



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 129

NEW YORK, N. Y., FRIDAY, DECEMBER 31, 1937

FIVE CENTS

'37 Was Big—'38 to Top It

**Broadcasters in Chicago
See 15-20 Per Cent
Increase in 1938**

GLOOM DISPELLED

**Executives Express Their
Views on Outlook**

Chicago—Broadcasting leaders here enter the new year with confidence and anticipation, with predictions that 1938 business may run as high as 15 to 20 per cent ahead of 1937. The gloom that prevailed several months ago has been dispelled by increased billings for December and similar prospects for January. Statements of various executives follow:

Niles Trammell, NBC vice-president
(Continued on Page 3)
—Happy New Year—

ANTI-FREELANCE RULE PASSED BY MUSICIANS

Unexpected passage of the Local 802 (AFM) referendum ballot restricting freelance members from playing more than one job a week paying \$54 or more resulted yesterday.
(Continued on Page 4)
—Happy New Year—

Royal E. Penny Joining WBT As Sales Manager

Charlotte, N. C.—Royal E. Penny, sales manager of WPTF, Raleigh, joins WBT here as sales manager Jan. 15, succeeding Dewey H. Long, who has resigned, it is announced by William A. Schudt Jr., g.m. of
(Continued on Page 3)

Good Trick

Birmingham—Lionel Baxter, WAPI chief announcer, resigned Dec. 1, received two weeks' advance pay in appreciation of services, went to WJDX in Jackson, worked there two weeks on pay, was recalled to WAPI and resumed work here Dec. 15 without having been off payroll and thereby was able to get in on station's Christmas bonus.

10 Leading News Events of 1937

Frank R. McNinch Succeeds Late Anning S. Prall as Chairman of FCC and Orders Drastic Changes in Commission.

American Federation of Musicians Forces Broadcasters to Hire More Musicians.

NAB at Special Meeting Votes Reorganization and Raise in Dues.

Unions Launch Organization of Radio Workers, Resulting in Widespread Adoption of 40-Hour Week, Wage Increases, Etc.

John Elmer is Elected President of NAB, succeeding C. W. Myers.

Warner Bros. Pictures Revealed as Having 65 per cent Control of Transamerican.

WLW Line is Established as Potential Fourth National Network.

Congressional Probe of Radio Demanded in Several Bills. Elliott Roosevelt Becomes Head of Hearst Radio.

Paul M. Segal, attorney, suspended for irregular practices before FCC; charges against George S. Smith dismissed.

Outstanding New Program Attraction

Edgar Bergen and "Charlie McCarthy" on Chase & Sanborn Hour.

Most Remarkable Broadcast

Instantaneous Recording of Hindenburg Crash.

The Year's Faux Pas

Mae West's "Adam and Eve" Travesty.

**Billings Up — Networks
Expand—More Drama,
Better Music**

UNIONS MOVE IN

**Television Creeps Along—
Hollywood Splurge**

Radio industry closes 1937 with a filled-up diary that includes some progress, some consolidation and much turmoil, a digest of the year's headlines in RADIO DAILY reveals.

Business continued its upward march, with new records in billings being established.

All three major networks expanded considerably during the year,
(Continued on Page 3)
—Happy New Year—

BOOK-OF-MONTH BUYS 1 HOUR DAILY ON WQXR

In the biggest radio program ever designed for the advertising of books, the Book-of-the-Month Club Inc. has signed with WQXR for a full-hour musical program to run at 10-11 p.m. daily, except Saturday
(Continued on Page 4)
—Happy New Year—

Personnel Reorganized At WHK-WCLE, Cleveland

Cleveland—H. K. Carpenter, vice-president of United Broadcasting Co. and general manager of WHK-WCLE, has made several major changes in staff and personnel. A new unit to
(Continued on Page 4)

MEN WHO MADE NEWS IN RADIO DURING 1937

(Sixth Installment of a Series)

LEWIS ALLEN WEISS



Lew Weiss, g.m. of the System, hopping around quite regularly. Busy though he was, he took time to promise that the Don Lee System would start television service on the coast in 1938.

LOUIS K. SIDNEY



All-around showman and managerial chief of WHN, Louis K. Sidney stepped into the producing end of radio last November when Bill Bacher left the big M-G-M weekly production for Maxwell House. It was more than a man-sized job, but Sidney is no midget and the records show that he was quite equal to the task. The WLW
(Continued on Page 2)

Who Woke Mrs. F.?

St. Louis—In order to make sure that staff members arrived at the station on time during the recent bad weather, Manager A. S. Foster of WEW got up every day at 3 a.m. to telephone his crew and rout them out of warm beds. It is rumored that Mrs. Foster had to get up at 2:30 a.m. each morning to arouse Mr. F.



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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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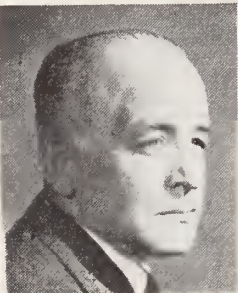
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MEN WHO MADE NEWS IN RADIO DURING 1937

(Continued from Page 1)

Line hookup and the designation of WHN as NBC's third New York City outlet also figured among Sidney's more important 1937 activities.

