



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 121

NEW YORK, N. Y., TUESDAY, DECEMBER 21, 1937

FIVE CENTS

## FCC Scans West Skit

### Looking On ... AND LISTENING IN

**BUSINESS** The year just closing has been the best in history for broadcasting, from a billings standpoint. Even the recent decline in general industrial activity has had only a slight effect on air advertising, and now that the skies are beginning to clear there is every indication that new highs in time sales are ahead.

The products that make up the bulk of radio sponsorship are necessities that meet with about the same volume year in and year out.

People must eat, drink, wear clothes, smoke, drive cars and use liniment in good times as well as bad.

For that reason, companies who curtail advertising are bound to lose out to the more enterprising sponsors who are shrewd enough to allow no interruption in their sales stimulation as well as goodwill building.

**INJUSTICE** Radio can do a thousand good deeds and never get a line of credit for it, but let it make just one little slip and the anti-radio forces will be on its neck quicker than you can say Charlie McCarthy.

So far, radio has kept its nose so clean that the inimical interests have had a tough time finding anything to make very much of a fuss about.

That's why they hopped so heavily on the Mae West skit.

The number of listeners who saw nothing wrong in the West performance may have outnumbered the "offended" ones by ten to one.

But it looked the other way around because only the squawkers got into print.  
—D. C. G.

### Baiting the Males

Portland, Ore.—A local women's wear shop is getting very good results from a "for men only" Christmas shopping broadcast over KOIN. Originally tried last year, the show is presented in the evening and has an announcer wandering about the shop and describing dainty feminine gift suggestions as seen through masculine eyes.

### 250 IRNA CONTRACTS ALREADY IN ESCROW

IRNA contracts representing more than \$1,000,000 in additional musician salaries are now being held in escrow by the AFM and the IRNA accountants, Ernst & Ernst. Over 200 contracts have been returned as negotiated with locals of the AFM, with approximately 40 more en route that have been set. This makes  
(Continued on Page 5)

### Atlantic Refining Gets Eastern League Games

Albany — Atlantic Refining Co., which recently bid \$20,000 for Eastern League (formerly New York-Pennsylvania) broadcasting rights, will air circuit contests in seven of its cities next season, it is learned. Albany is the lone club scheduled  
(Continued on Page 2)

### General Mills Ready New Transcribed Serial

Chicago—General Mills is getting ready to air a new serial, "Those Happy Gilmans," for its Corn-Kix. WTMJ and WTAD already are set. Show will be transcribed here, with Blackett-Sample-Hummert handling. G.M. also starts testing another new serial, "Magnificent Lady," Jan. 3 over WGN.

### Kroger Adding Series

Chicago — Kroger store chain, through Ralph Jones agency, is readying a new show to supplement its present "Linda's First Love," which plugs coffee.

## Ford and Colgate Renew Three CBS Shows to 1939

### Appeals Court Reverses Texas Border Convictions

New Orleans—Reversing the sentence and conviction of a Texas district court, the fifth U. S. Circuit Court of Appeals here found that Norman Baker, manager of XENT, Nueva Laredo, Mexico, and E. R. Rood were not guilty of conspiring  
(Continued on Page 2)

### McNinch Asks NBC for Transcription and Complete Information on Chase & Sanborn Show

#### Qualifying

Chicago — Marek Weber, German maestro who takes over Carillon hour Jan. 3, has taken out first citizenship papers and is learning to play "The Star Spangled Banner" on his violin.

### ZONITE PRODUCTS PLANS SPRING SPOT CAMPAIGN

Zonite Products Corp. (Larvex) in March will start a series of one-minute spot announcements over 37 stations in as many markets. Sponsor will use participation programs throughout, if possible. McCann-Erickson Inc. has the account.

### Craven Sees S. America Offering Best Market

Washington Bureau, RADIO DAILY  
Washington—Praising accomplishments of Inter-American radio conference at Havana as having great significance, Commissioner T. A. M. Craven of the FCC, at a press conference yesterday, declared that, in view of the far Eastern trouble, South America offers the best market today for broadcasters. Craven urged Pan-American broadcasting as necessary in view of foreign propaganda broadcasts.

Washington Bureau, RADIO DAILY  
Washington—At the request of Chairman Frank R. McNinch of the FCC, in a communication sent Saturday night to Lenox R. Lohr, NBC president, the network yesterday sent a transcription of the Mae West "Adam and Eve" script on the Chase & Sanborn program of Dec. 12, plus detailed information on the broadcast, contract with Mae West, etc. Action resulted from protests received at the FCC, principally from  
(Continued on Page 2)

### EMILE J. GOUGH RESIGNS FROM HEARST RADIO INC.

Emile J. Gough has resigned as vice-president and general manager of Hearst Radio Inc., it was learned yesterday. His future plans will be announced shortly. Gough, who was connected with Hearst for 25 years in editorial and other capacities, will continue on the IRNA committee.

### Chicago Baseball War Is Started by Wrigley

Chicago—P. K. Wrigley, president of Chicago National League club (Cubs) and friend of broadcasting, baseball and otherwise, has started a private war between baseball broadcasting interests here. He opposes American League sale of exclusive rights to sponsor providing  
(Continued on Page 2)

### Radios for Blind

Los Angeles—Dale Armstrong, radio editor of L. A. Times, has started a one-man campaign here to put a radio in the home of every blind person in Los Angeles county who at present has no set. The newspaper's trucks are busy picking up sets donated by readers who phone in. The idea is expected to be adopted in other cities.





Vol. 2, No. 121 Tues., Dec. 21, 1937 Price 5 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York, Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Dec. 18, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Table with 3 columns: Selection, Publisher, Times Played. Lists songs like 'Rosalie (Chappell and Co.)', 'True Confession (Famous Music Corp.)', etc.

