG

A BOOMERANG ALWAYS COMES BACK WITH A RETURN SAIL

FOR YOUR SALES RETURNS USE THE MODERN BOOMERANG

WBNX NEW YORK

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

COMING and GOING

PURNELL GOULD, commercial manager of WFBR, Baltimore, to Chicago for executive committee meeting of Sales Managers' Association of the NAB.

BUDDY ROGERS, now in the east, leaves for Chicago in a few days to open next week-end at the College Inn.

FRED WARING, arrives in New York on Dec. 26 from a Florida trip. He opens Dec. 29 at the New York Paramount Theater for four weeks.

CHARLES KULLMAN goes to New Haven to sing at Woolsey Hall on the Yale campus with the University Glee Club on Dec. 20.

FRED WEBER, general manager of Mutual, and MRS. WEBER left town today for Chicago, then on to the west coast to visit the MBS affiliates there. Christmas and New Year will be observed in California.

JOHN SHEPARD III, president of the Yankee network, is in town.

O. L. TAYLOR, president of KGNC, Amarillo, Tex., is in New York for a few days.

RICHARD TAUBER and his wife sail today aboard the Queen Mary for Europe.

DR. HEINZ UNGER, conductor of the Toronto Symphony Orchestra, sails for Europe today.

TONY WONS will spend the holidays in Chicago with his family and will broadcast his Dec. 24 program from WBBM.

HAROLD FELLOWS, manager of WEEL, is in town.

David Ross Married

Marriage of David Ross, CBS announcer, to Beatrice Pons, radio actress, a few weeks ago, was revealed yesterday.

STATION

NEW YORK

Serving New York and New Jersey

HOURS A DAY

AFM WILL ALLOW IRNA 2-DAY GRACE ON STRIKE

(Continued from Page 1)

stood in the matter, 90 replied that they were negotiating.

At this rate, Weber was of the opinion that progress was fairly satisfactory considering the comparatively short time allotted in which to complete these negotiations. However, he said that the only thing that would hold up the deal with IRNA would be a vast difference in the \$1,500,000 to be expended. Thus if the sum fell short by several hundred thousand dollars, it would not be declared operative.

Contracts sent in to the AFM will be taken home and studied by Weber before he holds a meeting with members of the IRNA Special Advisory Committee. Many stations who are not IRNA members have negotiated with the AFM locals, Weber said. Some stations which failed to fill out the IRNA questionnaire and received an allocation of expenditures based on their spot card rate have discovered that this is sometimes triple the proposed allocation of 5½ of gross receipts less commissions. These outlets have requested the usual allocation as worked out by IRNA.

Pickering Organizes Forum

"The Citizens' Forum", for the discussion of problems dealing with the life and laws of New York and the nation as a whole, has been organized by Baxter Pickering of Rockefeller Plaza. With an advisory committee of prominent men and women, the forum will hold weekly gatherings, with part of the proceedings to be available for broadcast.

Mid-West Recordings Expands

Minneapolis—With appointment of Louis M. Knopp as general manager in complete charge of sales, Mid-West Recordings Inc. launches an expansion program. President Harold Field continues as production head under new setup.

Additional facilities are being installed for making acetate recordings, including air checks, along with other new equipment and additional floor space. Success of the idea-creating department is prompting company to form a Hollywood production unit and to open sales offices in Chicago.

RCA "B" Stock Retired

Washington Bureau, RADIO DAILY
Washington—Another 2,260 shares of old RCA "B" stock has been either retired by purchase or exchanged for \$3.50 preferred shares and common, a special report by RCA to the SEC discloses.

More Power for Your Job!
WABY
NEW EQUIPMENT...
NEW PUNCH!
ALBANY, N.Y.

KELO's Christmas Specials

Sioux Falls, S. D.—Everybody in the city is developing a sweet tooth as a result of "The Christmas Candy Program" launched over KELO the past week. Handled by Roch Ulmer, special events announcer, the show picks names from city directory and listeners hearing their names on program get a five-pound box of candy by calling at sponsor's place of business. Results have far exceeded expectations.

Another program that had the local folks "in the aisles" was a one-time Friday announcement for Kresge Dollar Store stating that kids could see Santa Claus in person at the store on Saturday. At 10 a.m. the store was so packed with youngsters that Santa could hardly get in.

WOW May Ask Ruling On Issue of "Free Air"

(Continued from Page 1)

during a national cornhusking contest at Marshall. The three men drove their mobile unit near scene of contest to test equipment. They were ordered off and were told WIBM had all broadcast rights. May "covered" the contest from a nearby farm.

WOW contends this contest was of widespread public interest and it was a violation of public policy for any one station to "sew up" the broadcast right.

Brighten Up Early Hours

Ardmore, Okla.—KVSO is concentrating on early morning audiences, with "The Tune Tusslers" moved into opening spot at 7 a.m. in place of Bible Class for a half-hour hill-billy variety show. "Musical Clock" follows with popular music, time signals, news, weather forecasts, etc., 7:30-8:30 a.m. Preliminary surveys show reaction good.

Business Good at KOMA

Oklahoma City—Business at KOMA during past six months has been above previous periods with available time between 6 p.m. and 10 p.m. at only an hour and a half per week. Morning spots are jammed with most opening time in afternoon periods.



"There's Some New Hat Company Been Advertising On WHB"

•• Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audience, but no national representatives. For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to—DON DAVIS, President, KANSAS CITY, MISSOURI

Six More Weekly Shows Added By Zeke Manners

Community Opticians, sponsoring "Five-Star Final" on WMCA, signed Zeke Manners and his Gang of hill-billies for six half-hours a week, 5:45-6:15 p.m., bringing Manners' total of sponsored shows to 17½ hours weekly on WMCA and Inter-City, exclusive of his Sunday 15-minute spot on WNEW and his three 15-minute transcriptions heard on over 170 stations. Other sponsors include Consolidated Drugs, Madison Personal Loan, Madonna Tomato paste and Journal of Living.