JOHN F. ROYAL



One of radio's most efficient and best loved executives is John F. Royal, vice-president in charge of programs at NBC. He doesn't appear much in print, but the benefits

of his extensive showmanship play a vital part behind the scenes of the NBC show-schedules.

JOHN S. YOUNG



One of radio's most erudite announcers, selected as the "All-American" in that line during 1928-32, and possessor of a gold trophy presented to him in 1932 by President Hoover, John

S. Young, was honored again late in 1937 by being selected as Radio Director for the coming New York World's Fair. Internationally in-

formed, a scholar and lecturer as well as advertising consultant and commentator, he is well fit to do a fine job.

FRANK BRAUCHER



The popular magazine field lost a top rank sales executive in October of 1937 when Alfred J. McCosker sold Frank Braucher on the idea of joining WOR as vice-president in charge of sales. Braucher formerly was vice-president and director at Crowell Publishing Co.

MARK WOODS



In electing Mark Woods a vice-president last November, along with William S. Hedges and O. B. Hanson, NBC filled its quota of 11 men necessary to make up a football squad that could play the CBS vice-presidential team. Occupying the post of treasurer, Woods is one of the youngest NBC executives, though he's been with the firm since 1926.

Colgate Series is Set On Both NBC and CBS

Chicago—Colgate - Palmolive - Peet, for Colgate Rapid shave cream and Colgate toothpaste, will start network series next month on both NBC-Red and CBS.

Francis X. Bushman will start a daytime serial on 16 CBS stations Jan. 17. The Dale Carnegie show will go on the NBC-Red network on Jan. 11 at 10:45-11 p.m. Benton & Bowles placed the accounts. These are the new agencies first radio efforts.

Benay Venuta in New Series

Benay Venuta, singing emcee of Vic Erwin's "Musical Cartoons", will be heard in a new Friday program of her own over WOR-Mutual starting Jan. 14 at 10:45-11:15 a.m. Pauline Alpert, Paul Roberts and Leo Freudberg's orchestra will be on the show with her.

General Mills Will Test Happy Gilmans on WTMJ

WTMJ, Milwaukee, has been chosen to stage the American premiere of "Those Happy Gilmans," a new type of daily script show being placed for General Mills by the Blackett-Sample-Hummert agency, Chicago. The new show, opening Jan. 3, has a cast that includes Cornelius Peeples, Joan Kay, Bill Bouchay, Edith Adams, John Hench and Guila Adams. It is directed by Jack Hurdle, with scripts by Cliff Thomas.

NAB Convention Chairman

Washington Bureau, RADIO DAILY Washington—President John Elmer of NAB announces Edwin Spence of WBAL as chairman of the 16th annual NAB Convention Committee, while William B. Dolph of WOL will be chairman of the local convention committee. Spence has been chairman of most of the conventions held in recent years. Conclave takes place Feb. 14-16 at New Willard Hotel.

COMING and GOING

ABE SCHECHTER, NBC director of news and special events, and WEBB ARTZ, UP radio director, returned to town yesterday after trip to KYW where new UP service has been installed.

CURT PETERSON, radio director of Marschalk & Pratt, is in Buffalo today conferring with WBEN executives.

PAUL WHITE, CBS director of public affairs, and TED HUSING, sports announcer, are in Miami preparing for the Orange Bowl broadcast on Saturday.

JIM AULL, KYW publicity director, will arrive in town today and will remain for a few days.

WILLIAM C. GITTINGER, CBS sales manager, sailed on the Jamaica yesterday for a 17-day cruise.

MURRAY GRABHORN, former manager of KEHE, Hollywood, went to Palm Springs for a few days rest before leaving for New York to take over as Elliott Roosevelt's assistant at Hearst Radio.

BILL LEWIS, CBS program director, is in Hollywood for the premiere Paul Whiteman airing for Chesterfield tonight. He will remain here for two or three weeks and return east with PHIL COHAN.

DOROTHY LAMOUR is due in Chicago next Tuesday morning for a visit with Herbie Kay, her husband.

ROCCO VOCCO leaves for Hollywood this week-end.

KATE SMITH and TED COLLINS with his family leave for Lake Placid today and will be gone until next Thursday morning.

Happy New Year

WMT Signs 2-Year Deal With Musicians' Union

Cedar Rapids, Ia.—WMT, with studios in Cedar Rapids and Waterloo, has completed agreements with musicians' locals in the two cities to spend \$12,500 a year for the next two years in hiring union musicians, according to Sumner D. Quarton, general manager for WMT.

Negotiations for the two-year contract were conducted by Quarton, Douglas B. Grant, program director; Don Inman, Waterloo commercial head, and the presidents and secretaries of both locals.

Happy New Year

"Lone Ranger" Film Due Soon

Film version of "The Lone Ranger" serial, WXYZ-Michigan Radio Network origination, makes its bow about the latter part of next month. Republic Pictures, not Monogram as inadvertently stated yesterday, is the producer of the movie.

THE SONGBIRD OF THE SOUTH

KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

FINANCIAL

(Thursday, Dec. 30)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, RCA Common, RCA First Pfd, Stewart Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Majestic, Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Row includes Stromberg Carlson.

Happy New Year

182 Stations Carrying Toscanini Concert Series

Addition of 33 Canadian Broadcasting Co. stations yesterday makes a total of 182 outlets now carrying NBC's Toscanini concert series on Saturday nights.