COMING and GOING

MILTON BLINK, associated with Jerry King in Standard Radio, leaves his Chicago office for a trip to Hollywood after Jan. 1. AL GOODMAN, orchestra leader, left Hollywood for New York to spend the holidays and is due back on the Coast Jan. 15 for radio and film assignments. JOHN and ELAINE BARRYMORE are in New York for the holidays. DAVE RUBINOFF is en route to the Coast. ABNER SILVER sails for Europe today. FRANCES FOSTER of the Stiefel office leaves today for a cruise to Panama. FRED ROBBINS, sales manager of the Stiefel office, returned yesterday from a business trip to Canada. DORIS GILBERT, daughter of L. Wolfe Gilbert, is en route to Hollywood for screen and radio writing assignments. MARY MARGARET McBRIDE flies to Florida on Thursday for one week. Will broadcast from CBS studios in Miami. SPENCER BENTLEY of Betty & Bob cast flies to New York Jan. 13 for a short vacation. PHIL RUBINOFF to Chicago last night on business. IRVING CAESAR, president of the SPA, leaves for Miami tomorrow for a 10-day rest. FATHER JAMES A. WAGNER, managing director of WHBY, Green Bay, is in town. ARTHUR GILMORE, CBS announcer, and DOROTHY BARSTOW, producer, are eastbound from Hollywood with JEAN HERSHOLT, who will air his next two "Dr. Christian" programs from New York.

FINANCIAL

(Monday, Dec. 20)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd, Stewart Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., OVER THE COUNTER, Bid, Asked.

Atlantic Refining Gets Eastern League Games

(Continued from Page 1)

to use other sponsorship. Local outfit had tentatively tied up again with General Mills prior to the bid submitted by Les Qualey of N. W. Ayer & Son.

Atlantic is said to have upped its original bid, with Trenton, Hazelton, Scranton, Binghamton, Elmira and Williamsport reported to have signed at a reputed \$4,000 apiece. Wilkes-Barre will have a separate contract, presumably at a better price.

Chicago Baseball War Is Started by Wrigley

(Continued from Page 1)

for only two outlets for White Sox games here because it might in effect tend to limit the Cubs' broadcasts to two sponsors also. Wrigley prefers five as there were last year. Report has it that if Sox stand by plan to cut local outlets of their games to two, Wrigley will permit road game broadcasts of Cubs' games, bringing them into direct conflict with broadcast of Sox home games.

WOR Honors Champ Salesman

At the regular weekly sales meeting held by the WOR staff yesterday morning, George A. Schmidt, salesman, was presented a Longine watch for having written a million dollars' worth of advertising in the three and one-half years he has been with the station. Actual figure was \$1,004,337 and is held to be a record for non-network contracts. Presentation was made by Theodore C. Streibert, vice-president and general manager of WOR.

FCC Chairman Scans Mae West C&S Script

(Continued from Page 1)

Catholics, to the effect that the skit was indecent and profane.

The FCC has no power to censor broadcasts, but is charged with enforcing the law against obscenity or profanity. Violation would provide grounds for revocation of license of a station.

Representative Lawrence Connery of Mass. yesterday sent a letter to McNinch demanding cancellation of license of the station where the Mae West skit originated. Representative O'Toole of New York also filed protest with McNinch.

On last Sunday night's broadcast, Chase & Sanborn made a complete apology for "any unintended offense" on the previous week's show and pledged itself to greater care in future.

Ford and Colgate Renew 3 CBS Shows Until 1939

(Continued from Page 1)

with repeat at 4 p.m., and "Gangbusters" on 57 stations, Wednesdays, 10-10:30 p.m. Col. H. Norman Schwartzkopf will be commentator on Phillips H. Lord's "Gangbusters" starting Jan. 12.

Benton & Bowles places the C-P-P business, N. W. Ayer has the Ford account.

Appeals Court Reverses Texas Border Convictions

(Continued from Page 1)

to violate the FCC law. Baker had been fined \$2,000 and sentenced to four months in jail. Rood had been fined \$500. The government contended that both had shipped disks, which were put on the air by a station that was heard in the U. S. In ruling, the court held that the shipping of records for broadcasts would not be any more of a violation than the shipping of radio scripts.

F.C.C. ACTIVITIES

APPLICATIONS RECEIVED

Fredericksburg Broadcasting Corp., Fredericksburg, Va. CP for new station. 1200 kc., 250 watts, daytime. WKY Radiophone Co., Oklahoma City. CP for new relay station. 1622, 2058, 2150, 2790 kc., 40 watts.

Jaeger-Hassemer Wedding

John Jaeger, chief announcer at WNEW, was married Sunday to Evelyn Hassemer, also of the station.

NEW RADIO SCRIPT FOR IMMEDIATE RELEASE "MUSICAL COURT OF APPEALS"

A sock musical half hour show combining comedy with current song hits. For House Orchestras or Recordings. SAM H. STIEFEL ENTERPRISES INC. 1619 Broadway, N. Y. Radio Script Service Department

THE BEST ELECTRICAL TRANSCRIPTION IS THE CHEAPEST!

A show is no better than its recording! Here are the "quality" methods we use:

Standard wax recordings on 1/2 ton machines (double safety wax reserve). Factory processed, surface-noiseless pressings, for rebroadcast purposes matching maximum range of "High Fidelity" radio stations, best pick ups and speakers on market.

All assignments guaranteed from recording to delivery to station with all necessary A F of M, MPPA, FCC releases.

Remote Control—permanent lines. Studio — Latest double ceiling — Acoustically adjustable — Numerous dynamic microphone channels. Studio, Control and Recording Engineers (3) to each job.

JEAN V. GROMBACH, INC. 113 West 57th St. New York

Established 1930 Phone Circle 7-6980



MORE

for your RADIO DOLLAR

INTERSTATE BROADCASTING CO. 730 Fifth Ave., New York



discover the Italian Market...

*complete, economical coverage through*

**WOV**

NEW YORK, 1000 Watts

**WBIL**

NEW YORK, 5000 Watts

**WPEN**

PHILADELPHIA, 1000 Watts

**ITALO AMERICANS**

LIVING ONE HUNDRED MILES AROUND  
THE CITY OF NEW YORK:

New York . . . . .	1,200,000
Westchester . . . . .	82,000
Connecticut . . . . .	261,000
New Jersey . . . . .	507,000
Philadelphia . . . . .	350,000
Delaware . . . . .	121,000
<b>TOTAL . . . . .</b>	<b>2,521,000</b>

We know this market and we think we know how to sell your product to the Italo American consumer. For further detailed information, write or call, with no obligation on your part.