Theater for Toscanini

NBC will rent the Center Theater for at least the first two Toscanini broadcasts, which start Dec. 25. Heavy demand for tickets makes it impossible to use the 1,200 seat studio 8H.

NAT'L BISCUIT EXPANDING ON COAST-TO-COAST WEB

(Continued from Page 1)

27 other stations until time can be cleared for them.

Ken Robinson, NBC continuity editor, writes the show, featuring Isabel Randolph, Loretta Poynton and Merrill Fugit. Local results have been excellent.

Rising Star to Get Award

Eugene List, 18-year-old pianist, will receive a \$500 cash award next Sunday night on the "Rising Musical Stars" program over NBC at 10 p.m. as winner of the last three-week cycle. Florence Easton will present the award. Guest performer of the evening will be Eudice Shapiro, violinist, pupil of Efrem Zimbalist.

"Ports of Call" for WJAR

Another Morris Plan sponsorship of "Ports of Call", ET series produced by Atlas Radio Distributing Corp., has been placed on WJAR, Providence, to start in February. Kasper-Gordon, Boston, who represent the Atlas eastern sales outlet, Criterion Radio Productions, set the deal.

Western Electric Dividend

A dividend of 90 cents a share on the common stock was declared yesterday by Western Electric, payable Dec. 28 to holders of record Dec. 24.

CRP

YOU'RE NOT COVERING THE NEWS

UNLESS YOU BOAST SPECIAL COVERAGE
IN
NEW YORK
CONTINENTAL RADIO PRESS, INC.
"The Supplementary News Service"
ACTS AS YOUR SPECIAL CORRESPONDENT IN THE
NEWS CAPITAL OF THE NATION

LISTEN—

TO THE FIRST EXPERIMENT IN TRANSMITTING NEWS BY RADIO TELEPHONY

MONDAY THRU' FRIDAY
9 to 9:15 A.M. EASTERN STANDARD TIME 5 to 5:15 P.M.
THE FREQUENCY — 8.655 MEGACYCLES

THIS SERVICE IS EXCLUSIVE TO ONE STATION IN A CITY.
MODERATE MONTHLY RETAINER FEES.

WIRE NOW FOR COMPLETE DETAILS

T. L. CHRISTIE
EXECUTIVE EDITOR

576 FIFTH AVE.
NEW YORK CITY
CH 4-5800

CRP

THE PERFECT SUPPLEMENT
TO THE PERFECT NEWSCAST

CRP

AGENCIES

T. E. CAMPBELL of the production department of Brace Beemer Inc., Detroit, is the father of a daughter. Notice of the birth arrived during the program, "News Comes to Life," over WJR.

CHARLES DANIEL FREY agency, Chicago, has landed the Blatz Brewing account of Milwaukee effective Jan. 1, 1938. Spots now being used in southwest.

ALMON BROOKS WILDER, formerly executive v. p. of Simmonds & Simmonds, has joined Chicago office of L. W. Ramsey Co.

CHARLES REYNOLDS, formerly with Prettyman Publishing Co. and Certain-teed Products, has joined Burnet-Kuhn Advertising Co., Chicago, as copywriter and contact man.

NATE PUMPIAN of Henri, Hurst & McDonald will concentrate on account executive work now that Frank Ferrin has become radio director. Pumpian, who is director of media, also temporarily was director of radio.

ERWIN, WASEY & CO., Chicago, will handle the advertising for Trix, new corn food of New Foods Inc., Chicago.

BELLMAN JONES, publicist for Reincke, Ellis, Youngreen & Finn agency, Chicago, is the father of a boy.

FRANK SHARPE has resigned from the radio department of J. Stirling Getchell Inc. to join the new magazine "Picture" as general manager.

GERTH-KNOLLEN agency, Los Angeles, will handle account of Soil-Off Mfg. Co., Glendale, Cal. (cleaning fluid). Radio will be used in five western states next year, but details are not set.

KENYON & ECKHARDT INC. has leased the entire fifth floor of building at 247 Park Ave., increasing their present floor space.

Commentator Day at Ad Club

The Advertising Club will celebrate "Commentator's Day" at their luncheon tomorrow with Lowell Thomas, John B. Kennedy, Boake Carter, Gabriel Heatter, Upton Close, Johannes Steel and George E. Sokolsky scheduled to be guest speakers. Walter Winchell is also set to speak if other commitments permit.

Slight Exaggeration

In a recent item about the birth of a girl to Francis Chamberlin of the commercial department of WMPs, Memphis, it was stated that this makes his fourth daughter. Fact is, it's only his first. The other three Chamberlin girls belong to Francis' brother, Mallory, also of the radio fold. The Chamberlin freres insist they are not trying to compete unfairly as a team with Eddie Cantor.



● ● ● Thinking Out Loud (and sometimes talking out of turn): For some unknown reason the wavelengths this past semester have deprived us New Yorkers of the romantic voice of Al Shayne—who for many seasons has had the local femme hearts throbbing on the first note of his theme song... Never a network star, Shayne, sponsored by a fur shoppe, had a larger local public than many a network show... When he bowed off for the sponsor—the show never returned—leaving many listeners wondering what had happened—including this pillar! If he is able to attract so large a public to a local outlet—imagine what he'd do if heard in 48 states and the Dominion. Al may be a "little off the cob" as a singer—but if that's what the public wants, who are the entertainment suppliers of the networks to say no?... From the west coast (and by way of United Airlines) comes this anecdote which is apropos of the nation's present status: Solly Volinsky was discussing Jack Robbins and his mania for short song titles, such as "Smiles", "More Than Ever", "You're A Sweetheart", "Once In A While", etc., to a group of listeners, and said that if Robbins were around when "I Didn't Raise My Boy to Be A Soldier" was submitted—Jack would have shortened the title to just "Don't Go!"