Happy New Year

WTAM Hit by Illness

Cleveland—WTAM has been hit by serious illness of two members of the staff. Sports Announcer Tom Manning spent considerable time in a local hospital suffering from a double mastoid, but has recovered. Waldo Pooler, production man and creator of the French-Canadian comedy character of "Joe Peno," was suddenly seized by a heart attack at the studios and also was rushed to a hospital. He will spend several weeks recuperating in his Maine home.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE 1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

1937 DEVELOPMENTS IN THE RADIO FIELD

(Continued from Page 1)

with NBC adding 41 stations, making 143 for the web; CBS taking on 21 more and boosting its total to 108, while Mutual also now can boast of a network of some 75 stations.

Studio expansion was chiefly in Hollywood, where both CBS and NBC launched new and bigger projects.

Hollywood took on greater importance as an origination point, causing NBC to shift its coast headquarters to that city from San Francisco. At the same time, the film companies took a hand in the production of shows for radio.

Either to take advantage of movie capital talent, or because their stars had film commitments, quite a number of big shows moved west in the course of the year—and some either have returned or will be back.

Dramatic productions gained ground during the year, with Shakespeare and other star dramatists of the past and present getting quite a play. There also was a trend toward music of the quality type, as well as a move to divest children's programs of blood-and-thunder. International broadcasts showed a big increase.

Union activities included AFM's battle to place more staff orchestras on stations; formation of AFRA covering talent exclusive of musicians, and organization of technical staffs with resultant 40-hour week, wage boosts and other concessions from employers.

Equally, if not more, important among union activities was the work of American Communications Ass'n (formerly ARTA) and American Guild of Radio Announcers & Producers, both of which did considerable organizing of stations' personnel.

Protests against movie gossip dispensers on the air brought some clamping down on this fraternity. Sponsors all but fought each other to get rights for baseball, football and other important sports events, though the listener estimate for the last World Series was far under the figure attracted by Justice Black for his talk on the Klan issue, which attracted world interest. Coronation of King George VI was given a record amount of radio time for a single event.

Television was much talked about, as in past years, but the several demonstrations failed to spur hopes of early commercial service by the visual art.

Elliott Roosevelt's growing importance in the radio picture, culminating late in December with his appointment as president and general

Bonuses Plus at WSYR

Syracuse—WSYR gave a Christmas party to the staff, at which bonuses were distributed, many of them amounting to five and six week's salary. Two of the office staff, who have been with the station for some years, were each given a two-week trip to Florida with all expenses paid. And to each employee went a huge turkey.

CHICAGO BROADCASTERS SEE 15-20% INCREASE

(Continued from Page 1)

dent: "Business prospects for 1938 are very bright. We had about the best December in the Central Division we ever had. We have four new major accounts—Quaker Oats with 'Aunt Jemima' going to 50 stations, 'Margot of Castlewood' and 'Dick Tracy'. Fitch doubling its time, and American Rolling Mills and Colgate Shaving Cream coming on 30 stations, Jan. 11."

H. Leslie Atllass, CBS vice-president: "We have the biggest volume of business we've ever had—in fact, we are almost sold out. Don't know where we will find two hours for baseball in spring."

Fred Weber, g.m. of Mutual: "We have reason to anticipate we will get our share of business in 1938. Business has booked better since Dec. 1. Billings for 1938 should be up from 15 to 20 per cent."

Glenn Snyder, Chicago Broadcasters Ass'n president and manager of WLS: "In spite of all pessimistic reports, prospects for 1938 look exceedingly good to us. During fall months we had a struggle to meet obligations. But January business will be ahead of last year and therefore is ahead of expectations."

Ed Wood, WGN commercial manager: "Prospects for 1938 are definitely better than they were during the fall months."

Maynard Marquardt, WCFL manager of Hearst—with indications of other big developments ahead for him—was another highlight of the 1937 radio record.

There was much fuss in Washington about radio probes, none of which materialized, though a couple of lawyers were put on the carpet by the FCC.

Radio stocks dropped about 40 per cent, along with the general market decline, which was even greater in many cases.

Death of Marconi, passing of Anning S. Prall and naming of Frank R. McNinch to succeed him as FCC chairman, election of John Elmer as NAB president, reorganization plan for the broadcasters' association, the instantaneous recording of the Hindenburg tragedy, formation of WLW Line, radio's great aid in the flood areas, declaration of first common dividend by RCA, Warner Bros. radio activities via Transamerican and the fuss over the Mae West broadcast were among other highlights of the year.

Among important deaths of the year, besides that of Marconi, were John Iraci, Thompson Buchanan, Al Boasberg, Robert W. Bingham, Cecil W. Price, Marcellus D. Smith, Frederick Strauss, J. P. Muller, Stanley M. Soule, Malcolm Ferris, Pete Monroe, Doc Rand,

ager: "Business has increased slightly the past month and we expect further gains after Jan. 15."

Doris Keane, manager WHIP and WWAE: "Our national accounts business has improved the past six months. Local business is off somewhat because of unemployment in steel mills."

Park Parker, vice-president Blackett-Sample-Hummert: "None of our accounts is going to spend less in first six months of 1938 than same period of 1937; several will spend more."

Ed Aleshire, vice-president of Benton & Bowles of Chicago: "Business looks good to us. In addition to Dale Carnegie on NBC, we are starting a serial, 'Stepmother', on 16 Columbia stations Jan. 17 for Colgate tooth powder."

