



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 1

NEW YORK, N. Y., MONDAY, JANUARY 3, 1938

FIVE CENTS

# ARTA Starts New Drive

## GULF RADIO STATIONS DIVIDED IN '38 VIEWS

New Orleans—The lusty squawking of the New Year finds Louisiana and Mississippi radio executives divided about the future but united in their faith in radio as a medium of progress. Peering into 1938, Vincent Calahan, general manager of WWL, CBS outlet here, told RADIO DAILY: "We're looking forward to two things in 1938—50,000 watts power

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## KCKN Sales Increase 14 Successive Months

Kansas City, Kan. — Commercial sales of KCKN for last November were 28 per cent higher than in the same month of 1936, and it marked the 14th consecutive month that sales have shown an increase over corresponding previous month, according to Ellis Atteberry, g.m. Station signed 81 new accounts in 1937.

## Van Cronkhite Joins Hearst Organization

John Van Cronkhite, who last week resigned as president of Van Cronkhite Associates Inc., Chicago, but retained chairmanship of the board, has joined the Hearst organization. He will have a special assignment in INS radio news and features.

## New FTC Chairman

Washington Bur., RADIO DAILY

Washington — Commissioner Garland S. Ferguson has been elected chairman of Federal Trade Commission for the calendar year 1938. William A. Ayres served in 1937. This is Ferguson's third term as FTC chairman.

## MEN WHO MADE NEWS IN RADIO DURING 1937

(Seventh Installment of a Series)

### H. LESLIE ATLASS



Looking after the CBS interests in the Chicago territory is H. Leslie Atlass, vice-president of the network. The Atlass boys—the other being his brother, Ralph—have been cutting quite a figure in radio circles

cutting quite a figure in radio circles out Chicago way for a good many years. H. Leslie owns WBBM, while Ralph has WJJD, as well as WIND over at Gary.

\* \* \*

### DON DAVIS



Celebration of the 15th anniversary of his station, W H B in Kansas City, was the big noise in the routine of Donald Dwight Davis the past year. The event was put over on a scale unprecedented in so far as such celebrations are concerned, and Don Davis has press books and other souvenirs to prove it.

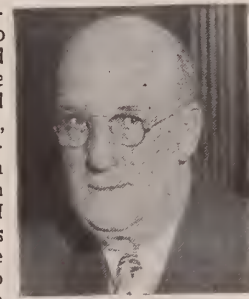
### DON E. GILMAN



The past year had a moving day in it for Don E. Gilman, vice-president in charge of NBC west coast operations. Greater concentration of NBC activity in Hollywood, and the new radio center being built there, made it necessary for Gilman to shift his headquarters from San Francisco to the movie city. But he still maintains social and business ties in S. F. with frequent visits.

\* \* \*

### JOHN SHEPARD III



As president of two New England networks, the Yankee and the Colonial, with headquarters in Boston, John Shepard III has his hands full. But he likes radio so well that he sold out his interest in Boston's famous Shepard store in order to devote all his time to the broadcasting business.

## Localized Campaign is Begun to Sign Up All Stations

ARTA last Friday started a new localized drive to sign up all office workers and additional technical and production departments of radio stations all over the country. Drive will be concentrated on stations that are partly signed with ARTA at present and majority of organization will be attempted at local stations, although networks also will be contacted.

Drive is being started almost simultaneously with the AGRAP election, scheduled for Jan. 7. General sentiment among AGRAP members at present favors an affiliation with

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## NEAL BARRETT TO HEAD HEARST SOUTHWEST UNIT

Fort Worth — Neal Barrett, manager of KOMA, Oklahoma City, will become head of the Hearst stations in the southwest, succeeding Elliott Roosevelt, who last week was elevated to president and general manager of the entire network. Barrett is expected to be appointed vice-

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## Jackson Promises Aid In Radio Investigation

Washington Bureau, RADIO DAILY

Washington — Assistant Attorney General Robert Jackson, who made headlines last week when he made a blast against big business monopoly, declared Friday that he would cooperate fully in any investigation of the radio industry, as well as movies and other businesses.

## 12-Hr. Weekly Year's Deal Among WBNY Business

Buffalo—A full year's contract covering 12 hours a week is the New Year's greeting to WBNY from Schreiber Brewing Co. of Buffalo. Brewery upped Manru bottle beer sales 12 per cent in November through sponsoring WBNY all sports' review, a daily two-hour show featuring Ralph Hubbell, WBNY sports commentator.

Magic Washer, powdered soap product of Iowa Soap Company, Burling-

(Continued on Page 2)

## New Bureau Will Audit Broadcasting Coverage

Atlantic City, N. J.—A new service that is expected to stimulate radio advertising, because broadcasters will be able to furnish time buyers with accurate coverage figures, has been launched by William H. Appleby, v.p. of Appleby & Appleby, consulting radio engineers, under the name of Audit Bureau of Broadcasting Coverage. Coverage audit for all stations will be standardized and based upon a combination of two

(Continued on Page 2)

## Slip-Up

Several diligent readers of RADIO DAILY called up Friday to point out that, in listing the leading news events of the year in radio, one of the most important items of all had been left out.

It was the fact that industry's first daily paper made its debut last February.

## Money Man

Duluth — Dalton A. LeMasurier, KDAL owner, said "Merry Christmas" to staff with crisp, new currency. One employee took his home and showed dad. Each bill was enclosed in a special envelope with an opening through which appeared the picture on bill. On seeing the pix, pop asked: "Who's that? LeMasurier?"



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# FINANCIAL

(Friday, Dec. 31)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg
Am. Tel. & Tel.	144 3/4	144	144 1/2	- 1/4
Crosley Radio	7 1/2	7 1/2	7 1/2	+ 5/8
Gen. Electric	41 1/4	40 3/8	41 1/8	- 1/8
RCA Common	6 1/8	5 7/8	6 1/8	+ 1/8
RCA First Pfd	46	45 3/4	46	
Stewart Warner	8 3/4	8 1/2	8 3/4	
Zenith Radio	13 1/2	13 1/4	13 1/2	+ 1/8

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/2	15 1/2	15 1/2	
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	6	7		

## Neal Barrett to Head Hearst Southwest Unit

(Continued from Page 1)

president and general manager of the southwest group within the next few weeks.

