



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 118

NEW YORK, N. Y., THURSDAY, DECEMBER 16, 1937

FIVE CENTS

3 Cig Firms Renewing

SPOT SERIES BY THE CIO MAY START NEXT MONTH

Following his talk over two local stations a short time ago, William P. Carney, CIO director in New Jersey, has confirmed previous reports in RADIO DAILY to the effect that the CIO will definitely take to the air on a national spot campaign as soon as arrangements can be completed. Original step in campaign will take place in New Jersey, with plans now calling for a widespread increase in stations beginning with the first of the year.

Confirmation of earlier reports came after a series of meetings between various state executives of the CIO who had been reluctant to enter radio until the necessity arose. With the New Jersey group determined

(Continued on Page 2)

WFIL Production Board Expanding Local Shows

Philadelphia—With new studios ready, WFIL has formed a production planning board composed of John Clark, Margret Schaeffer, Jack Steck and Joe Connolly to put on as many local productions as possible. Eight shows are now ready to air, and 12 more will take shape after first of the year. Donald Withycomb, g.m., is strong for the local interest.

Louisiana Broadcasters Refuse to Sign AFM Pact

Baton Rouge—After a meeting behind closed doors, Louisiana broadcasters emerged from the Heidelberg Hotel with the statement that they

(Continued on Page 6)

Two-way Television

London—An odd experiment was made recently when viewers were able for the first time to watch a two-way vision and sound conversation between Elstree and the Alexandra Palace. Gerald Cock, Television's director, was seen talking to Walter Mycroft, the former being at Alexandra Palace and the latter at Elstree.

Passes Credit

Tulsa—Ken Miller, KVOO newscaster, who recently conducted a listener test on newscasts and was surprised with a total of some 16,000 letters, is modestly passing the credit along chiefly to INS, whose news service the station uses. Miller says he airs nearly all items as received, and believes most stations burden themselves unduly with rewriting.

IRNA COMMITTEE CONFERS WITH WEBER ON DEADLINE

Several members of the IRNA Special Advisory Committee met yesterday with Joseph N. Weber, president of the AFM, relative to the deadline which had been established for Dec. 15 and also sought to iron out minor details holding up some of the contracts. As stated in RADIO DAILY yesterday, Weber intimated that he would allow at least two days and possibly another week for additional contracts to arrive, since many are in process of negotiation.

After the conference, a wire was

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Success As Commercial, WEW Planning Expansion

St. Louis—Having clicked as a commercial station, with more than 400 customers in the first three months since it started accepting advertising, WEW is taking the first step in an ultimate \$70,000 expansion program,

(Continued on Page 2)

Movie Exhibs Send Protest Against Fidler to Sponsor

Slight Chance Is Seen For Georgia Ascac Bill

Atlanta—Consensus of opinion regarding passage of the anti-Ascac bill pending in the legislature is that the measure will fail due to lack of sponsorship by leading radio stations and motion picture exhibitors. Bill was written by J. N. Peacock Jr., an attorney of Albany, Ga., who

(Continued on Page 2)

Camel, Chesterfield and Lucky Strike Sign Over on CBS—Jack Oakie Program Will Continue

MUSIC CODE IN EFFECT SOON AFTER NEW YEAR

Washington Bureau, RADIO DAILY
Washington—Proposed trade practice rules for the popular music publishing code, tentatively approved by the FTC, will probably go into effect shortly after the first of the year, with interested parties being notified to present their final views, suggestions or objections to the FTC not later than Jan. 4, 1938.

Also on Jan. 4 an opportunity for oral hearing will be given at 10 a.m. in the main hearing room of the FTC, to such persons as may desire to ap-

(Continued on Page 6)

More Baseball Contracts Are Closed in Chicago

Chicago—Kellogg, which this week signed for American League games in four cities including White Sox games here, has contracted with WJJD to renew baseball sponsorship for 1938. Deal with League provides one other local station must be used by Kellogg for Sox games unless sold to another sponsor.

General Mills (Wheaties) and Socomy - Vacuum have re-engaged WBBM facilities for baseball, alternating on sponsorship. Cub home games will be aired.

The three top ranking cigarets, Camel, Chesterfield and Lucky Strike, have signed 13-week renewals for time on nationwide CBS networks.

Camel has decided to continue the Jack Oakie and Benny Goodman full-hour period over 84 stations, Tuesdays, 9:30-10:30 p.m. Renewal on the series is effective Jan. 4. Camel had previously planned to cut the show to a half-hour and drop the Oakie program. William Esty is the agency.

Chesterfield on Dec. 29 will renew Andre Kostelanetz's orchestra over 94 stations, 9-9:30 p.m. On this date Lawrence Tibbett will become the featured soloist. Tibbett, unless he

(Continued on Page 2)

MORTON DOWNEY SIGNED FOR CHEVROLET SERIES

Cincinnati—Morton Downey, here for a nitery engagement, has been signed for a series of Chevrolet commercials starting in January. Show will travel, with broadcast emanating from different cities, it is stated.

FCC Calls Conference On Higher Frequencies

Washington Bureau, RADIO DAILY
Washington—For purpose of discussing changes in rules and regulations which may be necessary to provide for occupancy of frequencies above 30,000 kilocycles recently al-

(Continued on Page 2)

Exclusive

NBC is tearing down walls and removing a couple of men's rooms to make a private entrance and elevator for Arturo Toscanini, who arrived this week from abroad to conduct a series of symphony concerts for the network starting Christmas night.

A private kitchen also is being given the maestro.



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

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FINANCIAL

(Wednesday, Dec. 15)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	147	145 1/2	145 1/2	+ 1/4
CBS A	17 3/8	17	17 1/8	+ 1/8
CBS B	16 3/4	16 3/4	16 3/4	+ 7/8
Crosley Radio	8	7 7/8	8
Gen. Electric	43 1/4	42 5/8	43	+ 1/2
RCA Common	6 3/4	6 1/2	6 5/8	+ 1/8
RCA First Pfd.	50 1/4	50	50	+ 1
Stewart Warner	10 3/8	10 1/8	10 1/4	+ 1/4
Westinghouse	107	104 1/8	104 1/2	+ 1/4
Zenith Radio	17	16 1/2	16 5/8	+ 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15	14 1/4	14 1/4	- 3/4
Majestic	1 1/8	1	1	- 3/8
Nat. Union Radio	3/4	3/4	3/4	- 1-16

OVER THE COUNTER			
	Bid	Asked	
Stromberg Carlson	7	8	

Success As Commercial, WEW Planning Expansion

(Continued from Page 1)
according to Albert S. Foster, g.m. Offices, studios, theater and mechanical units will be grouped and remodeled on the first floor of the St. Louis University law building. The theater, seating 1,200, will be equipped for a series of shows.

Before going commercial, the St. Louis University station was strictly a public service institution for 16 years.

FCC ACTIVITIES

CALL LETTERS ASSIGNED
National Broadcasting Co., Inc., Bellmore, N. Y. Mobile unit. WAOB.
WGAR Broadcasting Co., Cleveland. WAAT.
Philco Radio & Television Co., Philadelphia. W3XP.

RECORDINGS

Call BRINCKERHOFF PLaza 3-3015

THREE CIGARET FIRMS ARE RENEWING ON CBS

(Continued from Page 1)
can drop some of his previous commitments, will be on the show only for 13 weeks. Frank Parker may follow. Newell-Emmett is the agency. Lucky Strike on Feb. 5 will renew "Your Hit Parade" on 96 stations, 10-10:45 p.m. Program will continue to air the top tunes of the week played by guest orchestras. Lord & Thomas has the account.

Philip Morris is another cigaret account that plans to continue on the air. The featured orchestra, Russ Morgan's, has just been signed to a 26 week contract by The Biow Co., Philip Morris advertising agents.