● ● ● Leon F. Drews, local organist, who does a daily 15-minute show on KOIN, Portland, Ore., will broadcast his 1,000th program for the sponsor next month—having spent 250 hours or more than 10 days at the console... Jack Harris of WSM looks forward to getting some real radio publicity in Nashville now that the newspaper setup in that city has changed and more space will be given radio news... William P. Maloney has resigned from the WOR press dept. to become director of publicity for Kated Inc., the Kate Smith and Ted Collins radio firm... Bill was with WOR for 18 months, coming from the old Bob Taplinger office... No successor has been appointed... Harold Stein, fotografer to Radio's Royalty, was renewed on his MBSHOW for the fourth consecutive year. On his "Color Camera" show he'll bring Benay Venuta, Eleanor Sherry, Ann Grady, Mary Jane Walsh and many others.

● ● ● Discovered—that Richard Himer didn't pay for that sign of himself on Broadway—because if he had, it'd read thusly: "MR. Richard Himer"... Why Eddie Cantor still rates tops: On his past two shows we've heard a new comic who has gotten many of the laughs for this program though his lines weren't funnier than when he was heard before on the Milton Berle show. However, his speeches were longer and Cantor permitted Bert ("Count Mischa Moody") to bask in the applause and laughs that followed... Cantor knows Bert is funnier and is helping the program—regardless who says the punch-lines... Banjo-Eyes lifted Park-yakarkus from oblivion to stardom among others, and will shortly do the same for Gordon using the method he is now.

● ● ● Warren Sweeney, WJSV, Washington announcer, who handles remote dance shows, has discovered a way to take the starch out of a dignified dance crowd. With bandleader Paul Kane, he announced a "musical comb" contest and wound up with "spin the bottle" to the delight of the audience... Phil Hoffman, station manager of WNBX, Springfield, Vt., submits this "Radio Classic": Nick Carter, who plays Santa on the station, has a magic machine that rings if a child has been good and buzzes if the brat's been naughty. The other day Nick put a letter from a 2½-year-old thru the machine—and when the bell didn't ring, Nick asked the kid why. As his dad's face turned purple and the studio audience exploded, the kid answered—"I 'pee-pee'd' in daddy's car!"

GUEST-ING

AL SHEAN in scene from "Father Malachy's Miracle," on Kate Smith program, Dec. 16 (CBS, 8 p.m.).

MADGE EVANS and BASIL RATHBONE, on Bing Crosby show, Dec. 23 (NBC-Red, 10 p.m.).

POLLY MORAN, on George Jessel program, Dec. 19 (Mutual, 6 p.m.).

PHILLIPS H. LORD, on "We, the People," Dec. 16 (CBS, 7:30 p.m.).

GLENDA FARRELL with Tyrone Power in "Vanity and Some Sables," Dec. 19 (NBC-Blue, 9 p.m.).

NORTON BROTHERTON, editor of Rising Tide, on Vivian Shirley program, today (WNEW, 2:30 p.m.).

HENRY FONDA, on "Your Hollywood Parade," tonight (NBC-Red, 10 p.m.).

HELEN JEPSON and JUSSI BJOERLING on General Motors hour, Dec. 19 (NBC-Blue, 8 p.m.).

GENEVIEVE TAGGARD, poet, and seven others in Edgar Lee Masters' "Spoon River Anthology," tonight (WQXR, 9:45 p.m.).

RED DUTTON, coach and manager of American hockey team, and EDDIE WISEMAN, star player, on Dick Fishell's "Sports Resume," today (WMCA, 6:30 p.m.).

Arrested for Interference

Washington Bureau, RADIO DAILY
Washington—Thirty-nine business men and other citizens have been summoned to appear in police court in Winchester, Virginia to answer charges of creating a nuisance by operating electrical devices which, it is alleged, produce electrical interference with radio reception.

Two Shows Add Station

Cities Service on Friday will add WIRE to its NBC program. Lucky Strike today will add KARK to its NBC-Warner Bros. show. Both accounts are handled by Lord & Thomas.

KCKN Adding Educational

Kansas City, Kan.—Experiments in educational broadcasts (produced by Wyandotte High School) over KCKN for the last three and a half months have been so successful that station will add two more schools, according to Ellis Atteberry, g.m.

UNIVERSAL
Complete School and College RE-CORDER.
Simple to operate. Results guaranteed.
Recording Division
UNIVERSAL MICROPHONE CO. Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.



BILL HAY, announcer, who has introduced Amos 'n' Andy since they started on the air more than eight years ago, will go along with them when the blackface team starts work for their new sponsor, Campbell Soup, on Jan. 3.

The Union Oil "Thrills" has been renewed for another 52 weeks on NBC Pacific Coast Red, effective Jan. 18. David Broekman continues to supply the music, and Carlton Kaddell and Gayne Whitman remain as announcer and narrator, respectively. Lord & Thomas account, with the thrills and scripts supplied by American Radio Features.

The Roma Wine Co. "Toast of the Town," Sundays at 9-9:30 on CBS Pacific Coast, made an almost unannounced switch from San Francisco origination to KNX here with last Sunday's airing. Built around an orchestra, emcee, and femme vocalist, Charles Vanda, CBS program chief, learned Friday night that he had it on his Sunday schedule.

Gene Inge has inaugurated a policy of interviewing radio executives on his Monday night "Take the Air" reviews on KFVB. Charles Vanda, CBS western program head, led off for Gene, who gave his citation for noteworthy performance of the week to Leo Forbstein for his outstanding musical contribution to the initial Warner "Your Hollywood Parade" for Lucky Strike.

Caswell Coffee becomes a KNX and KSFO account with a new program set for 2:30-2:45 Tuesdays, starting January 24.

C. B. DeMille will be cut into his Lux Theater program from New Orleans on Jan. 10. Producer will be in the Southern city on that date in connection with the opening of his current Paramount picture, "Buccaneer." De Mille, together with Akim Tamiroff, Margot Grahame and Evelyn Keyes of the cast, will appear with the picture's opening in New Orleans, Washington, Atlanta, Boston, New York and Kansas City, and the producer repeats his radio remote on Lux again from New York on Jan. 17 before returning to the Coast.