Roosevelt, who left over the week-end for New York, will return here about March 1, after visiting sales offices and stations, and will maintain general offices in the Trinity Life Bldg. He and Mrs. Roosevelt will continue separate operation of KFJZ, the local station which they recently acquired.

## Merryman with U. S. Recording

Washington Bureau, RADIO DAILY

Washington—Earl Merryman, former CBS engineer, has joined the staff of United States Recording Co. here. The company furnishes radio stations with locally transcribed programs.

**TRY RADIADS**  
THE BETTER COMMERCIAL ANNOUNCEMENT SERVICE  
WRITE FOR SAMPLE  
**RADIAD SERVICE**  
6149 KENWOOD AVE. CHICAGO, ILL.

# ★ THE WEEK IN RADIO ★

... Radio Marches On

By M. H. SHAPIRO

**O**PTIMISTIC note is sounded with the coming of 1938; executives in various branches of the industry see no let-down in the business of commercial broadcasting despite the recession that appears to affect other fields... Chicago especially is rarin' to go, while the volume on tap in the East is highly encouraging... all signs point to the coming year being better than its predecessor—radio's trend for years...

Commercials using large bands and originating from New York studios will greatly feel the shock of the Local 802 (AFM) new law which prohibits the star free-lance musician from sitting in on his favorite commercials, actually rushing from one show to another... this does not affect the established orchestral organization that comes into the studio... but the majority of the big shows use pretty nearly the same crack musicians on all shows whether NBC or CBS... original idea was to distribute the work among the unemployed rather than throwing it all to the so-called clique which is now restricted to earning \$54 weekly instead of ten times that amount...

Another government control bill looms in Washington, this one sponsored by Senator Herring of Iowa

## New Bureau Will Audit Broadcasting Coverage

(Continued from Page 1)

yardsticks, namely (1) field intensity survey to determine territorial coverage, establishing a standard minimum signal strength of 1/2 mv/m above noise levels, and (2) urban and rural questionnaire to determine listeners within the 1/2 mv/m area.

Appleby says ABBC will make no attempt to report listener habits or program popularity, but will work on the same principle as ABC does for newspapers. The plan has met with approval of agency and national representative executives, according to Appleby.

## WICC in New Studios

Bridgeport—WICC took occupancy of its new studios in New Haven over the week-end. New quarters are at 1110 Chapel St. in that city. Big-scale productions will continue to come from the Bridgeport studios.

## Lucille and Lanny's Fifth

Lucille and Lanny, song and patter team of NBC, have been set for their fifth appearance on the Fred Allen program Jan. 5 by NBC Artist Bureau. Team is heard thrice-weekly over the network.

## Governor Davey Via WHKC

Columbus—Governor Martin L. Davey will be heard over an Ohio network of 14 stations tonight when he addresses a joint session of the general assembly. WHKC will be the originating station.

... Olson Rug became the first sponsor to sign for transcribed program time on NBC's recently allotted ayem hours... MPPA again asked stations to procure licenses when transcribing a program off the air for future broadcasting...

AFRA membership generally, having approved a tentative wage scale, will make demands very soon upon network and ad agency talent buyers... Press Radio News Bureau contemplates a higher schedule of rates to take care of increased overhead for the non-network station teletype service... Elliott Roosevelt elevated by Hearst Radio as prez. and g.m. Murray Grabhorn to be assistant to Roosevelt... U. S. Circuit Court scores FCC on broadcast station permit which was denied Paul R. Keitmeier of Cheyenne...

List of commercials to originate from the New York World's Fair in 1939 will be headed by Ford Motors, largest individual space renter at the exposition... AGRAP plans a merger with two other unions... ARTA and AFRA... RCA Victor tightened the ban on scales by jobbers and dealers of its disks to radio stations, especially in the Phila. area... presumably because of the suits there decided in favor of the NAPA...

## 12-Hr. Weekly Year's Deal Among WBNY Business

(Continued from Page 1)

ton, Iowa, unheard of in Buffalo market until introduced last February solely through WBNY, is placing six 15-minute transcribed musical reviews per week and six spots per day on WBNY. Company now has 700 outlets in Western New York.

WBNY is included in new network of Father Coughlin, starting next Sunday at 4 p.m.

## Esso News on WBNY

Standard Oil of N. J. today will start United Press news reports on WBNY, Buffalo. "Esso" five-minute airing will be heard daily except Sunday. Marschalk & Pratt Inc. placed the account.

## Samuel Paley Sold Shares

Washington Bureau, RADIO DAILY

Washington—Samuel Paley, a CBS director, reported disposing of 5,000 shares of CBS Class A stock, with November month-end holdings amounting to 18,200 shares of the A, 2,000 of the B and 26,000 of B voting trust certificates, the semi-monthly SEC report shows.

**WOPI** "The Voice of the Appalachians"  
**BRISTOL - TENNESSEE VIRGINIA**

# COMING and GOING

GEN. HUGH S. JOHNSON goes to Chicago to speak at the National Furniture Manufacturers Ass'n annual banquet on Wednesday and will do his Thursday broadcast from that city.

WILLIAM FAY, manager of WHAM, Rochester, N. Y., comes to New York to do some vocalizing on the "Music is My Hobby" program over NBC-Blue on Jan. 24.

LOUISE MASSEY and the Westerners, now at the Stanley Theater, Pittsburgh, go from there to the Earle Theater, Washington.

WILLIAM BAKER, radio director of Benton & Bowles, left the West Coast on Friday for New York to huddle with agency executives on a third network show.

FRED ALLEN and his troupe arrive back in New York from Hollywood.

A. H. FLATEN, commercial manager of KDAL, Duluth, is planning another New York business trip within the next ten days or so.

## Localized Campaign Is Started by ARTA

(Continued from Page 1)

ARTA, and the latter is expecting a favorable decision in the election which will give added significance to new organization plans.

An official of CIO has told RADIO DAILY that the body expects to completely organize the personnel of the industry within the year.