FCC Calls Conference On Higher Frequencies

(Continued from Page 1)
located to special emergency stations, FCC has sent out invitations to licensees of stations operating emergency stations together with other interested parties to attend an informal conference on Jan. 6. Changes are necessary because of rapid growth taking place in service and desires of commission to improve service by providing for most efficient use of frequencies.

Defamation Is Alleged In "On Broadway" Show

Ernest A. Arnold and Walter W. Frese, stock brokers operating under the firm name of Arnold & Frese, today will file a motion before Judge William H. Black of the N. Y. Supreme Court to examine David Sarnoff, president of RCA; Clarence Francis, president of General Foods, and A. Hopler of Benton & Bowles Inc., to learn the number of stations carrying the Diamond Crystal Salt program of Nov. 7 and other details prior to starting suit for libel against the defendants. Frese, in his affidavit, stated that program, known as "On Broadway," had certain defamatory remarks.

Jeanne Cohen to the Coast

Jeanne Cohen, in charge of the New York office of Artists Management Bureau, leaves tomorrow to join the Paul Whitemans in Hollywood. She will aid them in representing the motion picture interests of members of their musical organization during their stay at the Coconut Grove. Miss Cohen will stop at the Ambassador Hotel.

Irving Strouse has returned from Chicago, where he was in charge of publicity for Paul Whiteman's engagement at the Drake Hotel, to take charge of the Chesterfield campaign which will emanate from New York. Arrangements were made for Barney McDeavitt of the Rockwell-O'Keefe Hollywood office to represent Whiteman's press interests during his month on the coast.

MOVIE EXHIBS PROTEST TO FIDLER'S SPONSOR

(Continued from Page 1)
man's opinion and does not correspond to the reviews of pictures by newspaper critics who give details of story, acting, etc., whereas Fidler "merely voices a lordly judgment" in a brief statement and a clang of one, two, three or four bells. Myers says that very often a picture getting only two bells—which is enough to make loads of people stay away from the box-office—has elements that would entertain and satisfy these persons if they were given an adequate description of the film.

Pointing out the damage being done to exhibitors, who must contract for pictures in advance, Myers asks how the sponsor would regard it if exhibitors took time on the air to rate Ivory as a "one-bell soap" or Crisco as a "two-bell shortening", etc.

Slight Chance Is Seen For Georgia Ascap Bill

(Continued from Page 1)
claims the backing of "eight small exhibitors and two small radio stations." Large radio outlets are of the opinion that passage of the bill would complicate the copyright situation to a point where it would be impractical. Among the larger stations against the bill is WSB which is further backed up by its affiliate, The Atlanta Journal.

Omaha—Since the recent decision granting Ascac a temporary injunction restraining the state and other officials from enforcing the so-called anti-Ascac law, the performing rights society resumed business in this state and has collected license fees retroactive for the past five months. Total sum involved is placed at approximately \$50,000.

Lincoln — Three federal judges signed an order yesterday in Ascac's suit against the Nebraska secretary of state, giving latter leave to file interrogatories. The four plaintiffs, Gene Buck, Walter S. Fischer, Gus Schirmer, and Saul Bernstein, music publishers, were ordered to answer with information requested, including Nebraska gross business annually since 1920.

IRNA Committee Confers With Weber on Deadline

(Continued from Page 1)
drafted by the IRNA which it is presumed will hurry up some of the members and also inform them of the present status. Another conference will be held today.

SPECIAL HOLIDAY OFFER

TEN—three to five minute sure-fire comedy scripts \$3.50 ! !

This offer only good until December 24th.

SAM H. STIEFEL ENTERPRISES, INC.
1619 Broadway New York, N. Y.
Radio Script Service Department

COMING and GOING

P. J. MEYER, president of KFYZ, Bismarck, N. D., is in town.

I. R. LOUNSBERRY, manager of WGR-WKBW, Buffalo, and KOLIN HAGER, manager of WGY, Schenectady, were in town yesterday.

MARTIN GOSCH, CBS producer, is due in Hollywood next week to take over production on the new Paul Whiteman-Chesterfield series, which takes the place of the current Hal Kemp-Alice Faye show, handled by CBS producer Phil Cohan.

JEANNE COHEN leaves tomorrow for Hollywood.

IRVING STROUSE is back in New York from Chicago.

RENA CRAIG is on a trip to Denver.

EDDIE CANTOR and his program troupe, originally scheduled to leave the Coast at the end of the month for New York to air from the east for a while, are delaying the trek east for two or three months due to Deanna Durbin having film commitments.

RUSS BRINKLEY of WHDL, Olean, N. Y., plans to fly down to New York in his own plane after the holiday rush is over.

TOMMY DORSEY returns tomorrow from a week's cruise to Bermuda.

PROF. QUIZ leaves today for a lecture in Birmingham, and will return in time for his broadcast Saturday from New York.

JOHN FAYNE, head of Electrical Division of U. S. Department of Commerce, in New York until tomorrow on business.

CHARLES STARK, WHN sales department, leaves today for a one-month vacation.

CHESTER RACKEY, NBC audio engineer, went to Cleveland yesterday to inspect the new WTAM studios which are under construction.

ARTHUR "STREET SINGER" TRACY returns to New York on Dec. 20 after a 20-month stay in England.

Spot Series by the CIO May Start Next Month

(Continued from Page 1)
to go on the air, other state leaders have now expressed a desire to follow suit, and will begin to formulate radio shows as soon as possible. It is understood that entire radio situation has been sore spot in the organization's exploitation plans, with various attempts to broadcast stopped by radio stations. Now, however, with time available, leaders have expressed desire to utilize radio in gigantic membership drives.

Worth to Sing at White House

Stanley Worth, NBC baritone, has been engaged to sing at the White House party to celebrate the engagement of James Roosevelt on Dec. 30.

GEORGE GRIFFIN

Lyric Baritone

WJZ-NBC BLUE NETWORK

• THURSDAY 12:15 P.M. EST
• SUNDAY 9 A.M. EST

Management NBC Artists Service



NEW PROGRAMS—IDEAS

"Pepper Cadets" Kid Show

CARLTON KELSEY has been appointed musical director of KHJ-Don Lee by Willett Brown, assistant general manager. Kelsey formerly was at WBBM, Chicago, and held the post of musical director of western CBS, handling such shows as Dodge, Wrigley's "Poetic Melodies" and Sears-Roebuck. Prior to radio, he was well known as a director of stage musicals. Appointment fills the post created by the resignation of David Broekman, who leaves the station to devote his time entirely to commercial work.

David McCosker, KFVB's super-salesman, has returned from a four-week trip to New York, where he was successful in placing several KFVB-CRS shows for national coverage. New deals are not effective until after first of the year, at which time formal announcement will be made. On a former trip East, McCosker set the KFVB Clairol show for coast-to-coast release, effective Jan. 15.

Norman Fields has resigned as executive secretary of the AFRA. The actor was a prime mover in the initial organization plans, which finally culminated in AFRA with a membership of 800 locally, and now feels that he should be able to rest on his laurels and devote a little time to his personal affairs.

"Judy and Her Jesters" now have their own 15-minute program on KNX-CBS Pacific Coast each Thursday at 5:30-5:45 p.m.

At a special meeting of the newly organized Southern California Broadcasting Ass'n last week, plans were laid for the first of a proposed series of get-together meetings of station and advertising agency executives, with the first meeting scheduled for early in January, according to Leo Tyson, KMPC general manager, who is president of the organization.

Frederick C. Dahlquist, president of American Radio Features, is back at his desk after a three-week siege of illness.