Sterling Peacock, vice-president of N. W. Ayer & Son: "Business will be harder to get next year, but prospects are decidedly fair."

An executive of Lord & Thomas agency said: "The outlook for radio is encouraging as it has been for some time since the recovery. In addition to renewals for current programs, one of our clients is currently embarking on a very large radio effort for 1938. In fact, we are launching three new coast-to-coast radio programs this week."

Royal E. Penny Joining WBT As Sales Manager

(Continued from Page 1)

the CBS outlet. Long may open an advertising agency or join another station.

— Happy New Year —

Bradley Kincaid at WTAM

Cleveland — Bradley Kincaid, the Kentucky Mountain minstrel who has been a featured entertainer over WGY, WBZ and the NBC networks, will begin a series of early morning programs over WTAM on Jan. 4. Kincaid is known as the first singer of mountain ballads and folk songs on the air. He refuses to sing the so-called hill-billy songs, which Kincaid refers to as jail and "bum" songs.



5 CHICAGO STATIONS PAY \$90,000 FOR BASEBALL

Chicago — WBBM, WGN, WCFL, WIND and WJJD have bought the radio rights to the 1938 White Sox and Cubs games for \$90,000. WBBM will put up \$35,000, WGN \$30,000, the other three stations will split the remaining \$25,000. The 1938 rights are double the 1937 figure. White Sox and Cubs will share the proceeds equally.

Higher fee was caused by the Kellogg - American League exclusive agreement. Kellogg bid \$62,500 for the exclusive rights to the White Sox games on two local stations, but P. K. Wrigley, owner of the Cubs, injected himself into the deal and demanded that the status quo of last season be continued. His intervention caused the White Sox to drop the Kellogg deal and sign up with the five local stations.

Kellogg has bought time on WJJD for its American League games, General Mills and Socony-Vacuum is set for WBBM and WGN. P. Lorillard (Old Gold cigarettes) is negotiating for WGN.

Wrigley plans to spend the \$45,000 he receives from the stations to plug baseball either via spot announcements or special programs on the same five stations.

This year's baseball contract bans the weaving together of baseball reporting and commercials. The combination of "There goes another case of free Wheaties," meaning a home run, is out this year.

**ARTISTS
MANAGEMENT**
Presents



**PAUL
WHITEMAN**

IN
TWO PREMIERES
NEW YEAR'S EVE

Chesterfield

CBS Network
8:30-9:00 P.M., EST
AND
COCOANUT GROVE
AMBASSADOR HOTEL
LOS ANGELES

17 E. 45th ST.
N.Y.C.
MU 2-1888

*The PERFECT
MARKET'S*



LOUDSPEAKER

ALBANY, N.Y.

Newly Equipped for Super Power

GUEST-ING

MARLENE DIETRICH and LANNY ROSS, on "Your Hollywood Parade", Jan. 5 (NBC-Red, 10 p.m.).

CONSTANCE BENNETT and STERLING HOLLOWAY, on "Kraft Music Hall," Jan. 6 (NBC-Red, 10 p.m.).

LOUISE FAZENDA, on Al Jolson program, Jan. 11 (CBS, 8:30 p.m.).

MARGARET DAUM and RUTH CARHART, with Victor Bay's orchestra, Jan. 6 (CBS, 10:30 p.m.).

ELWOOD HAWKINS, baritone, and THOMAS INGRAM, pianist, Jan. 5 (CBS, 3:45 p.m.).

JACK ROBBINS, music publisher, and SAMMY FAIN, songwriter, on "New York Town" program, tonight (WJN, 8 p.m.).

JOAN EDWARDS, on "Magic Key of RCA," Jan. 9 (NBC-Blue, 2 p.m.).

MARGARET SULLAVAN, on Chase & Sanborn Hour, Jan. 9 (NBC-Red, 8 p.m.).

EDWINA EUSTIS, on "Rising Musical Star," Jan. 9 (NBC-Red, 10 p.m.).

MAN MOUNTAIN DEAN, on George Jessel program, Jan. 2 (Mutual, 6 p.m.).

TINY BRADSHAW, on Martin Block's "Sunday Swing Concert," Jan. 2 (WNEW, 11 a.m.).

— Happy New Year —

Personnel Reorganized At WHK-WCLE, Cleveland

(Continued from Page 1)

be known as the station advertising department has been created. John T. Vorpe, former production manager, has been elevated to management of that department. Russell W. Richmond will be the new program director of both stations. Mendel Jones has been promoted to program production manager. His former office of production manager is abolished.

Under the new organization the station advertising department, headed by Vorpe, will include handling all special events, publicity, facsimile development, national and local advertising, sales promotion, educational broadcasting, booking office and lecture bureau.

C. A. MacLaughlin, sales manager of the stations, has resigned and A. D. Shambarger assumes the duties of office manager.

— Happy New Year —

Book-of-Month Buys 1 Hour Daily on WQXR

(Continued from Page 1)

when it will be heard at 9-10 p.m., starting Jan. 15. Deal was closed for the station by Elliott M. Sanger, v.p. and g.m., with Schwab & Beatty as the agency placing account.

Program will present fine music, with concert artists and recorded symphonic numbers combining to associate "the best in music" with "the best in books".