## Quality Broadcasting Trend

A recent World Broadcasting System survey discloses that all U. S. radio stations broadcasting with 50,000 watts power or more are now equipped to reproduce vertical-cut wide range transcriptions, according to Norton Cotterill, WBS vice-president. He adds that 95 per cent of the total commercial radio wattage of the country is "vertical-equipped." This support by leading broadcasters, states Catterill, is evidence of the recent strong trend toward high quality selective broadcasting throughout the country.

Though Community Chest campaign is over for the year, KSFO will continue to air a weekly program throughout the year. Jack Moyles, announcer, will handle the feature called "The World About Us."

## M. H. Peterson Joins Mutual

M. H. Peterson, formerly associated with the Chicago offices of Blackett-Sample-Hummert Inc. and Hearst Radio joins the sales department of Mutual System in Chicago today.

**HELENA BLUE'S NOVELTY STRINGS**  
An all girl orchestra playing in a modern, distinctive style  
NOW AVAILABLE FOR RADIO HOTELS THEATRES  
Circle 7-4124 New York

## GULF RADIO STATIONS DIVIDED IN '38 VIEWS

(Continued from Page 1)

and more local programs. As to programs, we've been successful during the past year both with local production and special events. It is our intention to spread out with these two. As to business, it's good now and there doesn't seem to be any fundamental reason why it shouldn't be good during the remainder of the year."

Harold Wheelahan, manager of WSMB, NBC-Red outlet, points to the investments in technical equipment his station has made in 1937 and says:

"The increase revenue during 1937 encourages us to continue our efforts to improve signal strength and quality of programs. That is our goal for 1938." Wheelahan stresses the need to keep doing things "bigger and better . . . people tire of ice cream, caviar or boiled cabbage, no matter how much they love it . . . we must concoct and garnish new dishes for '38—the old dishes are already beginning to tire. Radio has also developed some warts during 1938 which must be watched along with the old ones lest they become cancerous growths. I refer to non-productive items of expenses—talent, production men, useless music licenses, needless musicians, surplus executives. Some of these items have gradually insinuated themselves into the business—things that happen to all businesses that grow and flourish rapidly. I believe that radio is powerful enough to keep the situation under control and that radio executives realize that 1938 is to be a year of hard work and very little play."

John C. McCormack, general manager of KWKH, CBS outlet, and KTBS, NBC outlet, at Shreveport, La., says: "We look forward to 1938 as a year that will mean much to radio, particularly from a technical viewpoint, with the possible placing into effect by the U. S. of the Inter-American agreement that will undoubtedly greatly improve radio reception throughout the U.S."

### Time Group to Move in March

New quarters being prepared at 9 Rockefeller Plaza for "March of Time," Life, Time, Fortune and Architectural Forum, all under same ownership, will be ready for the various units to move in next March. The 36-story building, latest Rockefeller unit, will be named The Time & Life Building.

## New Network Shows Ahead

**MONDAY, JAN. 3**  
 Quaker Oats, "Margot of Castlewood" and "Cabin at Crossroads," NBC-Blue, Mon. through Fri., 10-10:30 a.m.  
 Hillsbury, "Woman in White," NBC-Red, Monday through Friday, 10:45 a.m.  
 Procter & Gamble, brings its five shows, "Ma Perkins," "The Goldbergs," "Kitty Keene," "Road to Life" and "The O'Neills" to CBS, Monday through Friday.  
 Benjamin Moore & Co. (paints), "Betty Moore," NBC-Red, weekly, 11:45 a.m.  
 Quaker Oats, "Dick Tracy," NBC-Red, Mon. through Fri., 5-5:15 p.m.  
 Campbell Soup, "Amos 'n' Andy," NBC-Red, Monday through Friday, 7-7:15 p.m.  
 J. B. Williams Co. (shaving cream), "True or False?" Mutual, weekly, 10-10:30 p.m.  
 S. C. Johnson & Son (floor wax), "Attorney at Law," with Jim Ameche, NBC-Blue, Monday through Friday, 10:30-10:45 a.m.

Marek Weber succeeds Frank Black as conductor of "Carnation Contented" program, NBC-Red, 10 p.m.

**TUESDAY, JAN. 4**  
 Pond's, "Those We Love," NBC-Blue, weekly, 8-8:30 p.m.

**SUNDAY, JAN. 9**  
 Vadsco Sales Corp., takes over "Court of Human Relations," Mutual weekly, 4-4:30 p.m.  
 Packers Tar Soap, "Thatcher Colt Mysteries," NBC-Red, Sundays, 2:30-3 p.m.  
 Father Charles E. Coughlin, independent network, 4-4:30 p.m.

### Football Plans for 1938 Being Discussed at Meet

Sponsorship of football games in 1938 will be discussed in detail at the convention of the National Collegiate Football Coaches to be held in Biloxi, Miss., this week.

It is known that a number of conferences throughout the country favor the single sponsorship plan that was recently adopted by the American League for its play-by-play descriptions of baseball games. In the case of football, however, the majority of the games have been under the sponsorship of either Atlantic Refining or Kellogg. With new interests attempting to break into the field next year, notably General Mills, largest sponsor of baseball in radio, convention is expected to break down territories, and accept bids for various conferences as a whole.

### KSOO Ge's Farm Response

KSOO of Sioux Falls, S. D., experienced a gratifying mail return as the result of two announcements on the McCormack-Deering 4 p.m. broadcast. Over 700 farmers responded to a free toy tractor offer which was limited to the first 100 farm residents writing in.

Mail response came from 80 counties within 150-mile radius from Sioux Falls. Scattered returns were received from Michigan, Oklahoma, Colorado, Indiana, Kansas and Saskatchewan.

### WPAY, Portsmouth, O.

Little Bobby Thomas, who has appeared on various big stations in the midwest, will be heard here for a limited time in hillbilly ballads.

The series of one-act plays for high schools, rebroadcast from WOSU, Columbus, will start here Jan. 5.

Glass Container Ass'n, dramatic program, NBC-Blue, weekly, 1:30-2 p.m.

John Morell Co. (Red Heart dog food), Bob Becker's "Chats About Dogs," NBC-Red, weekly, 2-2:15 p.m.