Mayfield Kaylor, onetime KEHE production chief, has formed Mayfield Kaylor Productions, with offices at 1041 North Las Palmas, to produce waxed programs.

When a new unit of the White Memorial Hospital was dedicated last week transcriptions of speeches made by prominent physicians and surgeons were sealed up in the cornerstone. Associated Cinema did the recording.

Already reaching the general audience with its late Sunday afternoon half-hour "Pepper Uppers" over a special network of 23 Southern stations covering its distribution territory, Dr. Pepper Company, Dallas, six months ago started testing a new wrinkle in children's appeal in a late afternoon serial titled "Pepper Cadets" heard over WFAA, Dallas. The results of the program were so phenomenal that the contract has been renewed for another six-months period. Tracy-Locke-Dawson Inc., Dallas-New York agency, handles the Dr. Pepper account from the Dallas office.

As a happy compromise between the prevalent types of children's programs—the gangster thriller on the one hand and the overly childish type on the other—the "Pepper Cadets" endeavors to help children understand and solve their own problems. The serial keeps the flare of adventure through trips to Story Book Land, thereby stimulating the youngsters' imaginations without having a demoralizing effect.

There are three central characters in the show—Captain Dunn, Sarjint Jimmie, the typical boy, and Sunshine, the little girl who suffers all the handicaps of trying to tag along with boys. In conjunction with the serial, simple nursery songs are sung and there are trips to story-bookland with Mother Goose in person.

Easy contests, held on an average of every other week, pull about 6,000 letters each. The contests vary in nature from filling in the last line of a limerick, favorite jokes, drawing pictures of Sarjint Jimmie's dog and dog house and the magic giant red boot.

Merchandising angles worked out with the 28 cooperating Texas Dr. Pepper bottlers include parties at the Pan American Exposition at which 8,000 "Pepper Cadets" and their mothers attended, special visiting days at bottling plants, get-togethers at county fairs, and reams of newspaper and trade journal publicity, etc. There are now 45,000 members in the primary listening area of WFAA.

Advertising in the show is subtly woven into the script, making a definite play for children to drink Dr. Pepper's at 10, 2 and 4. At no time do the commercials become offensive, boring or silly to the youthful listeners. Tracy-Locke-Dawson believes the popularity of the "Pepper Cadets" may be attributed to its playing to the children, not in playing up or down to them.

Mothers, teachers and clubs have expressed their approval of the fine influence, upstanding ideals and ambitious purpose of the Dr. Pepper "Cadets" program. "Now," they say, "Betty is saying her prayers at night!" and "Johnnie is watching when he crosses the street."

KLZ "Kiddies' Revue"

One of the most successful programs being aired by KLZ in Denver is "The Kiddies' Revue," a half-hour variety show starring talented youngsters under sixteen. Originated at KLZ, the programs, sponsored by a large wholesale bakery, are piped to KVOR, KLZ affiliate located at Colorado Springs.

The entire show is put on by the youngsters, with a 12-year-old, Lenny Lee, acting as master of ceremonies.

The youngest member of the troupe, Shirley Mae Brady, six-year-old mimic and dancer, has taken the "Kiddies' Revue" audience by storm and far outranks her fellow performers in fan mail count.

The show is built about these two stars, and four others, with two guest artists invited to participate each week.

In addition, the program features a twenty-voice choir, organized by Les Weelans, KLZ's music director.

New Vox Pop Program

Local credit jeweler and the Hamrick Evergreen Theaters are behind new vox-pop feature over KRSC, Seattle, in fifteen-minute shots, Mondays through Saturdays. Twelve persons are selected for interviews daily in busy lunch-hour spot; three prepared questions supplement the personal interrogation. At conclusion, each subject gets coupon good for two theater tickets when presented at jewelry sponsor's store. Jeweler also adds gift of his own. Show is advertised from theater screen and on sidewalk display boards.

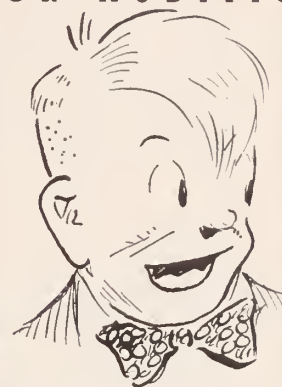
"You May Be Next"

Idea of this new half-hour starter over KJR, Seattle, is to inform public of confidence deals and other shady activities. Show opens with a dramatic episode depicting workings of some racket. Interview with one of the victims takes place, and finally, B. Gray Warner, prosecutor of Kings County, in which Seattle is located, tells story of an actual case from his files. Northern Federal Savings and Loan is sponsor.

"Roses to the Ladies"

Outstanding Fort Wayne woman is selected each week for this spot, and comes before the WGL mike for an interview on her accomplishments. Selections are made for notable achievement. Title trick comes in at end of broadcast, when the distinguished lady is presented with a dozen roses. Bob Wilson does the commentating, with J. Howard Ackley as announcer.

SOUND MASTERS, INC.
Present
FOR AUDITION



JOE PALOOKA

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

by
HAM FISHER



with
TEDDY BERGMAN



as
lovable, laughable, naive
JOE PALOOKA

and
CLEM McCARTHY



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

A TREMENDOUS
AUDIENCE IS WAITING

for
JOE PALOOKA

Produced by
SOUND MASTERS, INC.
1560 BROADWAY, NEW YORK CITY
Phone BRyant 9-2463

CARL BIXBY

Creator, writer, director or producer of
successful network radio programs.

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LUCILLE & LANNY
LINWOOD GREY

"2 voices and a pianny"
6 times w'kly WJZ-NBC Blue 8:45 A.M. EST
Now Available for Personal Appearances
Arrangements by Lanny Grey
Management NBC Artists Service

ORCHESTRAS MUSIC

RUSS MORGAN has been signed by Philip Morris for another 26 run on the CBS and NBC programs. This will make 75 weeks he has been under the cigarette manufacturer's exclusive sponsorship. The Biow Co. is the agency.

"My Last Night's Dream," D'Artega's signature on the Tim and Irene show, was composed by the maestro himself. Next Sunday, D'Artega will present as his orchestral specialty one of his own compositions entitled "Forbidden Paradise." This will be its debut on the networks or anywhere.

Hal Duchin and His Harmonica Playboys, featuring a "bouncing rhythm," is an up and coming harmonica outfit being heard over WNEW on Saturdays at 5:15 p.m. Like the Cappy Barra ensemble, they read all of their music. They also have a chord harmonica consisting of 12 harmonicas on a paddle wheel, with 48 chords.

Billy Swanson, whose program of Modern Rhythms is heard from the Edison Green Room via WOR, has left the Medical Arts Hospital after spending a week there following an emergency nose operation. He will resume his twice weekly broadcasts for Mutual this week.

Cornelius Codolban, whose two orchestras are appearing nightly at La Maisonette Russe of the St. Regis Hotel, has had his engagement there extended for an indefinite period. Codolban, who is rounding out his third season at the Maisonette Russe, appears twice nightly as a violin soloist in addition to directing his Tzigane orchestra for dinner. Codolban's modern dance band plays nightly for supper dancing.

Carlton Hauck's crew, from Cincinnati, is a new band being heard in New York over WHN on Wednesdays and Saturdays.

Merle Pitt moves his "Sunday Swing Concert" band to the Hotel Pennsylvania on New Year's Night to provide the rhythms for the all star show and ball sponsored by the Odd Fellows. Swing artists Sammy Weiss, Sammy Spergel, Don Richards, and other members of the WNEW orchestra will do specialties.