Associated Broadcasting Co. Ltd. has taken the May Robson transcribed "Lady of Millions" from Associated Cinema for placement on Canadian stations for Sheriff's, manufacturers of jellies and jams, and Broadcasting Service Assn. Ltd., Sydney, Australia, has taken Paramount Radio Productions 52 quarter-hour transcriptions

100 POSTCARDS
Glossy finish on heavy weight stock from your original; complete caption and 75-wd. message, ready to mail. **\$3.75**
100 for—
Without message—\$2.50
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RADIO PERSONALITIES

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

MEREDITH WILLSON

MEREDITH WILLSON, General Music Director of NBC's Western Division, is a musician by training and a showman by instinct. From his headquarters in the NBC Hollywood studios, he directs musical activities in the Western Division, arranges programs, writes music, lyrics and sometimes whole acts, directs his orchestra, and still has time to plan serious orchestral works.

Willson was born May 18, 1902. Twelve years later he was a full-fledged conductor, leading the Mason City, Ia., orchestra. He was a budding pianist until he went east at the age of 14. Then he studied the flute, spent three years learning composition and harmony. John Philip Sousa hired him as a flute soloist, and he traveled with the famous band for three seasons. After his experience with Sousa, and a short period in the Rialto Theater orchestra, directed by Hugo Riesenfeld, he joined the New York Philharmonic Orchestra, playing under Toscanini, Damrosch, Furtwaengler and others.

Willson visited Seattle, and remained to direct a broadcasting system there. Next the movies interested him. When he returned to radio, he combined his orchestra, radio and movie experience, and became known for his development of coast radio shows. Five years ago he was first heard on the "Carefree Carnival." His direction and arrangements were features of "Show Boat" for 18 weeks. Now his orchestra is heard on the Maxwell House's "Good News of 1938" and on "Signal Carnival."

Willson builds a show just as an author writes a story. He uses lyrics, music, action and dialogue to tell a complete story. He is the author of a book, "What Every Young Musician Should Know," has composed a symphony, is equally at home in planning topical and comedy numbers, stands six feet tall and is married.



Prolific and versatile in the musical field...

NEW ORLEANS

J. D. Bloom, chief engineer of WWL, thinks he's made a record of some sort. One of the big tubes blew and he claims he got it replaced in four minutes and 45 seconds.

Eugene Katz, station national advertising representative, was in town, looking the situation over.

WMFF, Plattsburgh, N. Y.

Goodwin Henry, graduate of National Radio School, L. A., is a new member of the technical staff.

Descriptions of winter sports from Lake Placid will be prominent on the station's winter schedule. Newly acquired Fairchild-Proctor recording equipment will be used.

A Santa Claus program for Merkel's store, where Santa takes a portable mike around the toy department and interviews kids, describes toys, etc., has been very successful.

of "The Chosen Three," as well as 100 of the "Lucky Breaks" series.

With Eddie Cantor as godfather, and Deanna Durbin and Glenda Farrell as godmothers, four-months-old Barbara Jane Wallington will be christened in the Wee Kirk of the Heather on Dec. 26. The entire Texaco Town cast will be in attendance on the Wallington heiress.

The special broadcast of the CBS Pacific Coast "White Fires" next Monday, Dec. 20, before an audience of Los Angeles school teachers has been switched from the CBS Vin Street Theater to the Hollywood Woman's Club, 7078 Hollywood Boulevard.

OKLAHOMA CITY

Paul Buening, KTOK program director, is also doing a noon announcing stretch.

United Press radio news teletype service started yesterday at KTOK, with 10 newscasts daily.

Erville C. Sutton Jr., son of the WKY continuity and publicity man, appointed a second lieutenant in army infantry reserve.

KTSA, San Antonio

Les Box, formerly at Corpus Christi, is a new announcer here.

Tom Dicky's "Show Boys" are now playing sustainings five days a week. Frances Scarborough has joined continuity department, succeeding Mrs. Bee Reynolds, resigned.

H. C. Burke, station manager, back from a Fort Worth meeting.

Program amplifier has been installed and is giving fine results.

WDNC, Durham, N. C.

Merchants of Durham and vicinity have again bought three one-hour periods over station for airing of their personal greetings to patrons on Christmas Day.

"Harmony Road," with Tommy Loeb as announcer, is being switched by sponsor to 6:30 p.m. on Dec. 26.

NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY . . . \$149.00
PRESTO RECORDING CORP.
135 W. 19th St. New York - N. Y.



PHIL STEWART is doing the Lady Esther commercials while Basil Loughrane of Lord & Thomas is in Hollywood.

Jack Burnett, WGN sports writer and publicist, is vacationing at home.

Salesmanager H. R. Makelim and salesman Wythe Walker of WIND met over some fast salesmanship over the weekend. Slightly more than 12 hours before Austin High-Memphis National High School football championship game was to be aired as sustainer they sold it to Willys Co. of Chicago. Russ Hodges did the play by play.

Dick Wells, announcer-actor, who is a candid camera bug, is giving all acquaintances a Christmas card which contains an unposed snap of the person to whom card is addressed.

Forrest Lewis, free lance actor, to Knightstown, Ind., where he is to trade a home he now owns for the one in which he was born.

WLS is making several pickups during its Dinner Bell program from the American Farm Bureau convention at Hotel Sherman this weekend.

Everett Mitchell, senior NBC announcer, confined to home with an attack of laryngitis.

Fort Pearson, NBC announcer, ill for a week at home, removed to Mercy Hospital for observation.

Wendell Hall and family plan to motor to Florida for Christmas.

Ransom Sherman, pinch-hitting for Don McNeill on "Breakfast Club" while McNeill is on personal appearance tour.

KSL, Salt Lake City

Marty Husbands, player, who leaves for Boston to spend Christmas, was given an all-femme staff party by Gladys Pinney and Louis Hill Howe.

Hy Davis and Jane Cook of the Bob Saunders ork have taken respective marriage vows.

Dorice Daly, newcomer who clicked in an audition, is a new sponsored commentator on the station. Josephine Goff produces the program.

Lenny Strong and Wally Sandack have given American Popcorn such good results that they have an additional period now.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Reading Broadcasting Co., Reading, Pa. CP for new experimental relay station. 31100, 4600, 37600, 40600 kc., 100 watts.