**MONDAY, JAN. 10**  
 Bristol-Myers (Vitalis), "For Men Only," revived and switched to NBC-Red, weekly, 10:30-11 p.m.

**TUESDAY, JAN. 11**  
 Colgate-Palmolive-Peet (shaving cream), Dale Carnegie, NBC-Red, 10:45-11 p.m.

**WEDNESDAY, JAN. 12**  
 U. S. Rubber Co., Ben Bernie, CBS, weekly, 9:30-10 p.m.

**SUNDAY, JAN. 16**  
 J. W. Marrow Mfg. Co., Henry Busse, NBC-Red, weekly, 1:15-1:30 p.m.

**MONDAY, JAN. 17**  
 Colgate-Palmolive-Peet (dentifrice), serial "Stepmother," CBS.

**MONDAY, JAN. 24**  
 Barbasol Co., Arthur Godfrey musical program, CBS, Monday and Friday, 7:15-7:30 p.m.

**MONDAY, JAN. 31**  
 Borden Co., Gabriel Heatter, NBC-Red, Mon. through Fri., 4:30-4:45 p.m.

**TUESDAY, FEB. 8**  
 General Shoe Co., "Famous Fortunes," Mutual, weekly, 6:45-7 p.m.

### Shoots Names in Air; Four Out of 7 Answer

Boston—Elizabeth Hart, who conducts the popular "Woman of Tomorrow" program over WORL, recently decided to test the extent of her listening audience. She picked a number at random from the telephone book, read the name listed there, asked the woman to call up, and, upon verifying the fact that the listener had actually heard her name on the air, sent flowers to her.

Miss Hart felt it would be all right with the florist, Henry Penn, because after talking the matter over with W. Cort Treat, g.m. of the station, they figured the chances would be a three-week daily try before "hitting a listener."

Calculation proved a bit off, however. Before Miss Hart was off the air the first day, a woman from Quincy phoned in and gleefully exclaimed that she had won, and out of the first seven names taken at random by Miss Hart, four called up.

### All-Night Request Airing

Listeners were given their way about if New Year's Eve on WTMV, East St. Louis. Announcers Paul Wills and Eddie Evans were assigned to do all-night duty, handling telephone requests for dance numbers. The stunt was a New Year's Eve concession, and as long as the dialers asked for them, the special turns went out on the airwaves.

## SEES SOUND FACTORS IN OUTLOOK FOR 1938

By GERARD SWOPE  
 President, General Electric Co.

Basic conditions are sound. The farmers have had bountiful crops, at good prices, and there is plenty of food for all our people. The cotton crop has been good and, although prices are low, with the improvement in methods the profit to the grower is greater. Oil is flowing freely. The main disturbance to our economic order is due to lack of confidence on the part of business and lack of faith in the future, part of which is undoubtedly due to the restrictive taxation on business and private enterprise. There seems a distinct hope that there will be a revision in the tax on undistributed earnings, which will tend to help the smaller business man particularly, and also a revision in the tax on capital gains, which now interfere with the natural economic flow.

If a satisfactory solution is reached and the country is placed on a basis of limiting its expenditures to its income, with the absence of retaliation or reprisal on the part of either business or government, and indeed with a constructive effort and cooperation on the part of both, there is no reason why American business should not resume the function it has played so well in the past, through the mechanization of industry, of making possible the enjoyment of more goods for more people at less cost.

### Jerome Sills Joins CBS

Jerome Sills joins the CBS sales promotion department today as assistant to Edwin S. Reynolds, director of station promotion. Sills at one time had his advertising agency.

### Toscanini in Benefit

Arturo Toscanini and the NBC symphony orchestra will give a benefit performance at Carnegie Hall on Feb. 6. Concert will be under the auspices of the Italian Welfare League and will be handled by a league committee.

### Dancing Class by Radio

Mae Murray will give dancing lessons by radio starting today on WMCA's "Grandstand and Bandstand." She will be heard at 3:45-4 p.m., with Don Pedro's Orchestra.

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

**WALT FRAMER**  
 Freelance originator of  
**RADIO SWAPS** HEARD DAILY OVER WWSW  
 Pittsburgh, Pa.

**LEE GRANT**  
 AND HIS ORCHESTRA  
 ★ ★ ★ ★ ★ ★  
 SIX-STAR REVIEW  
 MUSIC AS YOU LIKE IT  
 DAILY WMCA 2:30-5:30

## ORCHESTRAS MUSIC

**J**OSEF CHERNIAVSKY, the photographic music man, will fold up his "Musical Camera" for a while, beginning Jan. 13, and leave New York. Louis Katzman takes his place in WOR's Thursday night 8-8:30 spot for five weeks with the same musical crew. Cherniavsky's contract renews on Feb. 6.

Victor Bay believes the best time for broadcasting a program of symphonic music is after 10 p.m. and that's why, starting Thursday, his "Essays in Music" will be heard at 10:30 p.m. over CBS. Bay reached this conclusion after studying his fan mail and conducting a survey among music lovers. Broadcasting at this later hour puts the program on at a good listening time in western territory and extends the program's audience.

Eddy Duchin and his "Hour of Romance" orchestra will continue to be heard over Mutual every Tuesday at 10-10:30 p.m. even though the organization leaves New York on Jan. 25 for a limited engagement in California. Duchin's orchestra opens Feb. 1 in the Los Angeles Ambassador Coconut Grove for eight weeks.

Lawrence Welk, with an orchestra composed of musicians of Nebraska and South Dakota nativity, goes on Mutual from the William Penn, Pittsburgh, for a month. Welk, getting his first big break, has been one-nighting in Nebraska, Iowa, South Dakota and Minnesota for several years.

Ernie Holst's orchestra opens at the Book Cadillac Hotel in Detroit with a network wire on Jan. 12. Holst will leave one of his orchestra units, conducted by Ken Snell, at his current spot, El Morocco.

When Amos 'n' Andy inaugurate their series for the Campbell Soup Company tonight over the NBC-Red Network, they will hear their theme song played on their favorite instrument as Gaylord Carter makes his debut as organist on the program. Carter, who is heard each week with Raymond Paige's orchestra on the "Hollywood Mardi Gras" and other transcontinental programs, joins Amos 'n' Andy when they change sponsors for the first time in their career on the networks.

Bob Sylvester and his orchestra will record the hit songs from the current New York musical production, "Pins and Needles."