● ● ● Gabriel Heatter late yesterday notified his MBS newscast sponsor (Rogers Peet) that he desired to terminate the year-contract by Feb. 28—having completed 26 weeks then....Gwen Jones, the braintruster for the "Gangbuster" show under P. Lord, will tender her resignation before Jan....Joe Hill, formerly with Federal agency and director of the Sinclair Minstrels, has been drafted by CBS to take over the reins on the Harry Conn "Earaches" program....Pete Barnum, radio genius at Ruthrauff & Ryan, is in the hospital....Larry (Playboy) Daniels is now with Crawford Music....Prof. Quiz will travel 48 hours to Birmingham and back to spend exactly two hours and 20 minutes in the city....Songwriter Johnny Mercer has been placed under CBS management and will do a Whiteman broadcast....Jean Hersholt's "Dr. Christian" airing will start from N. Y. Dec. 26 for 2 shots only....Bob Hafter, Chicago production man for WBBM, will produce the Shaw and Lee-Wrigley show....Pepsodent, which sponsors "Hilltop House" starring Bess Johnson, will buy 15 minutes daily on WLW for one year beginning Jan. 10—to air transcriptions of the show.

● ● ● Firemen, who were called to extinguish a blaze in a securely locked car parked in front of the studios of WMFF, Plattsburgh, N. Y., had to break a window to get in....The station flashed the license number and car description—and the man was located by a friend who remembered the tag numbers. Victim was in court paying a fine for illegal parking!...CBC, Montreal, will repeat the two-hour transmission of messages from relatives to residents in the Arctic beyond the reach of ordinary communication on Xmas Eve. Those wishing to send the messages were instructed to be present in the studios of CBC that nite and personally deliver their words of good cheer.

● ● ● Del Casino hocked the family jewels and raised \$600—the sum he paid Henry Dagent for a release of all bounds....The Edward G. Robinson-Claire Trevor "Big Town" program has been renewed for 26 weeks more....Despite the sore throat, Rudy Vallee will croon on his show tonite....Buddy Clark may double between the Ben Bernie show (which will come from the New Amsterdam Roof—WOR's studios) and his half-hour sustainer—or it will be given to Barry Wood....Doris Gilbert, head of the continuity dept. of World Broadcasting, resigns today for a Hollywood film writing berth....Nicky Blair of the Paradise will pay as high as \$5,000 for a customer-drawing attraction there....Paul Whiteman is reported as having discovered an unpublished composition by the late George Gershwin which he'll dub the "2nd Rhapsody in Blue"....Helen Morgan will be feted at Leon & Eddie's Sunday....Singer Peter Higgins will lead a band....Lou Breese and Arthur Murray are auditioning a dance teaching air show....Benny Davis takes a "Star Dust" unit to Washington Jan. 14....Herb Rosenthal, head of the CBS artists bureau, moved into his new office yesterday but sat in the outer office working at the secretary's desk—because there wasn't one in his private sanctum for himself!

● ● ● Ray Hamilton, singing organist, after 26 weeks on WWJ, Detroit, is now at WNEW....Robert Morris, announcer of WAGM, Presque Isle, Maine, reports that a visitor entered the studio and asked if it was the "studio". Informed that it was, the visitor asked if he might make prints of the negatives in his hand....KSL, Salt Lake City, had 30 full-blooded Waskik youngsters of Maland, Idaho, swing out on radio's first All Indian Song Session....NBC artists service employees will hold their 2nd annual Xmas party at the Hotel Lexington Dec. 22—promoted by Frank Murtha of the dept.

GUEST-ING

GERTRUDE LUTZI, soprano, on Carborundum broadcast, Dec. 25 (CBS, 7:30 p.m.)

TITO SCHIPA, tenor, on "Your Hit Parade," Dec. 25 (CBS, 10 p.m.)

LUCY MONROE, VIENNA BOYS CHOIR, JOHN GRIFFIN and ART GENTRY, on "Hammerstein Music Hall," Dec. 24 (CBS, 8 p.m.)

MARLENE DIETRICH, DOUG FAIRBANKS JR. and LIONEL ATWILL, in "Song of Songs" on Lux Radio Theater, Dec. 20. Walt Disney will be interviewed between acts by Cecil B. deMille (CBS, 9 p.m.)

BING CROSBY, on Paul Whiteman-Chesterfield opening program, Dec. 29 (CBS, 8:30 p.m.)

JOE WILLIAMS, on Bill Stern's sports program, Dec. 19 (NBC-Blue, 11:45 a.m.)

CONGRESSMAN EMANUEL CELLER, on World Peaceways program, Dec. 18 (WQXR, 9 p.m.)

FRANCES FARMER, interviewed by Bide Dudley, Dec. 17 (WOR-Mutual, 11 a.m.)

LEON "CHU" BERRY, on "Swing Club," Dec. 25 (CBS, 7 p.m.)

MAY ROBSON, VICTOR JORY, DAVID HOLT, TOMMY KELLY, DONALD MEEK, MARCIA MAY JONES, in "Tom Sawyer," on "Hollywood Hotel," Dec. 25 (CBS, 4 p.m.)

LAURITZ MELCHIOR and LUCY MONROE on the American banks program, Dec. 27 (NBC-Blue, 9 p.m.)

VERA BRODSKY and THE CHAR-IOTEERS, with Richard Crooks on "Voice of Firestone," Dec. 20 (NBC-Red, 8:30 p.m.)

WLW, Cincinnati

Latest to leave staff are Mary Paxton, featured vocalist, and Ian Keith, dramatic player.

"Hello, Peggy" will probably have to be re-routed through Fort Wayne-Louisville to cover WLS's territory when Procter & Gamble strip ousts it from two-a-week spot to make way for serial across the board.

HELENA BLUE'S NOVELTY STRINGS

An all girl orchestra playing in a modern, distinctive style

NOW AVAILABLE
FOR
RADIO HOTELS
THEATRES

Circle 7-4124

New York

Give Your Loved Ones a Life
Policy for Xmas

Jules Hansberg
INSURANCE

John 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

PROGRAM REVIEWS

"HEADLINES"

P. Lorrillard Co. (Muriel cigar)
WOR-Mutual, Tues. and Thurs.,
7:30-7:45 p.m.
Lennen & Mitchell

FANFARE, SOUND EFFECTS, SHOUTING AND VOICE IMPERSONATIONS REHASH DAY'S NEWS EVENTS.

This new show is commercial on WOR and WGN, with the balance of MBS carrying it as a sustainer pending pick-up sponsorship along the route. Program dramatizes news events in "March of Time" formula, stressing personality impersonations. It starts off with a Winchellian news ticker, roar of planes, newsboys' shouts, wireless sounds and at least a dozen announcers screaming at the top of their lungs that "Headlines" is on the air and that it is able to lead the headlines and then dramatize the headlines with voices.

The Congressional viewpoints aired by senators regarding the Jap matter, Schmeling-Thomas bout, Pope Pius talking in Vatican City, plus a much-heralded "exclusive"—a statement by the wife of a U. S. captain—and flashes of "Did You Know" took up the major portion of the opening show, with Tom Slater handling the commercials. Ernest Chappel, editor of "Headlines," told of the program's aim and unbiased policy. Not one voice on the show was distinctive in the many offered. Pope Pius was made to sound like a Nippon minister who also sounded like a man from Italy, and so forth.

Outside of the sound effects, shouting of all the wordslingers, program was just routine stuff that has been handled better in the past by an ordinary single newscaster in reading news flashes.

"The Running of the Deer"

WHN-New York University Literary Forum on Tuesday, 8:30-9 p.m., discussed and dramatized the best seller, "The Running of the Deer," by Dan Wickenden.

Program is broadcast in conjunction with the Federal Radio Theater whose members did the dramatized portions of the book. Wickenden was formerly with CBS, but resigned a few months ago. In the preliminary discussion of the book with Dr. B. McCullough of N. Y. U., Wickenden displayed excellent microphone qualities. His regular speaking voice is rather low but the microphone lifts it up to the full throated registers. Dramatized versions were well handled.