Voice of South Carolina, Spartanburg, S. C. CP for new facsimile station. 2012 kc., 250 watts.

Banks of Wabash, Inc., Vigo County, Indiana. CP for new relay station. 31100, 34600, 37600, 40600 kc., 35 watts.

WGRC, New Albany, Ind. Vol. transfer of control of corp. from Arthur L. Harris to Charles Lee Harris, 900 shares common stock.

EXAMINER'S RECOMMENDATION

WMAZ, Macon, Ga. CP to increase power to 1 KW., 5 KW. LS. be granted. 1180 kc., limited.

LINCOLN

W. O. "Bill" Edholm, formerly with the ad staff of WJAG, Norfolk, Neb., has been brought to Central States Broadcasting studios here in same capacity.

John Bentley, Journal sports editor who was on KFOR during the football season for Clark's clothes, has been okayed to run on until March with options.

Jim Cox, a second lieutenant in the reserve, has authored a script tagged "Bob Daring" which has been okayed for broadcasting under the official sanction of the U. S. Army. Cox is a KFOR-KFAB continuity man.

R. H. Pauley, who used to handle all the name bands and have a line in from KFOR for their broadcasts from the Turnpike Casino, is rebuilding. Old Turnpike was burned.

Lyle DeMoss, KFAB program director and man on the street, is doing double duty with personal appearances. Leads charity community sings in the KFAB listening area.

WJSV, Washington

Elinor Lee, director of home economics for Westinghouse Mfg. Co., has joined the staff. She will conduct the home economics program produced by Larry Elliott, chief announcer.

Jimmy Hurlbut, news editor, has been chasing fires for years hoping to find one big and long enough for a flame-by-flame broadcast. The other day such a fire occurred, and most of Washington's population turned out—but it was Jimmy's day off and he was out in the country.

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

Greetings from Radio Daily

December 14
Morey Amsterdam

December 15
Marion Barney
Bob Hawk

★ PROMOTION ★

WFAS Sponsorship Splurge

Peggy Ann Shoppe, purveyor of women's fashions in Yonkers, N. Y., has instituted a comprehensive broadcast campaign in connection with its annual pre-holiday merchandising event. Millicent Tralle, director of women's programs on WFAS, White Plains, is presented at the shop each Monday evening at 8 and, in the homelike Peggy Ann atmosphere, entertains one of the prominent women occupied with social, educational or civic functions in Westchester communities within the Yonkers trading area.

Tea and snacks are served as the informal chat goes on. The program proceedings are "piped" to White Plains, where they are transcribed. The actual "on the air" broadcast is from the transcription and takes place Thursday nights at 10.

The radio schedule is intensified with three five-minute programs weekly, also designed, written and presented by Miss Tralle, with the cooperation of Photoplay Magazine. The five-minute spots are centered around Hollywood fashions and their application to Peggy Ann, and scheduled Mondays and Wednesdays at 3:15 p.m. during the popular "All Request Club" feature and on Saturday mornings at 10 directly preceding Miss Tralle's established program, "Home Decoration."

The Thursday night broadcasts originate in the WFAS new Yonkers studios in the First National Bank Building before an invited audience.

Auto Dealer Promotion

The WCCO Artist Bureau, under the personal supervision of Al Sheehan, has been selected to provide live entertainment for the Twin City Chevrolet Dealers "grease pit circuit." The WCCO performers are making personal appearances all month at the showrooms of Chevrolet dealers in Minneapolis, St. Paul and vicinity. A second series of "grease pit shows" has also been set for February.

WCCO's Chevrolet Mass Assembly Dealers Shows will feature Glyde Snyder as emcee, with Dorothy

COLUMBUS

Better Business Bureau is sponsoring a new program over WBNS based on actual incidents in B.B.B. files, exposing fraudulent schemes.

WCOL is launching out with a regular studio orchestra and a trio called "Buell's Bonny Airs."

Jim Cooper, WBNS newscaster, will be emcee for the WBNS-RKO Christmas charity party Dec. 17. Canada Dry has signed for a 13-week series of daily 5-minute UP newscasts over WHKC with Charles V. Lutz, WHKC staff announcer, as commentator.

Welsh, singer, the McKay Sisters, dance team, the Dexter Duo, an electric organ, and others.

In conjunction with the live show, motion pictures are to be shown. National as well as local attention is being centered on this unusual idea in sales promotion.

Shell Publicity Drive

A heavy publicity and merchandising campaign has been instituted by WIP, Philadelphia, and Shell Union Oil, as a send off for the latter's new program over the station, logged as "Shell's Curiosity Court" and airing in weekly half-hour spot.

Ads 100 x 3 were placed in two Philly morning papers, with larger space in local fan mags. In addition, all Shell dealers were sent letters advising them of new series, and 20 oil trucks were equipped with large banners announcing the program.

Show is question-and-answer type feature, and drew capacity studio audience first night. Auditorium, accommodating 1200, will be used. Contestants obtain entry blanks from Shell dealers.

KHBG Brochure

Brochure compiled by manager T. R. Putnam has just been issued by KHBG, Okmulgee, Okla., providing statistical comparisons of "ear versus eye" and a compilation of material on radio and newspaper usage.

Card Players Respond

An offer of a free pack of playing cards, made over WBBM by Chicago Motor Club to check on its "On to Adventure" drama, brought more than 25,000 requests. The agency, McJunkin, had figured on only 1,000 packs.

WHN Car Card Advertising

In an advertising campaign to direct the attention of listeners to programs featured on WHN, the station has begun advertising in the surface and subway cars, placed through Street Railways Advertising Co., New York. Advertising, consisting of 1600 car cards, will be changed monthly.

INDIANAPOLIS

Issuance of new rate card, effective Jan. 1, 1938, scurries sales department into field to add to WFBM's commercial roster before increase becomes effective.

Alfred Crossley, Chicago, radio consultant and engineer was the principal speaker at the regular monthly meeting of the Indianapolis section of the Radio Institute of Radio Engineers.