**INTERNATIONAL BROADCASTING CORP.**  
132 West 43rd Street - Tel. BRyant 9-6080 - New York, N. Y.

...a billion dollar Market



PROGRAM REVIEWS

"The Rhyme Doctor"

Falling into the category of inspirational broadcasts, this new WMCA daily-except-Sunday feature at 8:30-8:45 a.m. follows a somewhat different style by giving advice in rhyme. Peter Maxwell is the "Rhyme Doctor". He invites listeners to write in and state their problems. Reading of the letters is given an emotional touch to bring out the feeling behind them as intended by the writers, whose names are withheld. Maxwell then gives a little discussion, followed by the poetic advice, which doubtless will prove a lift to the troubled writers. Initial program yesterday had the disadvantage of following a religious talk.

Radio Ed. Takes to Air In "Silent Night" Plea

Cincinnati—Paul Kennedy, radio editor of Cincinnati Post, will carry his campaign to save "Silent Night" to the vast radio audience of WLW tonight in response to an invitation from Peter Grant to appear on Grant's "Press Review" program, 7:30-7:45 p.m.

Kennedy, through his daily column, has created nationwide interest in the favorite Christmas carol. Columnist contends "Silent Night" should be restricted to use at Christmas time, else the number will die within the next five years. He resents some programs literally "butchering" the carol and believes pressure should be brought to limit number of airings each season. Grant will give Kennedy the opportunity to present his side of campaign.

Doc Rand Dead

Albany—Royden Nelson (Doc) Rand, continuity director of WOKO and WABY, died Friday and was buried yesterday. Rand was one of the few clergymen engaged in active broadcasting for sponsors. He originally did a Biblical series over WGY, Schenectady, but for the past two years had been doing a noon quiz, playing character roles, writing scripts and airing baseball games. Widow and three children survive. One son, Grenfell, will carry on the radio work.

BIRTHDAYS
1 9 3 7
SUN MON TUE WED THU FRI SAT
15 11 12 13 14 16 10
17 18 19 20 21 22 23
24 25 26 27 28 29 30
Greetings from Radio Daily
December 21
Xavier Cugat
Bea Churchill
Pat Rossi



Macfadden sold the title of True Story-NBC show, "Court of Human Relations," to a WOR sponsor and hereafter will call their Friday nite show "A. L. Alexander's True Story Hour"... Henny Youngman does two more appearances on the Kate Smith show and then gets the emcee spot on the Lucky Strike "Melody Puzzles" show which switches to NBC—unless Fred Keating, Jack Douglas and Jay C. Flippen (who will also audition for the spot) are selected before... Mary Jane Walsh succeeds Ethel Shutta into the Glass Hat in N. Y., Jan. 5... Mark Warnow leaves the Harry Conn "Earaches" show in two weeks to do a Sunday commercial and will be replaced by Freddie Rich... New Borden show on WEAJ will be aired on Thurs. and Fri., 9-9:30 a.m., starting in Jan. and will be called "Home News" instead of "Special Edition," with Gabriel Heatter and a menu-giver-outer... Buddy Rogers will feature a former vocalist of Vallee's, Pat Lee, at the College Inn, Chicago... Jimmy Shields, who repeats on the Leo Reisman-Schaefer Beer show this Thursday, won't be on tonite's WOR-Lucky Strike "Melody Puzzles" show—the job going to the "unknown singer" of the "Hit Parade"... His many friends will be glad to know that Pete Barnum is recuperating at New York Hospital... Joe Gallichio and his five musicians who've played the Amos 'n' Andy theme song for years won't be on their new series because an organ will be used.

Thanks to radio, the Congregational church in Bertrand, Neb., had its first service in more than a year when Rev. Ray McConnell of Lincoln aired his sermon via KFAB, which was picked up and aired in the church... All formalities of worship were carried out... Another religious item comes from WLBC, Muncie, Ind., where Rev. and Mrs. Applegate, vocalists on "Singers' Hymn Time," got a letter from a farmer with a photograph of himself and his cow looking at a radio in the barn. Farmer says it helps with his milking and bossy always gives a moo at the end of the broadcast.

Metro will cancel after 26 shows. Louis K. Sidney returns to New York next month. Ed Wynn may go on for Maxwell House... Terri La Franconi and Walter Cassel have asked for and received their release from NBC... Admiracion Shampoo has now decided to remain on with their MBSHOW—but Tim and Irene haven't accepted the deal yet... George Olsen succeeds Dick Gasparre into La Conga Jan. 6—with Dick opening that nite at the Ambassador, following Scotti... Bob Crosby opens at the Pennsylvania Jan. 15 for six weeks, with B. Goodman returning... Frankie Marvin, former g.m. for Crawford Music, died yesterday. Services will be held tomorrow... Though Nicky Blair said he'd pay \$5,000 weekly for a Paradise attraction last week—he offered Kate Smith \$30,000 for THREE weeks but Ted Collins said nix... Nat Brusiloff-Bert Lee-Madison Loan show was renewed Sun for 13 weeks... Harry Hershfield resumes his WMCAirings at midnite Jan. 3, Mon. thru Fri... Joe Penner, Julie Gibson and Jimmy Griens band renewed on their show.

(Baby) Rose Marie is now being handled by Moe Gale. ... A brick was thrown into a window of the Scoville Machine Shop in Ohio and the thieves removed eight old and valuable firearms. WICA, Ashtabula, aired a description—and it so happened that a pawnbroker in Cleveland was tuned into the program. The next day two men entered his shop and laid the eight guns on his counter. He called the police, who arrested the men and returned the guns to the original owner... WIOD, Miami, claims the doubtful distinction of being the first station to air a "blackout." It happened when Emcee Bob Nolan, playing Santa Claus with two brownies, gave the cue to cut lights—denoting end of skit. The electrician also cut off the amplifier's power of WIOD.

AGENCIES

WILLIAM H. RANKIN CO. has added several new accounts, including British Colonial Hotel, Nassau, Bahamas, using newspapers, with Robert H. Rankin, v.p., as account executive; Parker Herbex Corp., using women's publications, and Red Star Line, with Robert H. and Charles W. Rankin as account executives.

SAVINGTON CRAMPTON, head of the William Esty office in Hollywood, trained out for New York over weekend to huddle with agency execs on future Oakie College shows, just renewed by Camel. Crampton will be East two weeks, and during his absence Ashmead Scott and Bill Goodwin will supervise the program. Mrs. Crampton accompanied the agency producer.