Carmen Del Rio

A newcomer to the American networks, Carmen Del Rio, an Argentine-born English girl who specializes in songs with a Latin flavor, made her debut on "Continental Varieties" over NBC-Blue at 3 p.m. yesterday, with the Honti orchestra. In a rich and full voice with ample flexibility, Miss Del Rio sang a new number,

NEW BUSINESS

WTMJ, Milwaukee: Musterole, "Carson Robison and His Buckaroos", ETs.

WHO, Des Moines: J. A. Folgers & Co., "Judy and Jane", through Blackett-Sample-Hummert; Compagnie Parisienne, Inc., through Northwest Radio Advertising; Murphy Products Co., "Sunset Corners Frolic", through Wade Advertising Agency; Skrudland Photo Service, through Northwest Radio Advertising; Bulova Watch Co., announcements, through Biow Company.

WBZ-WBZA, Boston: Reid Murdock & Co., time signals, through Rogers & Smith; Bayuk Cigars, announcements, through McKee, Albright & Ivey; Kellogg Sales Co., through Chambers & Wiswell; The Sun Rayed Co., Home Forum announcements, through Caldwell-Baker Co.; Remington-Rand, Inc., through Franklin Bruck Advertising Corp.; Doyle Packing Co., announcements, through Beaumont & Hohman; The Bosco Co., announcements, through Kenyon & Eckhardt; Refrigeration & Air Conditioning Training Corp., programs, through National Classified Advertising Agency; Ford

"Paree, Paree", followed later by "Siboney" and finally another French piece. She was at her best in "Siboney", though also displaying plenty of feeling in the final French number. Honti supplied his usual fine musical background.

"Symphonic Moods"

A very choice dinnertime concert is provided in WBIL's "Symphonic Moods," a program employing selected transcribed numbers and presented six nights weekly. Much has been heard about the popularity of the program and the amount of appreciative fan mail that it receives, and the reasons are easily found by tuning in to it. Tuesday's program, typical of the series, started with a Schubert symphony and went along into Ravel selections, a ballet number and finally a gay and colorful Spanish festival. Suppression of annoying talk is one of the welcome aspects of the program, aside from the excellence of the recordings and judicious selection.

Briefly

The Lanny Ross "Hollywood Mardi Gras" show on NBC-Red, Tuesday nights, holds steadily to a high standard. Charles Butterworth has become a standard ace as a radio comedian, and his "Grandpa" stooge helps greatly. Raymond Paige's ork, with vocalist Jane Rhodes, and of course the singing and emceeing of Ross, all are tops.

The Merry Macs have been a big help, in a musical harmony way, on the last three Al Pearce programs over CBS on Tuesdays at 9.

"Swingtime Trio," Boston girls originating at WBZ and being fed

Motor Co., announcements, through McCann-Erickson.

WNAC, Boston: Humphrey's Home Medicine, programs, through Biow Co. (also WSPR); National Biscuit Co., ETs, through McCann-Erickson; The Fleischmann Co., programs, through J. Walter Thompson Co. (also 14 other Yankee net stations); American Popcorn Co., programs, through Schmitt & Co.; Coca Cola, programs, through D'Arcy Advertising Co.; Dodge Brothers Corp., announcements, through Ruthrauff & Ryan, N. Y.; Tide Water Associated Oil, participations in Yankee net news service, through Lennen & Mitchell.

WAAB, Boston: Lydia Pinkham Co., programs, through Erwin Wasey & Co. (also on 11 other Colonial net stations); Raddbill Oil Co., programs, through Harry A. Feigenbaum; Gospel Broadcasting Association, renewal, programs from Mutual, through R. H. Alber; Katro-Lek Laboratories, programs, through Chambers & Wiswell (also on WEAN and WICC).

to NBC-Blue on Wednesdays at 2 p.m., hand out some very delightful rhythm.

Correction: Linton Wells is an NBC commentator, not CBS.

Reisman for "Hit Parade"

Leo Reisman and his orchestra will appear on the Lucky Strike "Hit Parade" broadcasts over CBS for three weeks beginning Dec. 25. Program is aired at 10-10:45 p.m. Lord & Thomas is the agency.

PROMOTION

Talent Quest Statewide

Utah's 4 major cities, Salt Lake, Ogden, Provo, and Logan now allow listening voters to cast talent tallies in their respective cities through local telephones. The 3:30 p.m. Saturday spot on KSL has become most interesting local Saturday bill. An auditioned reduced number of amateurs compete weekly on Deseret News Search for Talent. Contestants gather nearly 2,000 votes average. Russel Stewart has been assigned announcing duties, Gene Halliday produces. Audience assemblage indicates show may have to be moved to KSL Concert Hall, as main studios are not adequate.

WDZ's Weekly Paper

One-page weekly paper of WDZ, Tuscola, Ill., enlists advertiser to make distribution; back of sheet has latter's full-page ad. Paper is published every Friday and contains news and gossip of programs and artists. Ten thousand listeners get it.

Join New Script Service

Irving Marcuse and Baer Kraut have been appointed general manager and script editor, respectively, of the Script Shop, a new radio script library service at 10 West 47th St. Both Marcuse and Kraut were formerly associated with Transcribed Radio Shows Inc.

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

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

DON KERR

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

PHILADELPHIA

WCAU is building its new W3XIR transmitter, to be completed in February and designed eventually for television.

WDAS is searching local colleges and auditioning announcer prospects.

Night Supervisor John Facenda of WIP will inaugurate a new series of his "Poets' Corner" programs.

Philly's newest hillbilly revue, "Cornhuskers," will be heard over WIP featuring Jack Barry as emcee.

WIP's Clarence Fuhrman is working on some new arrangements for his house band which he promises will be startling.

Music Code in Effect Soon After New Year

(Continued from Page 1)

pear and who shall have made prior written or telegraphic requests to be heard orally. After this hearing the FTC will give final consideration to the proposed code of fair trade practice.

FTC points out that there is a combined capitalization of the pop music industry of between \$35,000,000 and \$40,000,000 and does an estimated annual business of between \$7,500,000 and \$8,000,000.

Under Rule 1, any form of "push money" by a music employe with or without the knowledge of the employer, or any type of so-called bribery in radio or other fields of entertainment, is a violation of the code.

R. R. Using Hour on KSL

Salt Lake City—For the extravagant prevue of Sun Valley Winter Sports, Union Pacific officials will use a full hour for the presentation originating through KSL on the eve of North American ski capital's opening Dec. 21. Staff crew selected by R. R. for the assignment will be Lennox Murdoch, KSL station director; Wally Sandack, staff announcer, handling production; Eugene Pack, chief of engineering staff, and two more engineers. Job will be a 275-mile remote affair.

Condie in Choir Post

Salt Lake City—Richard P. Condie, KSL tenor, has been named assistant conductor of L.D.S. Tabernacle Choir. The 300 Voice Choral group is heard Sundays over CBS. Condie, longtime station performer, will be under J. Spencer Cornwall. He will continue his "Sunday Evening on Temple Square" assignment for KSL.

Newspaper-Radio Tieup

"The Carrier Salesman's Radio Party"

By DAVID NOWINSON

Director of Publicity, Iowa Broadcasting System

"The Carrier Salesman's Radio Party"

THE Des Moines Register & Tribune, parent organization of Iowa Broadcasting System, and for years a staunch believer in radio and an adroit user of radio promotion, has launched its first large scale variety show, "The Carrier Salesman's Radio Party." Within one month after being established, the half-hour weekly show has become Iowa's second largest radio show and the largest amateur air performance in the state.