Edward B. Passow has been appointed chief radio engineer for Fairbanks, Morse & Co. He has served three years as assistant chief radio engineer for the company.

NEW BUSINESS

Signed by Stations

KGER, Long Beach and Los Angeles: Neutral Thousands, ETs, through Lockwood-Shackleford; "I Am" Reading Room (books) ETs, through Allied Advertising Agency; Compagnie Parisienne (perfume), ETs, through Northwest Advertising Agency; Skrudland Studios (photos), ETs, through Northwest Advertising Agency; Gardner Nursery, ETs, through Northwest Advertising Agency.

WENR, Chicago: Allegheny Steel Co., weather reports, through Walker & Downing; Volupte Compacts, announcements, through Abbott-Kimball.

WMAQ, Chicago: Dixie Route Co., temperature reports, through Gardner Advertising Agency.

WBT, Charlotte: National Biscuit Co., "Dan Harding's Wife", ETs.

KGMB, Honolulu: Wrigley (Double Mint), "Double or Nothing", starting Dec. 26 on CBS.

WLTH, New York

The new hit "Bi Mir Bist Du Shon" which is already receiving considerable applause from network and local audience, is the composition of Sholem Secunda, station's musical director. The song premiered in Yiddish over WLTH.

Norman H. Warembud, program director, rides the Grand Street and Avenue B bus lines free of charge. He has a season pass for the lines, issued to him by his friend M. Bernard Greenberg, prexy of the Avenue B & East Broadway Transit Co.

"Midday Reveries" has added the tenor voice of Lulling Williams. The program now includes Clara Wander, coloratura soprano, and the WLTH Concert Trio under the direction of Sonia Eidus. Program is heard Mondays at 3 p.m.

CKNX, Wingham, Ont.

Reg Douglass, sports reporter, confined to his home by fractured ankle, has been doing his nightly broadcast via a bedside mike.

Ukelele Bill's Hillbillies, while on personal appearance tour 75 miles north of here last week, were snowed in at a village, but finally managed to get through in time for their Saturday commercial.

Quiz in Yiddish

"Questions in the Air" is the title of WLTH's new question quiz in Yiddish. Participants receive tickets to a Yiddish theater, and the winner receives a \$5 cash prize. Questions are submitted by listeners who receive a pair of theater tickets for each question used. The entire program is produced and conducted by Victor Packer, Jewish program director of WLTH. Although only in its fourth week, "Questions in the Air" already holds the record for mail response.

PROGRAM REVIEWS

"March of Time"

"Harlem on the Prairie," all-negro western film, was the highlight of last week's "March of Time." Sabin Carr, the former collegiate pole vaulter, who directed the picture, was a witness to the broadcast.

The "Time" sound effects are okay now. When show switched to NBC from CBS the sound effects boys were unprepared. New equipment has been installed and the drill of previous programs has ironed out all the "bugs."

At NBC the studio is larger than at CBS so live sound effects are being used. Cast marches in the studio to give the effects of troops. Last week cast totaled 30, with 20 more in the orchestra under Howard Barlow.

News items covered in the broadcast were the Roosevelt phone in New York which was assigned to newlyweds; Shanghai; Chicago hospital baby epidemic; death of Rudy Kling; National Ass'n of Manufacturers' conclave and the negro picture. Homer Fickett directed the show.

"Listen"

This 15-minute commentary on radio programs and personalities is written by Pat Kelly, KFRC press head, and narrated by Herb Allen, sportscaster. Heard Sundays at 3:30 p.m., program was conceived last summer by Kelly and has been on the air nine weeks.

"Listen" differs from other radio-column-of-the-air shows in that it plays no favorites and pulls no punches. The "Dept. of Applause and Hisses" points out bad programs in no uncertain terms, even Mutual-Don Lee shows, and gives praise where it is due. A biographical sketch is included, as is news of bands and pop music.

Other shows of this nature have failed because they inevitably developed into pure ballyhoo for the station airing them—or network.

Program being boomed for commercial setup with RCA interested because the show might be used to plug radios and records and because of the tie-in with the "Listen" section in "Life" mag.

"News Testers"

New angle on the quiz type of program tests the audience's memory on personalities and important items of news that have appeared the past week. Presentation, on WOR, Sunday 9-9:15 p.m., is somewhat different from the usual run. Although the usual "quiz man" is on hand to ask the questions, the correct answer, if not forthcoming from the audience members, is authoritatively and decisively announced by a "Star Reporter," speaking as through a telephone.

A typical question may inquire of the contestant whether the Spanish rebels or loyalists have taken the town of "coryza," whether it is the

NEW PROGRAMS—IDEAS

"Truth or Consequence"

The "truth" is what sounds like an honest answer to Ozzie Nelson's questions. The "consequence" of trying to get away with it is an impromptu radio performance. Nelson uses the novelty in his broadcasts over KHJ, Los Angeles, and the Western division of the Mutual network, from Victor Hugo's in Beverly Hills. The questions are addressed to guests, who are presumed to have talent. Since Hugo's is a popular haunt of the screen stars, many well-known personalities are heard.

Start Travel Program

A travel program, to be produced for public school pupils, will be a new year's daily starter over WSPR, Springfield, Mass., with program director Wayne Henry Latham at the mike. Each day a different country will be treated in the fifteen-minute spot. Schools will have classroom receivers for the program.

Dentistry Problems

New Friday afternoon dramatic series of WGN, Chicago, offers educational problems in dentistry. Show is a presentation of Chicago Dental Society.

DES MOINES

Richard Wilson, Iowa Network's Washington commentator, whose transcriptions are airtailed weekly to KSO-KMA-WMT, has been elected a member of the Gridiron Club in the capital.

KSO fed Mutual, including Hawaii and Alaska, in a special 104-station hook-up of the hour broadcast by the Rev. Charles E. Fuller's Old-Fashioned Revival Hour from the Shrine Auditorium. Station also will originate "The Messiah" for Mutual from Drake University on Dec. 20.