HARRY ACKERMAN, Packard account executive for Young & Rubicam, visiting Chicago office. He headquarters in Detroit.

BROOKS BEITLER, former Chicago Daily News news editor and latterly publicity director of Stack-Goble, has resigned to become promotion director for Audit Bureau Circulations, Chicago.

C. WENDEL MUENCH & CO., Chicago, has landed the Savory Foods account.

MITCHELL - FAUST agency, Chicago, has been appointed advertising counsel for the Consolidated Biscuit Co.

HARRY O'NEILL, manager of Consolidated Drug Trade Products, Chicago, to coast to check on radio activities there.

HSG ADVERTISING AGENCY, headed by Harry S. Goodman, has opened Chicago office at 134 N. La-Salle St. with H. Knuth in charge. Among the accounts being handled locally are the L. Fish Furniture stores which uses radio extensively; Aren Beverage & Spring Water Co., and Pilley Dairy Co.

BLACKETT-SAMPLE-HUMMERT, Chicago, has been given the Pop-side (frozen sucker) account.

HOWARD SMITH of the Rogers-Smith agency, Chicago, has been deer hunting in Texas.

CHARLES DALLAS REACH, president of the Newark agency, left today on a motor trip to Sarasota, Fla., where he will spend the holidays with his parents. Reach was accompanied by Mrs. Reach and their son and daughter.

Lombardo Renewed

Guy Lombardo and his orchestra have had contract extended through 1938. It is understood that the program will continue to air over CBS. A time renewal will be signed later.

Give Your Loved Ones a Life Policy for Xmas
Jules Hanberg
- INSURANCE -
John 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK



**PROGRAM IDEAS**  
★ IDEAS ★  
What Local Stations Are Doing

**Christmas Specials**

Christmas activities suggested two community service opportunities to Ralph Nelson, program director of KCKN.

Nelson first arranged a special studio interview broadcast with the Kansas City, Kansas, postmaster, A. H. Gillis, to inform listeners concerning the correct way to wrap and address gifts for mailing.

Nelson then engineered a talk with Captain Roy Moulton of the K.C.K. Fire Department, on avoiding the danger of fire from Christmas lights and decorations.

**WISN to Air '38 Prospects**

On Sunday, Jan. 2, WISN in Milwaukee will present, during its regular Sunday Morning Breakfast Club program, "Prospects for 1938 Day." During the round table discussion Mayor Daniel W. Hoan will speak on the prospects for 1938 in the city of Milwaukee. Members of the Common Council will also attend the meeting and will give their thoughts on the prospects of 1938.

**KOA, Denver**

Bob Harris, announcer, beaming and willing to talk at moment's notice about his newly arrived son. Will be named after its proud father.

Joe Rohrer, engineer, appointed asst control supervisor, succeeding Walt Morrisey, who recently became supervisor.

A. E. Nelson, manager of KDKA, Pittsburgh, coming to Denver for Christmas holiday visit. Left here last fall to manage KDKA.

Preparations under way for huge Christmas party in clients' audition room Dec. 24. KOA staff will attend en toto. Drawing for gifts, coffee and cakes. Broadcasting will go on as usual.

Ward & Sorenson, piano team, and "Girls of The West", girl trio, made personal appearance at McMurtry Co. Party held at Cosmopolitan Hotel, Denver.

**Detective Dramatizing Cases**

Detective Daniel M. Eisenberg, head of Skip Tracers Co., is having material from cases handled by his organization prepared in radio scripts with a view to placing them on the air. The N. Y. World-Telegram is running a series of articles on Eisenberg and his activities in locating missing persons.

**SALES MANAGER WANTED**

1,000,000 shopping area  
5,000 WATT CHAIN STATION

Write Box A-122, Radio Daily  
1501 Broadway New York City

**250 IRNA Contracts Already in Escrow**

(Continued from Page 1)

total returns to date about 250 contracts, which does not include key station contracts set.

According to Jos. N. Weber, AFM president, the difficulties surrounding those contracts which are being held up are mostly a matter of entertainer status on commercial programs. It is believed that if the total sum involved in the contracts reaches within \$200,000 of the IRNA allocation of \$1,500,000, the Plan of Settlement will be declared operative, provided the major portion of the remaining \$200,000 is in process of negotiation. Present deadline is tomorrow and a definite move by the AFM is expected again on either a further extension or an understanding on the contracts still to be signed. Statement of policy may also be issued tomorrow, or a position taken on the stations not in the fold nor in process of negotiation.

**Edwina Eustis Gets Award**

Edwina Eustis, contralto, only New Yorker selected as a "rising musical star," won the \$500 award presented Sunday night to the most talented instrumentalist or vocalist heard in each three-week cycle on the "Rising Musical Stars" program over NBC-Red. Florence Easton presented the award, which makes the singer eligible for the grand award of \$1,000 to be presented next month. Competitors include Eugene List, pianist, who won in the first three-week cycle, and Carolyn Urbanek, soprano winner in the second cycle.

**Everett Henry as Inspector**

Portland, Ore. — Everett Henry, member of KOIN's engineering staff since July 1936, was successful candidate for FCC post as radio inspector at Baltimore. Henry wrote a civil service examination for the position in Portland last March. He assumes new duties on Jan. 3.

**Penner Scripters Renewed**

West Coast Bureau, RADIO DAILY  
Los Angeles — Latham Ovens and Syd Cornell, scripters on the Joe Penner show, have had options lifted for an additional 13 weeks. Don Prindle, also writing for Penner, has a contract running to March 1, 1938.

**Cantor Renews Talent**

West Coast Bureau, RADIO DAILY  
Los Angeles — Eddie Cantor has lifted options for another 13 weeks on Jimmy Wallington, Pinky Tomlin, Jacques Renard and Vyola Vonn for his "Texaco" program.

**Engles Resting Easy**

George Engles, v.p. of NBC in charge of Artists Service, was reported resting fairly comfortable yesterday, following an operation for appendicitis and gall bladder trouble.

**Bingham Owned WHAS**

Robert W. Bingham, U. S. ambassador to Great Britain, who died Saturday, was owner of WHAS, Louisville.