### ATTENTION VOX-POPPERS!

Would you give a dollar a week for 50 real questions and gags? 107 leading broadcasters are using them. You get exclusive rights in your territory. May we send audition? Thanks.

#### SCRIPT SERVICE

Karl Zomar, director  
Springfield, Missouri.



### PETTY CASH VOUCHER

Week ending Dec. 30th

● ● ● Saturday... To Tuckahoe for Xmas dinner with Kate Rand's people. Besides partaking in turkey, we play "Bingo" for the first time—and lose \$3.40... Hear that a broadcast from WTMV, East St. Louis, took the place of preachers in churches around Illinois—they placed radios in the pulpits and tuned in Rev. E. R. Jaeger Xmas morn. He also had organ played by Paul Godt, music director for WTMV.

● ● ● Sunday... To the Paramount for a view of Eddie Garr and Russ Morgan's crew with Bernice Parks... Here Morgan definitely proves that it's the song that counts. After doing four or five songs—which left the audience unimpressed, Russ jammed into "Bei Mir B. D. S."—necessitating eight encores... To Leon & Eddie's for their party. Later for a once-over-tutely of Louis Prima.

● ● ● Monday... Hear from WLL, St. Louis, that Neil Norman, sportscaster, had a narrow escape Christmas Eve. He was enroute to visit his dad but the trip came to a halt when a fire blew out and hurled the car into an approaching auto. Neil is recovering from bruises and shock.

● ● ● Tuesday... To dinner with Lester Lee and Benny Davis at Gallagher's. Later to Belle Baker's sensational opening at the Paradise... Here we spot Louis Sobol, William Farmer and his wife, Jack Bregman, Larry Daniels, Eddie Wolpin, Sidney Kornheiser, George Marlo, Jack Robbins entertaining Murray and Mickey Baker with Barry Wood and his wife and Teddy Powell, unescorted. Also Del Casino, Charlie Ross, Elmo White, Wini Shaw and her groom, Sam Lyons, Rocco Vocco, Oscar Levant without June Gale, Eddie Garr, Abe Lyman, the Al (Loew's State) Rosens—and for the first time at a nite club opening, Zeke Manners, the hillbilly, going uppish with a white shirt!... Later to the Hickory House for a bit of Joe Marsala's trumpeteering and Blue Drake's warbling... A look-in at the Onyx, Famous Door and winding up at closing time in Jack White's "18" where Pat Harrington comes through with a tune... At seven bells, a bite at Reubens.

● ● ● Wednesday... Lunch with Bill Gernannt and then a double-up on Jack Adams of Erwin, Wasey... Over at CBS, Gabriel Heatter is re-hashing a script. Ed Cashman is figuring his income tax. Jimmy Appell is still opening Xmas cards—and Herb Rosenthal talks to clients via long-distance.

● ● ● Thursday... At the Kate Smith rehearsal, Kate yells out to Ted Collins, asking if she should take her skates... Benny Alberts is again out of a job... Jonie Taps is ailing... Hear that Walter Smith's dad passed away the other day. He's of CBS artists bureau... Press agent Dave O. Alber sends the editor a waste paper basket with his name painted on it and Editor marks the basket especially for "Main Street" columns...

● ● ● Friday... With so many odd names in the day's news around Wisconsin, Bob Heiss, WTMJ chief announcer, is compiling a special pronouncing gazetteer. He'll be able to say Bonduel, Weyauwega, Trempeleau or Pczokuski as glibly as "Jones"... Decide that N. Y. is no place to spend New Year's Eve, so we depart for Philly—the city of Brotherly Love.

TOTAL EXPENSE: Money lost playing "Bingo"—\$3.40!

AUDITOR'S REMARKS: Request denied!... You'll find no "brotherly love" with mel if you must gamble, why don't you play "Bank Nite"!

## ★ F. C. C. ★ ACTIVITIES

### HEARINGS SCHEDULED

Jan. 6: Warren B. Worcester, San Diego, Cal. CP for new station. 1400 kc., 250 watts, 1 KW. LS., unlimited.

Philadelphia Radio Broadcasting Co., Philadelphia. CP for new station. 1570 kc., 1 KW., unlimited.

Abraham Plotkin, Chicago. CP for new station. 1570 kc., 1 KW., unlimited.

Jan. 7: KSFQ, San Francisco. Vol. assignment of license to Columbia Broadcasting System of California. 560 kc., 1 KW., unlimited.

WFIL, Philadelphia. CP to increase power to 1 KW., 5 KW. LS. 560 kc., unlimited.

Tri-City Broadcasting Co., Inc., Schenectady. CP for new station. 950 kc., 1 KW., unlimited.

Jan. 14: WNBZ, Saranac, N. Y. Vol. assignment of license to Upstate Broadcasting Corp. 1290 kc., 100 watts, daytime.

Jan. 27: Warner & Tumble Radio Service, Memphis. CP for special station. 2558 kc., 25 watts, unlimited.

Journal Co., Milwaukee. CP for new station. 1570 kc., 1 KW., unlimited.

Mid-Atlantic Corp., Washington. CP for new station. 1570 kc., 1 KW., unlimited.

Trenton Times, Trenton. CP for new station. 1570 kc., 250 watts, unlimited.

Pacific Acceptance Corp., San Diego, Cal. CP for new station. 1200 kc., 100 watts, daytime.

Smith, Keller & Cole, San Diego. CP for new station. 1200 kc., 100 watts, daytime.

Colonial Network, Inc., Providence. CP for new station. 720 kc., 1 KW., limited.

Cumberland Broadcasting Co., Inc., Portland, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Twin City Broadcasting Co., Inc., Lewiston, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Philip J. Wiseman, Lewiston, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Cape Cod Broadcasting Co., Barnstable Township, Mass. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

George M. Haskins, Hyannis, Mass. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Arthur E. Seagrave, Lewiston, Me. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Feb. 3: Metropolis Co., Jacksonville. CP for new station. 1290 kc., 250 watts, unlimited.

Ann Arbor Broadcasting Co., Inc., Ann Arbor, Mich. CP for new station. 1550 kc., 1 KW., unlimited.

WSOC, Charlotte, N. C. CP to change frequency and increase power to 600 kc., 250 watts, 1 KW. LS. unlimited.