Priscille Wayne, author-columnist, is aiding Program Director Ranny Daly of KSO-KRNT in the stations' fifth annual "Christmas Road" drive for the poor.

name of a statesman or a cold in the head, etc. Similar items are arranged to keep both the contestants and listeners on their toes. On each broadcast five members of the audience are chosen to compete for a first prize of \$5. Audience is invited to write in for tickets to the broadcast.

"Studies in Contrast"

This particular program of the series marks the debut on WOR-Mutual, Fridays at 9:30-10 p.m., of Ernie Fiorito and his orchestra. Also on the show are Sylvia Froos and a chorus. Program is a soft, tuneful half-hour of music and songs, and as the title indicates the selections are completely varied for the "contrast." Fiorito has an excellent combination and symphonic style of arrangements for the most part. Strings and woodwards are stressed rather than brass. As usual Miss Froos did a first rate job with her blues and other numbers.

Airing Fan Mail

"Write, World, Write" is the title of a new Sunday quarter-hour over WNYC, in which letters from listeners are read. Handled by Dr. Seymour N. Siegel, Director of the Station, idea is to draw forth suggestions on type of stuff the dialers like. Heavy response already reported, and staff of clerks is reported busy sorting and classifying the returns. Dr. Siegel announced that every consideration will be given to the criticisms and suggestions made.

High School Night

Tuesday night is high school night at WMBH, Joplin, Mo. A 45-minute program is presented by students, under the supervision of the school dramatics coach and Ray Sollars, staff production man. Show consists of a one-act play, high school news, and musical offerings by school music department.

Ski School of the Air

Instruction on the art of skiing will be given in a new weekly feature over WSPR, Springfield, Mass., under the auspices of Massachusetts State College.

LOUISVILLE

Harry and Irene, singing team which has been airing over WGRC for the past six months, leaving to join WBBM, Chicago. With them will also go Sammy Silverstein, formerly in the WGRC Sales Department.

Sam, Gil and Louie, singing trio, for the past six years with WHAS, are now in Chicago with NBC.

WHAS' new transmitter at Eastwood, Ky., was inspected by the American Institute of Electrical Engineers. O. W. Towner, erection engineer for Bell Laboratories, New York, conducted the tour.

Big National Fiddlers Contest held at Memorial Auditorium on Sunday, included in the talent line-up Clayton McMichen's Georgia Wildcats from WAVE, and Curly Fox and His Fox Hunters, in addition to hillbilly acts from the WSM Grand Ole Opry.

The Kentucky Mountaineers, with Bob Drake and his Jackson Family, made a personal appearance at the Savoy Theater.

Earl Keller, former ork leader at local theaters, auditioned a new instrumental combination for WAVE, which has been conducting tests for several weeks to select a staff band.

Bill Sherman is now conducting interviews daily at 12:15 p.m. from Loew's Theater lobby, over WGRC.

WOW, Fort Wayne

June Bradley is back after a year's absence. Now commentating for a ladies' wear shop.

Dorothy Moeller pinch-hitting for Jane Weston, who's been ill.

John Hackett, sports commentator, is a worried gentleman these days—his whole family has flu. John has three kids.

ORCHESTRAS MUSIC

KAY KYSER and Anson Weeks are under consideration for the Fibber McGee show when Ted Weems goes on tour.

Joaquin Grill and his ork open today at the Plaza Hotel Roof, San Antonio.

Jimmie Lunceford, after playing Penn. Athletic Club on Christmas Night, Loew's State Theater the week of Dec. 30, Howard Theater in Washington the week of Jan. 7 and Duke University on Jan. 14-15, will do one-nighters to Houston, opening on Inter-state Circuit for four weeks, then into Chicago.

Les Hartman and his German Band, heard daily over WMT, Cedar Rapids-Waterloo, and on Wednesdays over Mutual, has gained quite a following. Broadcasts originate in WMT's Waterloo studios.

WPEN will shortly remote 4 bands as follows viz. Bobby Morro from Frankie Palumbo's, LeRoy McCoy from the Ubangi Club, Johnny Gaff from the Anchorage and Pedro Blanc and his Rhumbo Orchestra from the Embassy.

Johnny Negra and his band will be heard on remote over WIP from the Rendezvous Cafe.

Leighton Noble and band will join CBS "Dance Parade" New Year's Eve via WCAU.

Oscar Bradley's orchestra will remain in Hollywood with the Phil Baker series until March. While on the coast, Bradley will make several guest appearances without his orchestra.

Erskine Hawkins and his crew play the Savoy Ballroom the week of Dec. 24.

The Village Brewery, 186 West 4th Street, is using WINS for spot announcements, daily.

The Village Barn Cowboys are broadcasting daily over the WOR-Mutual network, at 5:15.

DO YOU KNOW

Fred Allen, whose real name is John F. Sullivan, started his professional career as a juggler, performing tricks he learned from a book found in the Boston Public Library.

PHILADELPHIA

The "Gloom Chaser" program over WPEN is now being conducted by Angelo Palange.

WCAU's Taylor Grant is receiving congratulations on the birth of a son. Peggy Madison, featured vocalist on WIP is organizing her own all-male band.

Hal Simonds will conduct a basketball guessing contest on his WFIL sportscast.

Harold Davis, program director of WDAS, has taken on another chore, that of conductor of newest program of the station, "Breakfast Express."

Henry Potter is emcee on the "Jewish Caravan" over WPEN.

Murray Arnold, WIP's publicity director, after working very hard on a show sponsored by Shell Union Oil, was heard to remark "I'm Shell-shocked and no kidding."

Lanse McCurdy will handle the mike on WDAS airings of the boxing and wrestling matches from the Arena and Olympia Clubs.

WPEN's Night Club of the Air is being conducted by Joe Dillon.

Frances Carroll, KYW song stylist, has been given a new show of her own backed by the KYW orchestra.

Morris Braun, violinist in WIP studio band, was elected to the executive board of AFM Local 77.

Vito La Monaca is the newest organist to be heard over WDAS. He succeeds Will Klais.

Joseph Lewis will inaugurate a new program over KYW called Nocturne.