Staged in the main ballroom of the Hotel Fort Des Moines before a visual audience of a capacity of 600 every Sunday afternoon at 5, the "Carrier Salesman's Radio Party" is broadcast over Iowa Network stations KSO, WMT and KMA. A cast of 55 is employed, mainly garnered from the ranks of the R. & T. carrier boys themselves. It is their show, they take pride in presenting it and aiding in promoting it and it has commanded widespread attention already as a program of unusual merit and production.

Admission to the broadcast is by ticket only. Tickets are given to carriers who present them to customers on their routes. Tickets are also obtainable from leading Des Moines hotels. The wisdom of carrier boys distributing tickets is immediately manifest. It adds to their sense of importance, permits them to favor their subscribers and to establish closer contact with them.

Written and produced by Frank Jaffe, of the R. & T. radio promotion department, and under the musical direction of Orville Foster, IBS musical chief, the show includes a chorus of 15 carrier boys, a girl soloist, Rosemary Begley, 16-year-old popular singer; a boy vocalist, Frank Tovrea, 15-year-old R. & T. carrier; Bobby Clark, 15-year-old ventriloquist and Oscar, his dummy; a harmonica octet of carrier salesmen; a 19-piece symphonic swing band under the direction of Orville Foster, a group of varied novelty acts and a 16-year-old announcer, Carter Reynolds, besides a regular dramatic cast of boys.

A typical show includes several chorus selections, the girl soloist, boy soloist, duet, whistling chorus, and a serious dramatic sketch relating graphically of a carrier boy's heroic deed. Each week selections from outstanding musical comedy attractions are featured. During the first four weeks these included music from "Of Thee I Sing," "Band Wagon," "Rio Rita" and "Desert Song."

Every show presents notables including governmental dignitaries and leaders in education and athletics. Among the notables who have already appeared are Governor Nelson G. Kraschel, Iowa Secretary of State, Dr. Robert O'Brian; Agnes Samuelson, head of the Department of Public Instruction; Pug Manders, Drake University football star and Bob

Feller, youthful Cleveland Indians pitcher.

Each week the program salutes the Iowa town from which special carrier talent originates. Such talent features actors, novelty acts, tap dancers, vocalists and instrumentalists. Many of the boys have proved surprisingly good and several have already received offers for club and theatrical engagements.

Telegrams congratulating the carrier salesmen on their achievements are read on each program. These congratulatory wires come from all over the nation. A recent one, for example, came from Dick Powell, himself a former carrier salesman.

There are no commercial announcements on the show which was launched with the most elaborate promotion campaign ever undertaken for an R. & T. promotion program. Two-color broadsides were mailed to 5,000 carrier salesmen throughout the state, special mailings were sent to various R. & T. agencies, spot announcements are regularly scheduled on stations KSO, WMT and KMA, regular advertisements are scheduled in The Des Moines Sunday Register, and its radio columns have devoted considerable space to the show. The program is mentioned on 41 R. & T. promotion programs heard over IBS weekly. In addition, a different department of the Register and Tribune is invited to attend the show as special guests each week.

Statewide auditions are being conducted for carrier boys who wish to appear on the program. Several hundred applications have already been made by talent. It is hoped to take the show from time to time to Waterloo, Cedar Rapids and Shenandoah. And if the increasing audience at the Fort Des Moines ballroom continues, the show may soon be housed in a local theater.

Now, why all this time, energy and expense devoted to building and promoting a program which amazingly lacks even a commercial announcement? What is the objective and how well is it being attained?

The "Carrier Salesman's Radio Party" has been created to enhance the good-will and prestige of the R. & T. carrier organization. It solidifies the various carrier salesmen groups, adds to their loyalty, gives each boy a sense of counting, of being an integral part of the organization. This carrier salesman promotion also attracts new boys and sells them on the idea of joining the organization. It also impresses the parents of carrier boys with the importance the R. & T. places on the carrier organization.

That these objectives are being speedily gained is recognized by executives of The Des Moines Register and Tribune. The show is doing a job!

NEW ORLEANS

WSMB got its 5,000-watt okay from the FCC and is ordering a transmitter to match.

Yvonne LeBaron, who answers the telephone for WSMB and doubles as staff pianist, is one of the four who will play a Bach concerto for four pianos at Sunday's concert of the Civic Symphony.

Mrs. Myrtle Ewing Moreno, 25-year old bride of six months, and daughter of WDSU's general manager, P. K. Ewing, died of burns in a hospital here.

Louisiana Broadcasters Refuse to Sign AFM Pact

(Continued from Page 1)

are readying a wire to NBC, CBS and the AFM informing them of their refusal to sign contracts with various AFM locals in accordance with Schedule A of the proposed Plan of Settlement worked out by the IRNA. Chief objections are closed shop and arbitrary stand of the musicians' union. Meeting, intended to be sectional, was attended only by Louisiana broadcasters.

Rena Craig to Denver

Rena Craig of Peterson Radio Productions, who plays the leading roles on the "Junior G Men," "Saint Anthony" and "Ave Maria" programs, has left for Denver, where she will be presented in a one shot guest appearance on "The Light of the West" program over KOA. Ruth Travers, script writer, is substituting for her.

Dr. Levy Sold Some CBS

Washington Bureau, RADIO DAILY

Washington—Dr. Leon Levy of WCAU, Philadelphia, and a CBS director, disposed of 310 shares of CBS "A" stock, bringing his holdings to 38,131 shares at the month end, the SEC reports. He also holds 44,924 shares of CBS "B" stock.

CBS Artists Bookings

Columbia Artists Inc. yesterday signed a 32-voice choral group to appear on the Al Pearce program Dec. 21. Group is composed of school boys. Also set at the same time was recording schedule for Fred Uttal, who will cut a series of disks for Ford Slide Films beginning today. Mack Davis handled both deals.

Edith Mason for ET Series

Edith Evanson, west coast commentator and philosopher, has been signed for a series of programs to be produced by Sound Masters Inc. Teddy Bergman is building a show for her aimed at an all-female audience.

STATIONS!

The . . .

Morning Bulletin Board

America's Perfect Morning Variety Show

STAR RADIO PROGRAMS, INC.
250 Park Avenue New York City

1	9	3	7
4	5	6	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

December 16

Jessie Block

Daniel C. Studin

AGENCIES

CHARLES W. HOYT CO. INC., starting Jan. 1, will place the American advertising of Peek Frean English Biscuits. Renken & Yates Smith Corp., New York, are American distributors.

LEONARD DREW, formerly on staff of Dr. Daniel Starch, consultant, has been elected vice-president of Chester H. McCall Co., Inc., advertising.

MIAMI

WKAT is promoting a new program of German folk songs sponsored by Old Heidelberg restaurant.

Harry Richman, for the second year, will be host at a children's party in his Miami Beach home.

From the Postoffice

"Mail Early for Christmas" was the title of this one, and to lend reality to the time-honored plea, broadcast came from Salt Lake City Post Office, showing workings of the mailing room in special airing over **KDYL**. Announcer **Ted Kimball** took a walk through the department, verbally following fate of a package from mail chute to truck en route to train and final destination. Postmaster **L. A. Smoot** cooperated to bring the message to the public.

Bureau of Missing Persons

New "Bureau of Missing Persons" program has started on **KXBY**, Kansas City, Mo., sponsored by the Union Clothing Co. in Sunday quarter-hour. Show, dramatizing cases from local missing persons' bureau of police department, is scripted by **Margaret Hillias**.

Highway Safety Series

New series of highway safety programs, under sponsorship of local Elks Lodge, will open shortly on **WBT**, Charlotte, slated for once-weekly quarter-hour spot. All aspects of the traffic problem will be treated, from pedestrian and driver standpoint.