**Immediate Action Urged On N. J. Radio Campaign**

Immediate action on a projected \$150,000 advertising program to promote the State of New Jersey has been urged by Walter Kiddie, president of N. J. Chamber of Commerce, and James Kerney Jr., Press Association leader. Pleas for the project, which call for monies to be spent on radio and press promotion, were forwarded to George C. Warren Jr., chairman of N. J. Council.

Action by Kiddie and Kerney follows closely the suspension of radio activities by the council last week. Radio plans for 1938, though still in the formative stages, are said to include broadcasts either nationally or as far west as Illinois.

**Sarg and Palooka for Live Shows**

Teddy Bergman, program director of Sound Masters Inc., has been swamped with letters from radio stations all over the country requesting audition records of his two programs, "Tony Sarg's Puppet Parade" and "Joe Palooka," for possible local sponsorship. Bergman is working on deals to present both programs as live network shows and will only set them up as electrical transcriptions should the live shows not jell.

**Big Contract for WLBC**

Muncie, Ind.—One of the largest contracts on a non-cancellable basis was landed by Bill Craig, commercial manager of WLBC, when he signed The Keller Co., men's clothing store, for three five-minute periods daily except Sunday for sixty-one consecutive weeks. Keller signed the contract after using the facilities of the station for only a period of four weeks.

**"Jimmie Allen" for 3 Stations**

Kansas City—Russell C. Comer agency has sold 650 episodes of "Jimmie Allen" to Campbell-Taggart Associated Bakeries Inc. for use on KFEQ, St. Joseph, Mo.; KVOO, Tulsa, and WKY, Oklahoma City, starting Jan. 3.

**KUMA Aviation-Minded**

Yuma, Ariz.—KUMA has gone air-minded in more ways than broadcasting. E. N. Sturdivant, manager, is taking flying instruction from Bud Wilson of local flying school, and Ted Kieling, engineer, is taking flying instruction from Denny Wraske.

**Ronald Dawson's 9th Year**

Washington Bureau, RADIO DAILY  
Washington — With the production tonight of "Spirit of Love," his own play, Ronald Dawson, WOL dramatic director, celebrates his ninth year on the air here.

**GUEST-ING**

ALICE FAYE and TONY MARTIN, on Eddie Cantor program, Dec. 29 (CBS, 8:30 p.m.).

CONNIE BOSWELL and LOUIS ARMSTRONG, on Bing Crosby show, Dec. 30 (NBC-Red, 10 p.m.).

ARMANDO PALACIOS, pianist, and MISHEL PIASTRO, violinist, with Helen Jepson and Donald Dickson on General Motors program, Dec. 26 (NBC-Blue, 8 p.m.).

FRANCHOT TONE, on Kate Smith program, Dec. 30 (CBS, 8 p.m.).

MADELEINE CARROLL and BRIAN AHERNE in "Beloved Enemy," on Lux Radio Theater, Dec. 27 (CBS, 9 p.m.).

FERNAND GRAVET and FLORENCE RICE, on final "Silver Theater" Broadcast, Dec. 26 (CBS, 5 p.m.).

**WPEN Staff Switches**

Philadelphia — Preparatory to going in for more English broadcasts, WPEN, member of the WOV-WBIL hook-up, has named Thomas Smith general program director, with the following assistants on foreign language shows: Oscar Goren, Jewish; Ralph Borelli, Italian; George Gerhardt, German, and Ralph Moderski, Polish.

George Lasker, g.m., reports good results from tests to determine amount of English audience.

**Higgins Joins Fizdale**

Don Higgins, former publicity director of CBS, has been appointed vice-president and news director of Tom Fizdale Inc. Higgins takes up new duties immediately at Fizdale headquarters in New York.

**WCHV Appoints Devine**

Charlottesville, Va. — WCHV recently appointed J. J. Devine & Associates as its national advertising representatives.



**5 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN**

who have studied intimately the radio stations represented by this firm and are prepared to make expert recommendations concerning spot campaigns in their important markets.

**John Blair & Co.**

CHICAGO NEW YORK DETROIT  
SAN FRANCISCO LOS ANGELES

**Radio Newsfeatures**  
Available to only one radio station in each city  
Represented exclusively by  
**STEPHEN SLESINGER, INC.**  
250 Park Avenue New York





LOCAL AFRA group has been assured a larger voice in national affairs, following the board meeting last week, attended by Emily Holt, national executive secretary, and presided over by Carleton KaDell, president of the local. Norman Field, local executive secretary, who withdrew his resignation, was tendered a vote of confidence.

Meredith Willson, NBC music head here who has been conducting the orchestra on the MGM-Maxwell "Good News of 1938" under a Benton & Bowles contract expiring Jan. 1, has been given a new ticket for 13 weeks by M-G-M at a reported boost in salary. The musical assignment thus comes directly under Louis K. Sidney and the Metro production staff on the show. James Stewart will emcee this week's show, on which Louis B. Mayer plays host to the cast at a "Christmas Party," and Albertina Rasch, dance director, and Dolly Tree, costume designer, have been added to the cast previously announced.

Carlton Kelsey, newly appointed musical director at KHJ, inaugurates a new half-hour musical program this week to take the place of "Tune Twisters," MCA-Don Lee production, which has been temporarily suspended while under sponsor consideration.

Gaylor Carter, organist, gets the nod to supply the musical background for Amos 'n' Andy when they switch to Campbell sponsorship on Jan. 3.

Aerogram Corp. has completed recordings by Salvatore Santaella and orchestra of six themes and transition music for forthcoming productions.

J. Donald Wilson, announcer on the "Charlie Chan," "Strange As It Seems" and other transcribed programs of the Raymond Morgan Co., has changed his name to "Norman" Wilson to avoid confusion with Jack Benny's "Don." Wilson formerly transposed the name into Wilson Donald, but that moniker didn't jell somehow.

NBC will carry the Christmas Day handicap from Santa Anita track, with Joe Hernandez calling 'em; Hedda Hopper reporting the feminine

### F.D.R. Celebration

Three major networks are at present engaged in lining up special programs for Jan. 30 to celebrate President Roosevelt's 56th birthday. The Dionne Quintuplets are to be heard, and an attempt will be made to run wires into the Hollywood Bowl to broadcast show that will be held there featuring Shirley Temple and Edgar Bergen with Charlie McCarthy. Proceeds of special parties will go to Warm Springs Foundation.