● ● ● Resolutions for 1938: George Jessel says he'll keep armistice with the screen gossip writers "in 1938 and I do mean you"... Tim and Irene promise to have a sponsor.... Carson Robison raises his hand and promises that his "buckaroos ain't gonna chew no more tobacco in the studios"... Dave Driscoll resolves to quit cigar smoking—after mid-nite.... Martha and Hal say they'll be married next year—but not to each other.... Josef Cherniavsky, in an effort to beat down his competition of Rudy Vallee and Kate Smith via his MBSHOW, will import a lot of Cherniavskys from Moscow to help him.... Though Pinky Tomlin has a broken arm—that won't stop him from escorting Toby WING.... Teddy Powell, one of the country's outstanding tunesmiths, resolves, swears and affirms that in 1938—he'll make Singer Judy Starr love, honor and obey—or else!

— A Happy New Year —

● ● ● Zeke Manners, the hillbilly, promises faithfully to lay off corn likker and Nurses.... The Old Ranger of WLBC, Muncie, Ind., resolves to repeat this feat next year too: He was at the Rifle Club last week, which was firing at the Muncie Police indoor range.... A gun with peep sights was suddenly placed in his hands with the notification from the cops that they've heard him talk so darn much on the radio—and now they wanted to see him shoot.... You guessed it, The Old Ranger won the match.... Jack Adams, one of radio's outstanding agency execs—who surprised a client, Lydia Pinkham, by placing it on MBS network—plus a half score indie stations via transcriptions—resolves himself to the task of placing the account on NBC!.... Herb Rosenthal promises to take up the suggestion made in last Wed.'s pillar here re: giving a build-up to sustaining artists via a definite time spot—running simultaneously week in and week out—and put that method into effect after Bill Lewis returns to the fold in Jan.

— A Happy New Year —

● ● ● Why doesn't someone resolve to find a vacancy for Sid Schwartz who was everybody's pal when he was Nick Kenny's ass't on the Mirror—and then did such a swell job as publicity director for WNEW?.... Dr. Allan Roy Dafeo last Monday visited the quins just prior to going on the air.... The five Canadian Sweethearts clustered around him showing their Xmas toys, and the Doc began to play with the youngsters—just like you, you and you—would do. He forgot everything till Marie showed him her miniature radio set. Suddenly remembering his broadcast, Dr. Dafeo rushed out of the nursery to the howls of the disappointed babies, into his car and made his study with just a minute to spare.... Ann Brae sold three scripts to Ruthrauff & Ryan, to be used on the "Aunt Jenny" show, Jan. 5, 6 and 7, called "Suppose It Were You"... Why didn't the newspapers credit Jack Eigen, WMCA reporter, with the scoop on the inside reason for Lindbergh's return to the USA—though they printed it was "aired last nite" by a commentator?

— A Happy New Year —

● ● ● Sportsmanship in broadcasting: When Major Bowes paid tribute to Fall River on his CBS show recently, WSAR in Fall River, which is affiliated with Mutual, did a rather strange thing.... Knowing that the nearest Columbia outlet is in Providence, WSAR wanted to help in every possible way to promote Fall River—so numerous announcements were made during the day of the program—asking WSAR listeners to remember that it is "Fall River Day"—and listen to Columbia's Providence outlet to hear the program.... In addition, there were spots during the local news broadcasts giving the Fall River number to call for contestant voting.... Also, a 15-minute interview was arranged and presented that nite of the program between the representative of the Major and Francis J. McLaughlin Jr., WSAR's production manager.... Bill T. Welch, owner-manager of WSAR, was more than willing to co-operate, desiring that Fall River get the publicity which it deserved.

PROMOTION

MGM Considering Contest

MGM is reported toying with the idea of a \$5,000 motion picture title contest in connection with the Metro-Maxwell "Good News of 1938" airshow. As planned, the contest would tie-in with exhibitors in a manner calculated to stimulate box office grosses, and is seen as a gesture to mollify theater owners who are militantly airing their own views of the picture-radio situation.

WSVA Presents Dr. Pepper Prize

Staunton, Va.—WSVA, which carries the Dr. Pepper commercial, recently had the pleasure of awarding grand prize of a Packard 4-door sedan to a winner, who happened to be a resident of Staunton. Program Director R. L. Stricklen Jr. had the ceremonies on the air.

— Happy New Year —

Anti-Freelance Rule Passed by Musicians

(Continued from Page 1)

day in a bombshell being thrown into the ranks of nearly all major network commercials using big orchestras, the respective combinations now being faced with complete reorganization and line-up of musicians and possibly instrumentation as well. Staff musicians will not be allowed to take a commercial on the side, while the many highly desirable men who hop from one big commercial to another and often are accused of working as a "clique" will no longer be able to earn several hundred dollars weekly.

Original idea was to aid the unemployment situation but the consensus of opinion among musicians now that the vote has been cast is that a chaotic condition will arise as soon as the Executive Board places the new law into effect. So-called name bands and units continuously working as an organization may take as many jobs as it can handle. Individual AFM member, however, is prohibited from accepting an additional engagement when he has already earned \$54 in any one week. In the case of "individuals in unusual circumstances warranting exception", such circumstances will have to be judged and passed on by the Executive Board and a full standby charge will have to be paid to the local. Effective date of the new law is now being set by the Executive Board of Local 802.