Bellingham Publishing Co., Bellingham, Wash. CP for new station. 1420 kc., 100 watts, unlimited.

Curtis Radiocasting Corp., Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified.

Feb. 4: WCLS, Joliet, Ill. Transfer control of corp. from R. W. Hoffman to L. W. Wood. 1310 kc., 100 watts, specified.

KRQA, Santa Fe, N. M. Vol. assignment of license to I. E. Lambert. 1310 kc., 100 watts, unlimited.

WRTD, Richmond, Va. Vol. assignment of license to Times Dispatch Radio Corp. 1500 kc., 100 watts, unlimited.

Feb. 25: West Texas Broadcasting Co., Wichita Falls, Tex. CP for new station. 1380 kc., 1 KW., unlimited.

Wichita Broadcasting Co., Wichita Falls. CP for new station. 620 kc., 250 watts, 1 KW. LS., unlimited.

Faith Broadcasting Co., Inc., Wichita Falls. CP for new station. 1380 kc., 1 KW., 5 KW. LS., unlimited.

KFPL, Wichita Falls. CP to change frequency and increase power to 1500 kc., 100 watts, 250 watts LS., unlimited.

### APPLICATIONS RECEIVED

WJIM, Lansing. Vol. assignment of license from Harold F. Gross to WJIM, Inc.

### ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

**PROGRAM REVIEWS**

**"Hollywood Parade"**

After the promising start made recently by "Hollywood Parade" on NBC-Blue, Wednesday nights at 10-11, the show has just about been holding its own. This week's performance included Bob Hope and Edward G. Robinson as visitors. Hope, who has plenty on the ball as a wit, hardly had a chance in the two brief interludes where he was used. If laughs are to be expected from a comedian, he should at least be given the time and opportunity to work them up.

Robinson's dramatic skit was okay but nothing particularly outstanding. He also voiced the usual testimonial. Musical end of the show, with Leo Forbstein conducting the orchestra, and the vocalizing-emceeing of Dick Powell and the singing by Rosemary Lane were all satisfactory.

But that "chant of the auctioneer" continues to be an annoying note.

**Lawrence Tibbett**

Baritone Lawrence Tibbett started a series for Chesterfield over CBS on Wednesday night at 9 in the spot with the Andre Kostelanetz orchestra, and the long ovation accorded him in the studio at the conclusion of the program just about reflects the listener reaction as a whole.

Singing "In the Still of the Night", "Song of the Shirt" from his "Rogue Song" film, and a couple of other pieces by George Gershwin and Cole Porter, Tibbett more than satisfied.

**Briefly**

Jimmy Stewart is developing into a very efficient emcee on the MGM "Good News" show over NBC-Red on Thursday nights. Frank Morgan is a good foil. And of course Fannie Brice continues to be a main pillar of the program; likewise Meredith Willson's music.

Rudy Vallee had a most ingratiating personality on his last Thursday show over NBC-Red in the person of Jack Buchanan, the British star. Buchanan is a comedian and singer with plenty of class and likeability. In an oldtime vaudeville comedy vein, Fred Hildebrand did a traveling salesman bit that was funny. And Frank Craven was fair in a monologish script that handicapped him.

Kate Smith brought down the house (studio) with her singing of "Melancholy Baby" last Thursday night on CBS. Henny Youngman, with Charlie Cantor, making final appearance on the program, also bowed out to big applause. He'll be missed. Franchot Tone sounded good in a wartime episode, and instrumentalist Joe Sodja did a nice stint.

☆ **Programs That Have Made History** ☆

WDAS's "Merry-Go-Round."

**F**OUR years and a few months ago, on a stormy August afternoon, 3,000 people crowded into the Sylvan Hall of Woodside Park, an amusement park in Philadelphia. This was the first picnic to be run by the "Merry-Go-Round" program. What made this crowd a little different from the ordinary run of picnickers was the reason for their braving the elements and coming through the downpour to the picnic. The 3,000 came to listen to phonograph records. They were the faithful followers of the WDAS "Merry-Go-Round" program, now in its fifth year and heard over WDAS daily at 2-4:30 p.m.

The program, since its inception, has been featuring Pat Stanton as announcer. Since his debut, Pat has progressed in the business. He is now general manager of WDAS, but still the announcer of the program.

What has made the program different from the countless other programs throughout the country featuring records is the personality of the announcer and the choice of records used. Coupled with this is the tie-ins with various theaters throughout Philadelphia featuring artists who make records. Last year in a weekly series of programs on the "Merry-Go-Round" a group of records would be played for approximately 10 minutes. Following this, Pat would introduce the artists in person. This was made possible by these tie-ins and proved very popular. Artists like Guy Lombardo, Jan Garber, Benny Meroff all were heard on "Merry-Go-Round."

But to return to the guiding light of the program and the "raison d'etre" of its success—Pat Stanton. He's Irish. Early in his radio career he decided that the most effective form of announcing was the informal style—that's how "Merry-Go-Round" is conducted—informally—and wherever possible the spot announcements are "ad lib". The success of this style of announcing and program resulted in many similar to it being inaugurated all over the country. When Pat visited Ireland during his vacation a few summers ago, he mentioned that anyone who desired a card from him from Ireland should address their requests to him—and 10,000 listeners, an all-time high, signified their wish for the mail. And they received it, too, from Ireland.

The studios of WDAS in the past few years have become the mecca for youthful listeners. Every afternoon more than 30 or 40 of these "aligators" may be seen peering into the studio—watching the announcer

and indulging in a bit of the big apple or truckin'. Many of these come from miles just to watch and listen. A few years ago, in response to requests from listeners, a newspaper was published for the program alone—"The Merry-Go-Round News." It had a circulation of over 5,000—the station defraying the cost of publication, the listeners paying the mailing charge—2 cents. It contained news of the recording artists, news of the fans themselves and choice bits of poetry from the fans. It was discontinued to prevent it from going too commercial—for many of the sponsors on "Merry-Go-Round" found that the paper itself was an effective medium and wanted to buy space. Rather than "bite off more than it could chew", publication was stopped—and two years later the clamor hasn't subsided.