## ORCHESTRAS - MUSIC

LUCIO AGOSTINO, one of Canada's outstanding orchestra leaders, has joined the musical staff of "Canada 1937," broadcast Friday evenings over the CBC network.

*Johnny Olson, long-time WTMJ favorite, invades the orchestra business Christmas day when his new band opens an engagement at the Futuristic Ballroom, Milwaukee. Olson follows Bill Carlsen's band which goes for a run at the Trianon, Chicago. Supporting Olson will be 16 people, including the three Charmayne sisters.*

Jerry Livingston, maestro-composer, picked up his baton for the first time as a maestro in a leading hotel spot last night at Laurel in the Pines, Lakewood, N. J. The band will be featured three times weekly on Mutual.

*Bunny Berigan, the trumpet-playing "Miracle Man of Swing," leaves soon for the coast where he will appear at the Club Palomar.*

Bob Stanley, who supplies the orchestral background for WOR's "Jazz Nocturne," "Continental Varieties" and "Pat Barnes Opera," gets a new commercial next month.

*Ethyl Barrett, featured soloist on WGY's "Modern Melodies" program with Gordie Randall's band, is now singing for Herb Gordon and his band at the Hotel Ten Eyck, Albany. Latter program is aired thrice weekly over WOKO.*

Erno Rapee conducting the "Music Hall of the Air" broadcast next Sunday will repeat, by request, the great Fifth Symphony by Sibelius. Program is heard over NBC-Blue at 12:30 p.m.

*Teddy Hill and his Swanee Rhythm go into the Savoy Ballroom tomorrow with an NBC wire. Chick Webb and*

fashions, and Buddy Twiss and Joe Parker supplying descriptive highlights. Will be on the air at 3:35 to 4 p.m., but whether Red or Blue as yet undecided.

North American Accident & Insurance Co. is sponsoring 26 fifteen minute newscasts on KFI on a twice-weekly basis. Pat Bishop will handle at 8:30 a.m.

Local Willys automobile agencies have bought nine spot announcements daily on KMPC.

Details of the Joe Penner-Cocomalt re-broadcast for the Coast have been ironed out, with the comic to be heard at 8 p.m. in future on San Francisco, Seattle, Portland, Tacoma, Salt Lake City CBS stations, and in Denver at 7 p.m. Mountain Time.

Walter Monroe, manager of the San Francisco office of Walter Biddick Co., Los Angeles station reps, and John Kiewal, Seattle manager, have returned to their respective offices after a week of conferences here with Walter Biddick.

Charles Vanda, CBS program man-

ager, and Lud Gluskin, head of the musical department, joined Don W. Thornburgh, CBS vice-president, in San Francisco over the weekend for huddles on network affairs in the North.

Paul Tremaine continues one-nighting, this time down into Georgia.

*Fess Williams has been routed by Frances Foster of the Stiefel office into Penna. and Ohio through the holidays.*

Ace Harris and the Sunset Royal Orchestra, recently of the Harlem Uproar House and now playing their fifth date at the Apollo Theater, will start one-nighters on Dec. 31.

*Harry Reser and his crew, who opened Friday at the New Penn Club, Pittsburgh, have a KDKA-NBC wire.*

Don Bestor and Clyde McCoy, two CRA bands, will play the Circle Theater, Indianapolis, starting Jan. 7.

*Enoch Light and his orchestra will open at the Village Barn on Thursday, for a one week guest appearance. The Johnny Johnson aggregation will return to this spot Dec. 31 to continue their musical chores and broadcasting activities.*

Felix Ferdinando and his orchestra, playing at the Club Palorama, Schenectady, air on Wednesdays and Saturdays over WGY.

*Bill Carlsen and his orchestra hop aboard the Mutual network Bandwagon on Saturday when they will be heard from Chicago's Trianon Ballroom. They will air several times weekly.*

Andre Bodo, former Continental maestro at the Ritz Hotel in Budapest, has been engaged as violin soloist by Jenő Bartal, and is now being featured nightly in the latter's Georgian Room orchestra at the Hotel Piccadilly. Bodo's engagement at the Piccadilly Hotel is his first American appearance.

List of possible emcees for "Hollywood Hotel" has been narrowed down to Adolphe Menjou and Douglas Fairbanks Jr., with Menjou likely to get the nod and step into the show with next week's broadcast, according to best information available. Ken Murray, Oswald and Marilyn Stuart stepped out after last week's show.

Premiere of the long-awaited Walt Disney feature-length "Snow White and the Seven Dwarfs" will be aired over NBC-Blue tonight from the Carthay Circle at 8:45 PST. Don Wilson and Buddy Twiss will officiate at the mike.

Mayor Shaw enlisted Joe Penner in a Safety Drive appealing to children. Hal Raynor wrote a special song for Joe's use in this connection.



HERBIE KAY expects Dorothy Lamour, his missus, to visit him here some time over holidays. Kay opened at Drake Hotel via Mutual on Friday.

Margaret Fry, wife of Ken Fry, in charge of NBC's special events dept., authored "Alice in Radioland," last night's vehicle for "Grand Hotel."

Marge Kerr, vice president of Tom Fizdale, Inc., in charge of the Chicago office, is laid up at home.

Jim Jordan (Fibber McGee) went to Milwaukee to spend weekend with Marion (Molly) his wife who is convalescing in a sanitarium there.

Estelle Barnes, WAAF pianist, has a new 15 minute shot titled "Soliloquy." All numbers are played without interruption.

Sales managers' division of the National Association of Broadcasters held an all day session at Hotel Sherman last Thursday.

Purity Bakeries has dropped "Hope Alden's Romance," serial it was using in transcribed form on a number of stations. Luise Barclay who had the lead now goes into the new Pillsbury's "Woman in White" series.

George Kern, assistant to Larry Milligan at Blakett-Sample-Humert leaving the agency to take a job with an outfit in Mexico City.

Nash-Underwood sandwich spread is participating on WBBM's Pantry Party series. George Hartman agency has the account.

John Gillis is new on the sales staff of WLS. He was formerly with Marshall Field's.

Ed Bowers, head of the Paul H. Raymer office, fractured his knee cap and has his leg in a cast. He is a brother of Virginia Clark, the radio actress.

Hoyt W. Mallinson has joined the Paul H. Raymer office.

Edwin Shomo, formerly with MacFadden publications, has joined the staff of Radio Sales.