— Happy New Year —

Sol Chain in WNBH Post

New Bedford, Mass.—Sol Chain has been appointed assistant manager of WNBH, it is announced by Manager Irving Vermilya. Besides his duties as program and advertising director, Chain will continue his activities with several of the station's programs. He has been at WNBH since 1934.

— Happy New Year —

Bill Ensign on Sick List

Bill Ensign, CBS assistant sales manager, is on the sick list and confined to his home. He expects to return to work on Monday.



ORCHESTRAS - MUSIC



RAY COFFIN, holder of the Los Angeles franchise for distribution of Atlas Radio Corp. productions, is establishing an office in the Equitable Building.

KHJ has a new series of transcribed exposes of petty rackets and unethical business practices collated and recorded by the National Better Business Bureau.

KFI has a new series of 36 transcribed 5-minute programs beginning Jan. 4 for Gude's Pepto-Mangan. Also Scott towels participating in sponsorship of 78 of "Ann Warner's Chats," starting Jan. 17, while sister-station KECA reports Fox-West Coast Theaters signed for a series of 52 spot announcements.

Joe Fernandez, ace race announcer, comments on his own recordings of his own calling of races at Santa Anita over KFWB.

Borris Morros, head man of Paramount's music department, will be interviewed by Pauline Gale on KECA, Monday night January 3, at 7:45, and tell listeners all about musical scoring of "Wells Fargo."

Fred Weber, general manager of Mutual, has the signatures of Tommy Lee and Lewis Allen Weiss, general manager of the Don Lee chain, on a renewal contract which assures continuance of the Mutual-Don Lee hookup until March, 1939.

Happy New Year

OKLAHOMA

Jack Mitchell is not joining KOMA in Oklahoma City, Wayman Ramsay, program director states, refuting reports from San Antonio.

"It takes just 12 kicks to change a program," Fenton Jeffers, KTUL (Tulsa) program director states. "We estimate one letter or phone call is equal to 100 like opinions of persons who haven't written."

All employees of WKY (Oklahoma City) were given a new \$10 bill on Christmas by the company.

Happy New Year

Ziv Agency Adds Facilities

Cincinnati—Complete facilities for auditioning radio programs have been incorporated in the new offices of Frederic W. Ziv Inc., advertising agency, which recently took over the entire three floors of the modernized building at 2436 Reading Road. In addition to audition equipment, the new offices include a transcription library in which double turntables have been installed. Departmentalization of the agency's activities was effected in the remodeling of the new location by the construction of artists' studios, laboratory testing kitchens, business and general offices and client and conference rooms.

About two years ago the Ziv Agency introduced "The Freshest Thing in Town" campaign now being used by bakers in 75 major markets throughout the country.

HAL KEMP follows Herbie Kay at the Drake, Chicago, probably on Feb. 4.

Carol Lofner has been set by MCA for the Tournament of Roses Ball at Pasadena Civic Auditorium.

Joe Marsala's music will be fed by WMCA to London on Jan. 8.

CBS and Mutual will pick up Abe Lyman's music from Billy Rose's Casa Manana (nee French Casino) when it opens on Jan. 7th, deferred from this week. Marie Sardi and Frankie Parrish will be his new vocalists. With his four commercials and his new WABC and WOR sustanings, Lyman will be heard seven nights a week.

Ed Smalle, whose seven-voice chorus is heard anonymously on the Leo Reisman Thursday night WEAf beer series, is arranging musical catalogs for three of the country's major music publishers. The music firms are Robbins, Feist, and Miller.

Lyn Murray's orchestra will get two additional CBS evening spots before 1938 is very old. Murray's orchestra is currently heard eight times weekly via CBS.

The musicians in Oscar Bradley's orchestra, heard regularly on the Phil Baker series, last week showed their affection for the diminutive maestro by giving him tickets to the Rose Bowl game as a Christmas present.

George Olsen and his "Music of Tomorrow" return to the air Jan. 6 with CBS and MBS wires from La Conga, local supper club. He was recently heard on the same networks from the International Casino. Olsen's orchestra boasts an electric organ and an electric guitar. Ed How-

ard and Henry Russell will sing the vocals.

The Debonaires, a sepien instrumental and vocal trio, are providing the entertainment and music for dancing at Jack Stutz's Game Cock, replacing The Rhythm Kings.

Johnny Johnson and his orchestra return to the Village Barn on New Year's Eve, after an absence of one week. The Johnson aggregation will resume broadcasting activities from this spot on Tuesday.

Lee Grant, musical director of WMCA's "Grandstand and Bandstand" commercial, has allotted his Sunday broadcasts to request numbers. Preference is always given to requests coming from "shut-ins," and others confined to homes and institutions.

Mutual has given Shep Fields' Rippling Rhythm orchestra a Thursday 8:30 p.m. spot in addition to his four 12:30 a.m. broadcasts from the Palmer House in Chicago. Fields, as is usually the case, is scoring a great triumph in the Windy City.

Six staff musicians will be employed at WOWO and WGL, Fort Wayne, following negotiations between the stations and the local musicians' union.