F. W. Meyer to Hawaii

Denver—**F. W. Meyer**, manager of **KLZ**, and **Mrs. Meyer** have left for a vacation in Hawaii. Staff gave them a sendoff jamboree at the airport.

Mae West Reaction

Though **NBC** in New York received practically no complaints against the **Mae West** performance on **Chase & Sanborn Hour** last Sunday, the Federation of Women's Clubs in Battle Creek, Mich., yesterday sent a protest to **Chase & Sanborn** and **NBC** that the burlesquing of the **Adam and Eve** story was improper, especially on a Sunday hour. Chicago offices of **NBC** and radio editors there also received complaints.

☆ **Programs That Have Made History** ☆

WSFA's "Minute Man."

LISTENERS to **WSFA**, Montgomery, Ala., don't stand much of a chance to over-sleep in the mornings . . . for beginning promptly at 7:15 insistent time warnings are given every five minutes for the following half-hour by **Old Faithful**, the alarm clock, as a feature of the "Minute Man" program, which has been a regular presentation on **WSFA** for five and a half years. To be more definite, Dec. 15 marked the 1700th consecutive weekday broadcast of this novel program, which has been developed and is produced and handled by "Uncle Jack," whose complete identity has never been revealed on the program.

The time signals every five minutes form the backbone of the program, but the half-hour is built around the music of the "Minute Man" at the piano and his canaries. **Caldwell Stewart** has been the "Minute Man" since the start of the program, and the canaries have learned to recognize his touch at the piano . . . for on those rare occasions when someone else has taken over the piano, the songs of the birds have been less spontaneous and less continuous. **Stewart** also handles "Uncle Jack's" part of the program whenever "Uncle Jack" is not present.

The program features a birthday and anniversary party . . . weather predictions for the day . . . thermometer reading . . . bulletin board of announcements for such organizations as the **P.-T. A.**, **Boy and Girl Scouts**, and various civic organizations . . . and ten minutes of the first **INS** news of the day.

In celebration of the program's 1700th anniversary, a Christmas card shower was planned for **Mrs. E. E. Brewer**, who has furnished the canaries heard on the program for over five years. **Mrs. Brewer** has recently moved from **Montgomery** to **Nashville**, but her canaries remain to "carry on" for their many fans. Thousands of Christmas cards will be sent to **Mrs. Brewer** by listeners to the "Minute Man" program.

The program was originally broadcast by a local photographer seven years ago. A year and a half later the program was taken over by its present sponsor, a wholesale hard-

ware firm, which at that time was broadcasting three half-hours a week. This same hardware firm now runs the heaviest schedule of any local advertiser—25 programs every week, including the six early morning half-hours.

The unparalleled success of the "Minute Man" program is credited to the underlying purpose of the feature—service to the entire **WSFA** listening area.

WOPI's "Breakfast Club"

Maintaining morning cheer is the sole purpose of the **WOPI** "Breakfast Club" of **Bristol, Tennessee-Virginia**, broadcast every morning except Sunday from eight to nine. The program is now celebrating its second year on the air.

Lilting melodies provided by the "Thesaurus" and "World" Libraries, humorous tid-bits, interesting reviews of the theater, movies, news events, and time announcements, tend to make the hour a delightful morning "pickup."

The requirement for membership is the promise of each member to listen at least 30 minutes weekly to the program. Members of the Club are presented with a certificate of membership together with a **WOPI** "Breakfast Club" button. Suggestions, special requests and original humorous and philosophical "quips" submitted by the members have proven quite helpful and are heartily welcomed by the Station.

The club idea was started by **W. A. Wilson**, vice-president and general manager of **WOPI**, two years ago and today there are clubs within clubs. That is, neighborhood clubs have branched out from the main **WOPI** "Breakfast Club," which boasts of approximately 10,000 members who are from a territory as far west as **Hazard, Ky.**, as far east as **Bonne, N. C.**, and from **Grundy, Va.**, on the north, to **Newport, Tenn.**, on the south.

At present the program is sponsored by several local concerns on a participating basis, but merchandising plans are being worked out so that the show will be a "natural" for any national or sectional food concern promotion.

Northern Broadcasting Co.

Don Bassett, manager of **Montreal** office of **Northern Broadcasting Co.**, has returned from a week's business visit in **New York**.

Northern Broadcasting Co., with stations at **North Bay, Kirkland Lake** and **Timmins**, is making a place for itself in the national network of the **CBC**. Last week the **Timmins** station, **CKGB**, originated part of the **Imperial Tobacco's** network show, "Canada 1937." Yesterday **CKGB** originated **Canada's** "National Sing Song" over the **CBC** network and

Dec. 29 this program will be originated by **CFCH, North Bay**.

On **Christmas Day**, **CKGB** will originate a five-minute pickup for the **CBC Christmas Day** broadcast.

The **Northern Broadcasting Co.** stations are now basic on the **CBC** commercial network.

WHKC, Columbus, O.

The **Edward Fisher Funeral Home** is sponsoring a new **ET** series titled "Home Folks," with **Wade Lane**.

Station recently completed arrangements with **Ohio State University** station, **WOSU**, for one hour and 15 minutes of educational broadcasts each week.

Coming Events

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

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

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

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

Trip-to-Paris Contest

"Trip-to-Paris" contest over **WMPS, Memphis**, still has them talking in that city. Lucky winner was local waitress, who got the tickets to **Paris** for identifying radio stars, whose pictures were published in **Memphis Press-Scimitar**. Tips on the pictures were aired on the station's "Pep Unlimited Club," morning program with **Paul Hodges** as emcee. Waitress guessed every one of the pictures, including baby photos of **Amos 'n' Andy** and **Ben Bernie**. In letter which was part of the contest, she picked **Tommy Dorsey's NBC** show on **Fridays** as her station favorite. Off to **Paris** in **February**, winner has already made personal appearance on local **Orpheum** stage with **Mike Reilly's** band. Second and third prizes in the contest were trips to **New York** and **Chicago**.

Health Talks on KSTP

KSTP, St. Paul, Minn., has scheduled a series of informal chats by **Dr. F. E. Harrington, City Health Commissioner**, on "Your Health." Sponsored by **Glenwood - Inglewood** pure spring water, talks will emanate from health department offices, and **Dr. Harrington** will undertake to answer questions from listeners during broadcast. Sponsor has announced that "We shall have no control over what he says. . . **Dr. Harrington** must be free to express himself as he sees fit if these broadcasts are to serve the big purpose for which they are intended."

Bud Squires Joins WFBL

Syracuse—**Enoch "Bud" Squires**, former man-in-the-street interviewer for **WSYR**, has joined the staff of **WFBL**, handling publicity and special events broadcasts.

Femme Inventors' Day

Next Sunday's "Your Invention" program presented by **Sam Hammer** over **WMCA** at 1:30 p.m. will feature women inventors.

Booking Direct
D'ARTEGA
 AND HIS
ORCHESTRA
 Admiracion Shampoo
 Sunday 6:30-7 P.M. MBS—WOR
 1441 B'way, New York CH 4-5155

BOSTON

Art King, WEEL announcer, back on the air after an appendix removal.

Joseph B. Groce, once director of WEEL, died recently.

Ken Ovenden, WEEL miker, has been laid up a few days with an infected foot.

WBZ is feeding the NBC-Blue network a new program, "The Four of Us," novel-instrumental group, also "Swingtime Trio," both dispensing very pleasing stuff.

"Request Serenade", featuring the organ solos and baritone John Kiley, now sponsored over WMEX on Sunday evenings at 9:45 by Morton's Apparel Shop.

WAGM, Presque Isle, Me.