### Fifth Mutual Show on WIP

Philadelphia—WIP has taken the new Elizabeth Arden program (Eddy Duchin orchestra), making the fifth Mutual show for this station, due to WFIL's claim that it cannot clear time because of NBC ties. Besides NBC-Blue and Mutual, WFIL is linked with WLW Line and Quaker State Network. WIP has only the Inter-City Line.

**COLONEL JACK MAJOR**

Dear Santa:  
Please bring me a sponsor.  
Jack

The Colonel From Kentucky

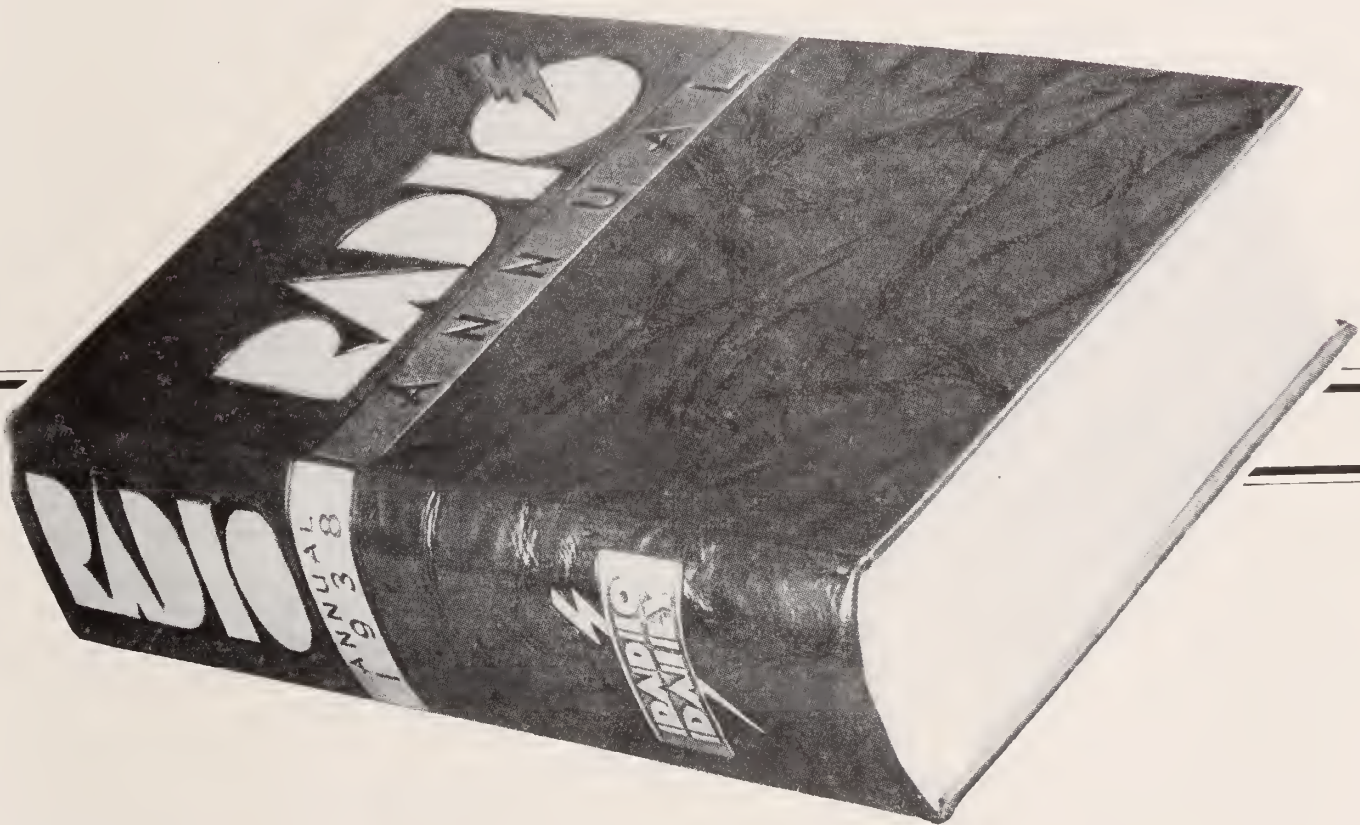


# “PREPARING FOR TELEVISION BROADCASTING”

By **DR. ALFRED N. GOLDSMITH**

Consulting Industrial Engineer and Authority on Television

*A Feature in the Television Section of the Coming*



## **RADIO DAILY:**

I am attaching hereto article on “Preparing For Television Broadcasting” for “Radio Annual.” In this article, which has been carefully “boiled down” to a minimum, I have made what I hope will be helpful suggestions to the present broadcasters. I believe they have the opportunity at minimum trouble and expense to prepare for the advent of television broadcasting in such a way that television, when it comes, may be skillfully and economically handled and met with a wide public response (in place of the apparently restricted appeal which it exerts abroad).

**DR. ALFRED N. GOLDSMITH.**

**READY SHORTLY AFTER the FIRST of the YEAR**

*... distributed complimentary to Radio Daily subscribers as part of Radio Daily Service.*



## SAN FRANCISCO

"Housewarming," 30-minute variety show, started over KFRC Friday at 7 p.m. for Spreckels Russell Dairy Co. Sam Moore, veteran stage personality, is emcee. Other regular talent includes Bob Bence in a comedy characterization and Chester Smith's ork.

Al Johns, former salesman for KROW, now on the KGGC selling staff. He writes continuity, too.

Dick Newton, the "Singing Salesman," back on NBC after a half-year's absence.

Program Manager Reiland Quinn, KYA, took a hand at interviewing the other day, with Micky Morgan, daredevil parachute jumper, as guest.

Grayce Joyce, vocalist with Freddie Nagel's Hotel St. Francis ork, aired over NBC, recovering from an emergency ear operation performed in an Oakland hospital.

Janet Baird, NBC, and Radio Editor Darrell Donnell (Examiner), recovering from flu attacks.

## KTOK Victor in Suit

Oklahoma City—Oklahoma Broadcasting Co., operators of KTOK was victorious in the suit of Mr. and Mrs. Avery Harris in district court here asking \$7,500 damages, alleging that establishment of the station adjacent to Harris home cut the value of real estate \$2,500 and that noise from the station had damaged them to the extent of \$5,000.