Carl Hoff, orchestra leader on the Ford "Watch the Fun Go By" program with Al Pearce and His Gang, broke into the musical big league by the arranger route. And as an arranger he was rated one of the best in the business. Among his clients were Paul Whiteman, Paul Ash, the Boswell Sisters and numerous other big timers. Right now he confines his efforts to the conductor's podium, but he can hot lick a saxophone or clarinet with the best of them in an occasional "jam session."

CINCINNATI

Herb Flaig, WLW special events director, staged a Hawaiian holiday in the studios of the Crosley stations last night as an appropriate gesture to all those who were unable to spend the holidays in the island paradise. He snared the native Hawaiians of the "Waikiki Nights" company at the Taft Theater for the occasion.

Moving of the Cuvier Press Club, rendezvous of local radio and newspaper men, was aired by WSAI yesterday, with Gilbert Martyn at the mike.

Happy New Year

KQV's New Year Party

Pittsburgh—KGV will celebrate the New Year by remaining on the air until 2 a.m. Saturday morning. Facilities of the WLW Line will be used in providing a parade of name orchestras from around the country, plus a greeting from Mayor Scully and other specialties.

CANADA

"Canadian Mosaic," a series of 10 Sunday broadcasts, start Jan. 2 on CBC, with J. Murray Gibbon, publicity chief of Canadian Pacific Railway, as producer. Songs and music of the many races in Canada will be illustrated.

CBC "goes commercial" next week, taking over Rudy Vallee, Bing Crosby, Jack Benny and other programs formerly carried by CFCF, Montreal. Amos 'n' Andy also return.

Happy New Year

Nan Grey for Pond's Series

West Coast Bureau, RADIO DAILY
Hollywood — Nan Grey, Universal contract player, has been signed by J. Walter Thompson Co. for the lead in the new dramatic series for Pond's cosmetics initialing over NBC-Blue on Jan. 4. Supporting stock company for the half-hour show will be signed this week. Show is titled "Those We Love."

FRANCIS X. BUSHMAN is an added starter in Quaker Oats' "Margot of Castlewood" series starting on NBC next Monday. Charles Carroll, Hollywood leading man, is male lead for the show, opposite Barbara Lud- dy.

Kaye Brinker, who does "Manhattan Mother" on CBS, is reading the commercials on Wrigley's "Poetic Melodies."

Stan Thompson, assistant program director of WBBM-CBS, back from Minneapolis where he has been laid up with the flu.

Penn Tobacco, sponsoring Todd Hunter newscasts on WBBM six nights a week, is cutting down to three after this week.

Through the American Recording Company WLS has put out records of the Herb Morrison and Charles Nielsen transcription of the Hindenburg disaster. These are to be sold at near cost — probably around 25 cents a copy.

Theodore Streibert, vice - president of Mutual, is in Chicago looking in on WOR's local office.

Vern Hanson, WGN - Mutual announcer, has been laid up at home for a fortnight.

Campana is getting ready to give Betty Lou Gerson, "Grand Hotel" leading lady, a heavy buildup.

Margaret Shanna, leading lady of "Betty and Bob," in Passavant Hospital for appendectomy.

Ethel Owen has been added to cast of "Betty and Bob."

Otto Roth, owner of Blackhawk Restaurant, is first cafe man to agree to shell out the \$100 a week Chicago stations are asking for remote band pickups after Jan. 15.

WEDC now featuring a Bohemian program at 8:30 a.m. Mondays through Saturdays.

Due to illness of George Howard of the King's Jesters pickups from Hotel LaSalle over NBC are being taken over temporarily by relief orchestras.

The Fair store is airing Frank Buck's Bring 'Em Back Alive zoo from toy department of store daily over WCFL.

Billy Webb and Harold (Speed) Johnson, sports commentators of WHIP, gave a luncheon for kids who sent in the best answer to the question "Who is the greatest baseball player of all time?"

Tom Fizzdale publicity staff moves across town to new quarters in 360 North Michigan Ave.

Happy New Year

WOKO-WABY, Albany

Forrest Willis will appear on Hudson Valley Coke program over WOKO.

Governor Lehman's talk on unemployment insurance Monday night originated at WOKO.

STATION-STUDIO
and
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IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Spun Glass Isolates Sound in WMCA Studios

Spun glass as an agent in the isolation of sound is one of the innovations at WMCA's new studios, now nearing completion on Broadway between 51st and 52nd Streets. It is made of glass fibres, woven in batting, and resembles cotton wool, but if held tightly, will leave little crystals of glass in the hands.

The spun glass is highly fireproof and makes a compact mass through which sound cannot readily travel. Packed in a special panel between studio walls, it provides the secondary line of defense in sound isolation. First line is in the studios themselves, known as "floating studios." These are constructed on a principle that permits them to bulge with sound, thus accommodating reverberations within the room. When the reverberations get too big for the floating studios to handle, the spun glass goes into action. Still more resistance is provided by a third wall of porous material which also possesses absorption qualities.

— Happy New Year —

New Aircraft Mike

Inglewood, Cal.—Universal Microphone Co. is manufacturing a new aircraft microphone, weighing only eight ounces, including the cable. Body is of Dural and instrument includes a special press-button switch for single or double circuit or any special switching arrangement that may be required. Universal will continue to manufacture its recent Airport Land Station dynamic microphone, as well as its earlier hand-mike model for airplane transmitters and inter-communication on planes.

— Happy New Year —

Organizes Supply Co.