Leonard Matt, WDAS news commentator, is having guest commentators.

KYW "Motor Log" is a new program of interest to motorists. Features William Berry.

A new broadcast featuring Bob Golden and the orchestra is presented over WCAU and features the rehearsal of a musical revue before broadcasting.

Dixie Lee, feature writer and authority on parental problems, will be heard every Monday on KYW.

Arthur Hinett inaugurates a new program over KYW to be known as the "Melody Man."

Jack Leitch, WCAU technical supervisor, went swimming in Havana one afternoon, and the next day was deer hunting in Pa.

ONE MINUTE INTERVIEW

LOUIS PRIMA

"The night clubs have played an important part in the history of radio with their late hour sustaining spots. It is my opinion that more people listen to night club and hotel room orchestra programs than to any other sustaining shows on the air. They almost have a monopoly of the late hours, and the networks, since the beginning of broadcasting, have come to depend on them. In addition, the night spots brought swing to the airways."

★ Coast-to-Coast ★

RADIO Script Service Department of Sam H. Stiefel Enterprises Inc., dealing in scripts for indie stations, has enlarged quarters and staff to meet demands for material. Latest release is "The Musical Court of Appeals," half-hour show combining comedy with current song hits, and several novelty scripts are now being prepared.

Sam Hammer's "Your Inventions" program over WMCA on Sundays is now going over the Inter-City network to WIP, Philadelphia.

Arthur Boran's first movie short for Educational gets under way this week at the Paramount studios in Astoria. It's titled "Air Parade."

Radio Events Inc. has arranged with Yolande Langworthy to permit the Fort Wayne Morris Plan to give away copies of the "Arabesque" opening theme poem — "Drifting Sands and a Caravan"—the poem that paved the way for David Ross' fame. This test is increasing the membership in the "Bring 'Arabesque' Back To The Net-Works Club." Morris Plan is sponsoring the revival over WOWO.

SPRINGFIELD, MASS.

WSPR is now auditioning for its studio orch. under the plans worked out with the AFM. The plan is to have a concert orch. to do a half-hour a week, probably on Sunday p.m.'s.

Massachusetts State College will shortly inaugurate a new series called "Novels" over WSPR. It will be a review of the best novels as they are published.

WBT, Charlotte

J. J. Beloungy, chief engineer and chief deer hunter, missed a target on his latest hunting excursion. He couldn't figure it out, as he's usually an accurate mark, until inspection showed that in dropping his gun while climbing a tree he knocked his telescopic sight out of line.

Grady Cole, commentator-philosopher, adds the title of "radio sleuth" since he helped recover a stolen accordion by airing a description.

KMAC, San Antonio

Tee Casper, from KCMC, Texarkana, is a new announcer, succeeding Walton K. Blanton, who goes to KRGV in the Rio Grande Valley.

E. D. Hensley and His Possum Hunters now featuring a new girl vocalist, Lillian Lambert.

Wild Bill Strego is back on the station with his patter, singing and guitar.

Station Manager Howard Davis is also publicity chairman for Chamber of Commerce.

Raymond Gram Swing, commentator, on "World Affairs," will be heard at a new time on Fridays, beginning this week, at 6:45-7 p.m., over WOR-Mutual. He formerly aired on Sunday evenings.

Fred Feibel, CBS organist, has signed to make a series of recordings for Associated Music Publishers. Columbia Artists Inc., handled the deal.

"Country Church of Hollywood," sponsored by Worcester Co-operative Federal Savings and Loan Association, will make its bow over WTAG, Worcester, Mass., on Sunday at 4:45 p.m.

John J. Anthony, director of "Good Will Hour" on WMCA-Inter-City and WOR-Mutual, has been made a fire chief (honorary) in Park Ridge, N. J.

The Russian Symphonic Choir, for many years a regular musical feature on NBC, will celebrate its 25th Jubilee with a special concert Dec. 27 at Carnegie Hall.

The Ben Roche-Mutual "Headlines" show has added WKBW, Buffalo.

RICHMOND, VA.

For the first time in Richmond's radio history a Christmas Mother's program, originating in studio of WRVA, was sent out over all four local stations simultaneously.

Manager Jack Maxey of WRTD has appointed William H. Vidal as account executive. Vidal has been in the radio and amusement field for the past eleven years, having been affiliated with a number of North Carolina stations.

Bernard H. Dabney Jr. and Gilbert L. Newsome, formerly program manager and announcer, respectively, WRTD, have been transferred to the sales staff.

"Lessons in Living" conducted by Dr. Douglas Freeman, returns to the air this week, over WRNL, after an absence of several months.

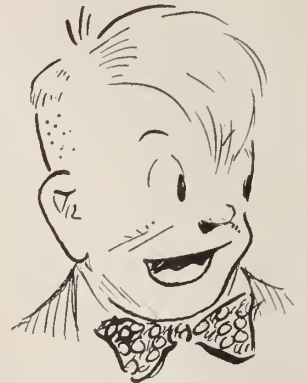
"The Friendly Freemans" on WRTD every Tuesday, depicting the adventures of a small Richmond family, is attracting considerable attention. Ellen Graves writes the script and is one of the players.

WPAY, Portsmouth, O.

Jim and Gene, in ballads, are being sponsored each week day morning by Certified Crystals Co. Getting lots of mail.

"Man on the Square" program has two sponsors, Walker's Family Shoe Store of Portsmouth and Mootz Baking Co. of Huntington, W. Va. Each person interviewed gets a loaf of bread, and the one who happens to be talking at time the alarm clock goes off is presented with a pair of silk hose.

SOUND MASTERS, INC.
Present
FOR AUDITION



JOE PALOOKA

A RADIO VERSION OF
AMERICA'S MOST WIDELY
CIRCULATED COMIC STRIP

by
HAM FISHER



with
TEDDY BERGMAN



as
lovable, laughable, naive
JOE PALOOKA
and
CLEM MCCARTHY



Describing Joe's Mythical Battles for
the World's Heavyweight Crown

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AUDIENCE IS WAITING

for
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