## Canadian Song Contest

Toronto—Planned especially to encourage new Canadian songs for radio and stage use, a competition in musical composition has been announced by the Canadian Performing Right Society. The competition is stimulating a considerable amount of original work among young Canadian musicians. Contest closes March 1.

## Biddick's 1938 Lead-Off

West Coast Bureau, RADIO DAILY Los Angeles—First 1938 transcription release from the radio programs division of the Walter Biddick Co. will be "Daredevil of Hollywood," produced by Ted Turner. Series dramatizes the experiences of Hollywood stunt men and film star doubles.

## ONE MINUTE INTERVIEW

## JEAN ELLINGTON

"To be a good singer you should be a good talker. Study public speaking and acting. Of course it is a good idea for a singer to study music and voice. But that's not the most important feature of a singer's art. After all, people can either sing—or they can't. You must be born with a pleasant voice to be an artist. However, a popular entertainer must have more than a musical voice. You must have personality, a feeling for words and their meanings. Diction must be perfect."

## ★ Coast-to-Coast ★

**T**ALENT now featured on "Canada 1937," sponsored by Imperial Tobacco Company, Ltd., over the Canadian national network Fridays at 10 p.m., and directed by Ken Sisson, includes Russ Titus, baritone; Pauline Winters, soprano; Leo Lesieur and a 16 voice choir, and a 30 piece orchestra. The entire personnel is Canadian, except Sisson, who is American.

The special events department of WJW arranged a Saturday night broadcast from the Akron Armory, where the B. F. Goodrich Co. honored all the old-timers in its employ. Ceremony built around presentations of awards to 137 employees who have just completed their 20th consecutive year of service with the company.

During the Dec. 24 broadcast of "Lady of Millions," ET series, May Robson will celebrate her 54th holiday season as an American star by stepping out of character to wish her many movie and radio friends a Merry Christmas in person.

"The Golden Age of Song," WBNX Sunday night feature, will devote the entire period Dec. 26 to records of Enrico Caruso. The discs will be presented in the order in which they were recorded, embracing the years from 1903 to 1919.

WTMJ, Milwaukee, cooperating with Mayor Daniel Hoan and the Downtown Association, is broadcasting Christmas music throughout the downtown shopping section by unique rebroadcast through amplifiers on lamp posts. For the special broadcasts, on the air and through these outlets so that thousands of shoppers would hear WTMJ's pre-Christmas programs, the station arranged choral music from Milwaukee's outstanding choral groups. This music is being aired daily in half-hour periods until Christmas.

Stage Relief Fund resumes broadcasting today over WABC with Molly Steinberg acting as commentator for the fifth year. Today's broadcast will be 1,042 in the series.

Phillips H. Lord will concentrate on writing, directing and supervising "Gangbusters" and "We, the People," after Jan. 12, when Col. H. Norman Schwartzkopf succeeds him as commentator on the former show.

## WHIO Appoints News-Editor

Dayton—Richard Cull, a newspaperman of 25 years' experience, has been appointed managing editor of WHIO's newsroom. Dick served as editorial director of the Dayton Daily News for 13 years. He spent 12 years in Cleveland in the newspaper racket. Since the initial broadcast of WHIO, Cull has been a daily broadcaster of news over this station.

Claude Reese, top tenor of Lyn Murray's quartet, is being groomed for a CBS commercial.

The Melodeers Quartet's Victor discs are now being used over 220 stations in the United States, Hawaii and Mexico.

A new series of programs will start today on WISN, Milwaukee, in connection with the Elks Club Safety Drive. A 15-minute period will be allotted to the Elks Club each Tuesday night at 10 o'clock. During the period Vesey Walker will direct the Elks Club Band. At the end of each program a prominent Milwaukee Elk will give a short talk on "Traffic Safety."

Wayne Sanders, who has been with WWVA, Wheeling, W. Va., for the past two years, is now program director of "The Friendly Voice from Out of the Hills of West Virginia."

KNOW, Austin, Tex., had Governor James W. Allred on the schedule for the airing of the Texas Memorial Museum dedication program Sunday. The new museum building cost \$525,000. Roland Booth handled the program, with Chief Engineer Paul Shaw on the technical end.

## INDIANAPOLIS

Earl Gordon, staff pianist has been assigned to regular playing of the new WFBM Orgatron.

M. R. Williams, WFBM chief engineer, is recovering in St. Vincent's Hospital from appendectomy.

Woodrow Magnuson, WIRE announcer, has returned from his honeymoon.

Otis Winters, WFBM transmitter engineer, was seriously injured by an accidental fall, adding second casualty to WFBM's technical staff within week. He is confined to St. Vincent's Hospital.

WIRE has co-operated with all three local newspapers in boosting their Christmas Fund drives through street interviews and talks.

## Doug Brinkley Back

Just back from a five-month world cruise during which he gathered material for a new series of travel talks, Doug Brinkley, former WINS commentator and celebrity interviewer, gets a show of his own on NBC soon, aside from a guest appearance on Dave Elman's "Hobby Lobby." Brinkley has made 14 trips abroad, averaging 60,000 miles on each of his hegiras.

## Earnshaw Foreign Offices

West Coast Bureau, RADIO DAILY Los Angeles—Earnshaw Radio Productions has opened a European office at 12 Rue Abel-Ferry, Paris, in the charge of Herbert Rosen, who also plans an office in London after the first of the year.

## AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

## INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C.

PHOTO-TONE SOUND SYSTEM

COlumbus 5-7366-7

Mr. Tom Revere  
Benton & Bowles, Inc.  
444 Madison Avenue, N. Y. C.

My dear Mr. Revere:

As Radio Director of Benton & Bowles, Inc., we feel that you should know something about our splendid recording facilities.

We are taking the liberty of addressing you through an open letter advertisement to call your attention to the International Production Studios, one of the most up-to-date and completely equipped recording studios in the east.

A sample of our recordings will clearly show the versatility of our equipment, its high fidelity and life-like reproduction of sound. This studio and equipment permit direct studio pickup of speech, orchestra, sound effects, or all three simultaneously.

A personal visit to our studios, however brief, will reveal many other features too numerous to mention in this letter. A telephone call will arrange an appointment for any time convenient to you.

Very truly yours,

Kenneth W. Howard  
Sales Manager.

KWH/amh