Indianapolis — Irwin Yeagerman has organized the Mutual Radio Supply Co. to manufacture mechanical and electrical and radio appliances. Members of the company are A. Yeagerman, L. D. Yoemans, and I. Yeagerman.

— Happy New Year —

L. E. Cox in New Station Group

Topeka—L. E. Cox, radio engineer of Springfield, Mo., is among incorporators listed in application filed here by Capital Broadcasting Co. which seeks to build a new local station.

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CBS Master Control System

Taking stock of 1937 as a record year in construction and station improvement, CBS lists among top accomplishments of period the complete rebuilding of its vast master control system in New York. Job took eight months, with day and night crews of technicians rebuilding 38 huge racks of equipment, without interrupting network operations. Some 6,000 circuits controlling microphones, amplifiers, monitoring devices, and switching and auxiliary equipment terminate in new master control panels. Engineers operating the system have before them 111,000 possible switching combinations, involving 15,000 miles of network wire connections.

Year also marked web's most important step in short wave since it entered the field in 1929. New and highly efficient short wave transmitter and directional antenna systems were set in operation at Columbia's international station, W2XE. Last May, daily program service to Europe and South America was inaugurated. Transmitter carried over 6,000 broadcasts, especially arranged for foreign audiences, during first eight months of operation.

Braille Radio for Blind

A new touch-tuning model radio equipped with braille symbols was presented by Helen Keller last week to the American Foundation for the Blind in New York City. The machine, first to be regularly equipped with braille, enables the blind to tune, not only automatically, but unerringly to the station they wish to hear. The touch tuning system consists of a series of keys, on each of one of which appears, in braille lettering, the station symbol, which, when pressed, does the tuning.

In making the presentation, Miss Keller complimented the General Electric Co., which built the model.

"Radio is one of the few privileges which the blind share on the same footing as those who have sight," she went on to say. "It brings them the news, it brings them a widening of educational opportunities, it brings them recreation. In fact it opens to them a whole new world of experience and delight."

The gift was received on behalf of the foundation by Robert B. Irwin, executive director, in the Helen Keller room at the foundation headquarters.

— Happy New Year —

Install Audio Compressors

Quincy, Ill.—Gates Radio & Supply Co. here has announced installation of their model 17-B Audio Compressors at the following stations: WJMS, Ironwood, Mich.; WJBL, Decatur, Ill.; WTAD, Quincy, Ill.; WHBU, Anderson, Ind.; WJBC, Bloomington, Ill., and WMPC, Anderson, Ind. The installations were made within the past two weeks. The company stated that production has been stepped up so that shipment of the compressors is now being made in many cases the same day the order is received. WIRE of Indianapolis, Ind., has installed Gates Dyna-mote remote control equipment.

Exchange Tele. Notes

Indianapolis—American and British television progress was compared at this week's session of the Institute of Radio Engineers, Indianapolis section. The meeting was held in connection with the science convention here.

Harold A. Wheeler, of Hazeltine Service Corp., New York, who recently inspected British television experiments, was one of the principal speakers. Others who spoke were: Prof. R. R. Ramsey, Indiana University; Prof. Charles S. Aiken, Purdue University; Herbert Hazel, a student at Indiana University and Hugh Knowles, chief engineer of the Jensen Radio Manufacturing Co., Chicago.

— Happy New Year —

With the WAPI Engineers

Clayton Dow, chief engineer at WAPI, Birmingham, and Dick Faulkner, program director, were far from Birmingham, picking up for the NBC-Red a special Christmas Eve broadcast of the Tuskegee Institute student choir of 100 voices in a program of Christmas carols. They arrived home at 3 a.m. on Christmas morn only to take off again on Sunday to make the regular Sunday broadcast at 1:30 p.m.

Claude Gray, movie camera enthusiast engineer, bemoaning the fact that it looked like a white Christmas, hence no Christmas movies to be recorded by his trusty camera.

— Happy New Year —

RCA-Victor Junket

Chicago—Ros Howard, president of RCA-Victor Distributing Corp. here, is host to a trainload of dealers and their families on a streamline train junket to California which will include a visit to Boulder Dam, Rose Bowl Game, and Hollywood broadcasts.

Facsimile Saves the Day When Score Lost in Mail

Thanks to radio facsimile, The Boston Symphony Orchestra tonight may present Jean Sibelius "Ukko, the Fire Maker" at a Boston concert. Part of the choral symphonic score was lost in the mails on the way from Germany, and Breitkopf & Haertel, Leipzig music publishers, turned to radio for transmission from the sole remaining copy in Europe. From Leipzig, a wire facsimile system carried the music to Berlin, where a radio facsimile channel flashed the pages, reduced in size photographically, to New York. Delivered here to Ernest R. Voigt, sales manager of the Associated Music Publishers, the score was enlarged by photography to near the original dimensions, and a special messenger took the sheets to Boston.

At receiving headquarters of RCA Communications, it was reported that the music was the first ever transmitted over the transoceanic system.

— Happy New Year —

Gen. Elec. Appointment

John F. Cunningham, supervisor of production for General Electric since September, 1931, has been appointed assistant to the vice president in charge of manufacturing, succeeding Myron F. Simmons, who is retiring, it is announced by W. R. Burrows, vice-president in charge of manufacturing. The appointment is effective Jan. 1.

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