R. W. MacIntosh, general manager, will visit New York next week.

L. E. Hughes, commercial manager recently returned from Bangor, where he signed a new contract with Bangor & Aroostook R. R. for quarter-hour-program promoting its bus service.

"Let's Dance," conducted and announced by Bill Davis, has become station's most popular sustaining feature.

The Harmony Trio will remain on Pillsbury show when it changes time to an early evening period.

Sid Cook, sports commentator, signed by Armour to air basketball, with comments and commercials by Ted Coffin, staff announcer.

WTAR, Norfolk

Campbell Arnoux, g.m., and Ralph Hatcher, promotional director, are back from the International Radio Club convention.

Eileen Davis, "Little Ray of Sunshine," is being sponsored by 12 Norfolk and Portsmouth florists.

Station staff will hold its annual Christmas party on the air Dec. 24.

More studio room has been necessitated by increased local programs.

Sears-Roebuck's Santa Claus feature, over the halfway mark of its 13 programs, has broken all mail records. Shirley Hosier, program director, does the scripts.

ONE MINUTE INTERVIEW

GEORGE OLSEN

"Broadcasting makes terrific demands on the music business. Not only must songs be ground out with a heretofore unheard of speed, because of the way the networks gobble them up, but they must lend themselves to all kinds of arranging. The really successful song is one which can be played sweet, swing or indeterminate. In fact, song pluggers now urge conductors to put in as many of their own variations as possible. In this way, the song has a longer life."

★ Coast-to-Coast ★

DR. JAMES R. ANGELL, NBC educational counselor, is among the list of prominent persons who have been suggested to head the Republican Party's committee of 100 which will draft new party principles.

Eleanor Bowers, a Roy Campbell soloist, has been re-signed for an additional four week period at the Mayflower Gardens Club, Washington.

Marie-Louise Quevli, mezzo soprano, has just been signed by NBC Artists Service.

John Kelvin, Irish tenor, will be heard in a new WHN series of programs called "Any Mother's Son" which starts tomorrow at 4:30-4:45 p.m. Don Albert and his orchestra will be featured on the show.

"A Voice and a Piano" is the name of WHN's new Saturday afternoon program presented by two young lads known as Stevens and Irving. They play and sing popular and classical melodies and are heard at 5:15 to 5:30 p.m.

Criterion Radio Productions Inc., the sales outlet for Atlas Radio Distributing Corp., in the east, has closed another Morris Plan sponsorship of "Ports of Call," over WTAR, Norfolk, to go on the air January 5, 1938.

Teddy Bergman caused a whale of a lot of excitement early the other morning. Looking out of his office window in the Bond Building on Broadway he noticed painters removing the "Firefly" sign and substituting one for "Rosalie." A painter had added "staring Nelson Eddie." Teddy spied the mistake and yelled across. In the street people looked up and not knowing what the shouting was for thought Teddy was trying to prevent a suicide from jump-

KDYL, Salt Lake City

Walter Wagstaff, commercial manager, is acting as prosecuting attorney on "Announcer's Court."

Salt Lake Symphonic Choir, directed by Frederick Davis, is a new Thursday series.

Station is cooperating with Elks and Moose lodges on Christmas fund and traffic safety drives.

WDZ, Tuscola, Ill.

Dick Johnson, who had been on daily programs here since March, 1936, resigned to join KOY, Phoenix.

A new program in connection with high schools and chambers of commerce will be started in January.

Station is now putting out a weekly one-page tabloid house organ, giving news of programs and personalities. George Losey is editor, and Manager Clair Hull is featured columnist.

ing. In two minutes traffic was knotted!

WGY, Schenectady, is airing special Christmas music sponsored by local Chamber of Commerce. Talent includes John Dandurand, Robert Wilbur, James McDonald and Chester Vedder, who make up a quartet, while John Finke is director and organist.

Lee Kirby and Bill Bivens, conductors of WBT's "Midnight Dancing Party," and known to their listeners as the "Dixie Hoot Owl" and "Old Night Owl," respectively, received a gift this week. It came from a Florida listener who had carved a wise-looking old owl out of a cocoon and sent it to the WBT Owls. WBT is sending pictures of the two announcers, garbed as owls, on special postcards to listeners on request.

Mildred Windelle, who starred in leading singing roles of Gilbert and Sullivan revivals as well as many other musical shows in America and abroad, will be heard on WMCA when she begins a new engagement with the Wivel Club. She will be heard Sundays at midnight and Mondays at 11 p.m. accompanied by Bob Asen's Orchestra.

Cleveland employees of the United Broadcasting Co. stations, WHK and WCLE, will celebrate the Christmas season at a party to be held in the studios on Dec. 23 at 7:30 p.m. Entertainment will be provided, with cards, movies and dancing featuring the diversions and luncheon will be served.

Charles H. Crutchfield, program director of WBT, Charlotte, commenting on recent report that station had subscribed to a script service, says "tain't so."

WHO, Des Moines

Slim Phillips, fiddler with Al Clauser's Oklahoma Outlaws, back on the job after a tussle with scarlet fever.

Tabor College is airing a series the second Saturday in each month.

Bob Ballantine, harmonica virtuoso formerly on "Sunset Corners Opry" but not with "National Barn Dance" in Chicago, was a recent visitor.

WRC-WMAL, Washington

Earl Goodwin, commentator and White House correspondent, has been signed by Remington-Rand for a six-weekly series over WMAL.

NBC boys scooped CBS on the big downtown fire this week. Bud Barry was at the mike for WRC.

ST. LOUIS

Marvin E. Mueller of KMOX has been voted best all-around announcer in this area. Jimm Daugherty Agency Inc. sponsored the contest, with 40 mikers competing.

Tom Miles, WEW baritone, drives 70 miles from his Farmington home to St. Louis every Thursday to do his ballad program.

Bill MacKintosh's news staff at WEW is doing a swell job of local coverage.

KWK for the eighth year is conducting its "Around the Corner Club" Christmas program to aid the needy. Idea was started by the late Thomas Patrick and is being continued by Bob Convey, present station owner.

Eugenia Blair McGee, formerly of WREC, Memphis, is now on the KMOX talent staff.

Bud Springgate KMOC salesman, is in the Baptist Hospital recovering from a tonsilectomy.

WOKO-WABY, Albany

Harold E. Smith, g.m., has distributed a litter of six Scotties as Christmas presents. He's a dog lover, and one of his canine menage had a blessed event.

WOKO's new control room in Hotel Ten Eyck is completed and new studio will start service next week.

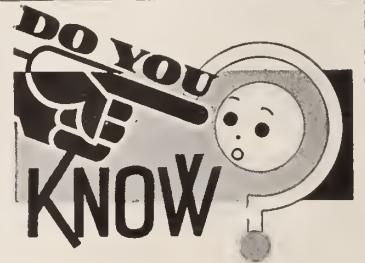
Floyd Walter, WOKO organist, is a busy man. He presents an organ recital in the morning, rushes to City Hall and plays the Carillons, then hurries back to WOKO for a musical matinee.

Billy Rose pinch-hit for Wilbur Morrison, Socony newscaster on WOKO, while latter visited Plattsburgh.

WMC, Memphis

Station inaugurated a new type of promotion when it broadcast an interview between Jack Carley, managing editor of The Commercial Appeal, and Glenn Ramsey, New York Representative of Associated Press. Interview dealt with the workings of AP and the history of The Commercial Appeal, which will celebrate its 100th Anniversary in 1939. Other interviews along the same line are scheduled in the future.

John Cleghorn, director of special events, had Yvonne Leroux, the Dionne quint's nurse, as interviewee recently.



Julia Sanderson and Frank Crumit have a collection of more than 12,000 old American songs, the earliest dating back to 1883.