The WDAS "Merry-Go-Round" has made history. It established the fact that listeners like recorded music—if broadcast as such. It proves that listeners would rather listen to a program of two hours' duration, without getting up to change the dial. The program, if recorded, must have a sense of humor, be not adverse to kidding itself. But above all it must have an announcer who is neither a wisecracker nor a barker. Just a neighborly type.

**Coming Events**

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

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

Feb. 13: Broadcast Sales Directors meeting, preceding NAB convention, Washington.

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

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

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

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

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

and  
Hundreds of Others

**NED WAYBURN'S  
DANCING, SINGING  
and  
DRAMATIC SCHOOL**  
Class or Private Instruction For  
Preparing Adults and Children For  
**RADIO CAREERS**

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

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

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who in the Theatre" for part of his brilliant record. Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio broadcasting studio.

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

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

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Between 58th and 59th Sts.  
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**NAT BRUSILOFF**

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY

CI 6-2200

## DES MOINES

Dale Morgan, former Iowa network announcer and known for his Inquiring microphone, is back as announcer again. One of his programs, "Going Places With Dale," is heard from a bus station over KSO.

Dave Nowinson, Iowa network publicity director and continuity writer, has an article titled "The Hoax That Became History" in February issue of Photo Facts.

The WHO-ot Owls are turning to WHO with three members of the original crew (Ernie Sanders, Bobby Griffin and Harold Morgan). Music will be provided by Harold Morgan's ork, Georgia Lee and Max Kreutz. Sterling Casualty Insurance Co., Chicago, is sponsor.

Dutch Reagan, former WHO sports announcer and now a rising movie star, broadcast to WHO from the Rose Bowl on New Year's.

## WLW, Cincinnati

Through cooperation of two clients of Presba, Fellers & Presba, Chicago agency, Hugh Cross and His Radio Pals will be aired six hours weekly. Clients are Olson Rug and Zanol Products.

Renfro Valley Barn Dance has been extended until April 2 by Keystone Steel & Wire Co. through Russell M. Seeds Agency.

Lowell Thomas (Sun Oil) and "Girl Alone" (Kellogg) are among other renewals.

Station also gets the Dale Carnegie (Colgate) show and two strips, National Biscuit's "Dan Harding's Wife" and Quaker Oats "Cabin at Crossroads."

## WNBC, New Britain

Crean Patterson will conduct "The Seven O'Clock Swing Session" and "Many Happy Returns of the Day," two new morning shows replacing "Melodic Reveille."

Hal McIntyre ork gets back into the fold at 4 p.m. Sundays. The Wessman Ensemble also returning soon.

Jerry Beaupre and Al D'Amato and their Melodious Echoes change to Sundays at 1:15 p.m.

Milt Berkowitz announces another Transradio newscast, on Sundays.

Hal Robie of Springfield is a newly added soloist.

Doris Peck, feminine emcee, joins Crean Patterson on the WNBC Matinee.

## WTMV, East St. Louis, Ill.

Jim (now James) Gillis, former announcer and singer here, returns in full glory to his home town as a member of the roadshow of "Brother Rat", Broadway stage hit.

American Academy of Accountancy has signed for daily five-minute programs.

## WPG, Atlantic City

Mrs. Ben Lyon, mother of the movie star, was interviewed by Ethel Rattay the other evening.

The The WPA Federal Theater radio division "Tish" program will be aired Jan. 10.

Ben Bernie's U. S. Rubber Co. program has been signed, starting Jan. 12.

☆☆ *Los Angeles* ☆☆

**W**ALTER O'KEEFE arrived last week to join the Packard troupe and inject added comedy. Appears that Lanny Ross will have to play straight for both O'Keefe and Charles Butterworth. Pat Weaver, producer of the show for Young & Rubicam, returned with O'Keefe.

Amos 'n' Andy move to Palm Springs after initial week for their new sponsor, and will carry on from the winter playground for several weeks.

NBC is reported making several different recordings of the much discussed Mae West "Adam and Eve" script, with various radio actresses, for submission to the FCC in proof of their contention that the script itself was an innocuous little drama of primitive rural life.

The John Hix "Strange As It Seems" transcriptions, 208 in all, have been taken for Canadian distribution by Irving Fogel Radio Productions from the Raymond R. Morgan Co., producers of the series.

KHJ-Don Lee has added three

## SAN ANTONIO

The Sunday Express readers are voting on the most popular radio performers.

Church Director telling where to go to worship on the Sabbath is a new 15-minute program via KABC on Sundays at 8:30 a.m.

Interstate Neighborhood Theater program is now being aired weekly over KMAC.

## WPTF, Raleigh, N. C.

James B. Little, announcer, has left here to join WFBC, Greenville, S. C. Another departure soon will be Royal Penny, who becomes sales manager at WBT, Charlotte.

U. S. Senator Josiah W. Bailey spoke to a state-wide network from here Friday evening.

The "680 Club", so termed for the station's position on dial, resumes this week as a Tuesday and Friday feature.

## KDAL, Duluth

Odin Ramsland, salesman, and R. A. Dettman, chief engineer, spent several yuletide days at Grand Forks, N. D.

Christmas greetings sent to staff members by Dalton A. LeMasurier, owner, featured pictures of famous characters in American history.

A. H. Flaten, commercial manager, is getting ready for another New York trip.

## WMPS, Memphis

Claire Weidenaar has resigned from WMPS, Memphis, to take over the radio promotion job with the Cincinnati Post.

Leslie Brooks, formerly with WTJS, Jackson, Tenn., now on announcing staff here.

shows from Mutual: Gotham String Quartet, the WPA's "Epic of America" and "News Testers."

William S. Wright, formerly with Lorenzen & Thompson, agency, joined the sales staff at KMPC on Jan. 1.

KMTR had announcers Bill Kelson, Bernard Gray, Rudy Cornell, Bud Ernst and Gary Dalton covering the Tournament of Roses parade, with set-ups at four strategic points along the route, and Ken Barton will cover the Rose Bowl game.

Gary Breckner and Tom Hanlon officiated for KNX at the Rose Bowl game.

The Hollywood Conservatory of Music has purchased a recording machine for the use of vocal coaches from the Universal Microphone Co., Inglewood.

George Jay, conductor of the popular "Listen, Ladies" on KEHE, moves over to KFVB about Jan. 15 to inaugurate a program of similar type, in addition to a couple of new ones, on the Warner station.

## LOUISVILLE

Asher Sizemore and his 6-year-old son, Little Jimmie, returned to WHAS last week after singing over WSM for past several months.

Airings from WGRC, New Albany, Ind., were free of commercial announcements on Christmas Day and New Year's Day. Sponsors just wished their listeners compliments of the season.

Sportraits, sustaining sport program on WHAS, handled by Joe Wheeler and Jimmy Finnegan, now featuring interviews with local sport figures and visitors to the city.

Dan Thompson of NBC Chicago press department visiting relatives during the holidays.

Joe Eaton, WHAS program director, is recovering from a kidney ailment which kept him confined about two weeks.

## WBT, Charlotte

Grady Cole, philosopher and news commentator, will be heard for Aspertone (Blackstone Products) beginning Jan. 18. Program will replace the Castleberry Food broadcast on which Cole is now heard.

A change in talent will be evident when Duke Power program goes on the air today. After running three years with the same talent, this popular program will be heard with almost a new ensemble. Clair Shadwell remains as announcer. Jane Bartlett, formerly violinist on the program, will play also piano and organ on the new series. Jack Phipps will replace George Frazier at piano and organ. Don White, a headliner of the Briarhopper program, will play guitar in the spot formerly filled by Pete Martin, xylophonist. Russell McIntyre, baritone, will be the new featured vocalist, replacing Margaret Chesick, soprano.

## KANSAS CITY

M. F. "Chick" Allison, KMBC publicity chief, is getting out a mailing piece on birth of a daughter, Lois Elizabeth.

Jack Wolover, former KCMO announcer, has joined KWOS, Jefferson City.

Russ Davie, production manager at KCKN, resigned to join KWTO, Springfield, Mo.

Randall Jessee, KWOS program director, was in town for a visit.

Members of the Fatty Lewis program aired by WDAF for Listerine shaving cream surprised Art Killick, author-actor, with a party.

## 4 New Musical Series On WQXR This Month

WQXR has four new musical programs scheduled for this month.

"Music of the Last Fifty Years" will be presented in a new series of piano recitals by Frederick Bristol, young American artist, on Saturdays at 6-6:25 p.m. during January. Bristol, who specializes in modern piano literature, has, for the past 15 years, served as assisting artist for Lucrezia Bori both in New York and on concert tours.

"Parallels and Contrasts" in piano music will be presented by Victor Wittgenstein, concert pianist and lecturer, at 12:30-1 p.m. on Sundays beginning Jan. 9.

Andrew Tietjen, organist of St. Thomas' Chapel in New York, returns to the WQXR schedule for a series of organ recitals on Manday evenings at 7-7:30 p.m. Programs originate from the Skinner Organ Studios.

Shirley Dale, English lyric soprano, will return to WQXR as a sustaining artist during January in song recitals at 3:45-4 p.m. on Fridays, beginning Jan. 7. Miss Dale has recently returned from Australia, where she appeared in "The Great Waltz" and other productions.

## WDBO, Orlando, Fla.

New high fidelity transmitter went on the air Christmas Day, giving station new power of 5 KW days, 1 KW nights. Holey & Rollins, engineers, now making field strength survey of new coverage assisted by J. E. Yarbrough, station's chief engineer. To herald the event, station had full-page ad in Sentinel-Star, with pictures of Col. George C. Johnston, president; J. Thomas Gurney, v.p.; Harold P. Danforth, v.p. and g.m.; Frank Reed, secretary-treasurer; Yarbrough, and a studio group.

Announcer Charles Batchelder and Continuity Writer Lenore Cushman of station staff married recently in De Land. Kept the whole affair secret until Christmas Day, when announcement was made.

Colonel Johnston, president and owner of WDBO, confined to his bed with heart trouble since Dec. 1 is now on the definite mend and expects to be up and around by Feb. 1.

Carol Irwin of Young & Rubicam visiting WDBO in connection with Mary Margaret McBride series from Florida.



## COMPLETE COVERAGE

. . . which means that EVERY subscriber of Radio Daily will receive, as part of RADIO DAILY SERVICE, a complimentary copy of

# The 1938 RADIO ANNUAL



### *Covering Radio Completely*

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*Radio Daily Service as Usual*

## NEW ORLEANS

Board meetings of the musicians' union here are reminiscent of the armistice day celebrations as the question of defining policy in connection with unsigned station finds the directors split and a new board due on Jan. 11.

Leon Prima is making changes in his band at the Shim Sham shortly.

George Tracey is the first of the out of town bands to go into Chez Patee on Jan. 6.

## WCBS, Springfield, Ill.

Program Director John J. Corrigan working like a trouper making plans for many new and local programs to start this week.

Continuity writer "Bill" Nelms slaving away at scripts for these new shows, and busily engaged making up his daily piano ramblings.

Announcer John Connelly looking for his unbreakable glasses to wear in some of the local Basketball games.

President Harold Dewing is laying the groundwork for installation of the new 110-A Amplifier.

John Midgley, announcer and control operator, is getting a lot of experience in writing while making up his weekly Sunday morning "Sunshine Hour."

C. L. Jefry of the sales department is working with several large advertisers getting their "first of the year" campaigns under way.

Tom Blanchard (Stooge) back after a few day's illness.

Cousin Betty is making plans for a larger and better "Junior Radio Stars" Club. Commercial for the Amrhein's Milk Bread. Did a swell job for the kiddies party held Dec. 27. Fox-Lincoln Theater packed for this gala affair.

## WOPI, Bristol

"Messiah," oratorio by Handel, will be presented by the Community Chorus next Sunday.

"The Homemakers Hour," from the Kingsport studios, is making a hit with housewives. It offers recipes, household hints, etc.

Sullivan County Health Department supplies a weekly health broadcast.

## ONE MINUTE INTERVIEW

## DANIEL C. STUDIN

"Radio is confronted with the job of turning out many new scripts daily, and it is little wonder if some of these do not pass the critical ear of the audience. It will always be an impossible feat for comedians to crack sure-fire gags every minute and for dramatic actors and actresses to score phenomenal successes with the material supplied them. The solution lies in interesting the younger generation in writing scripts by recognition of the writer's importance and by adequate pay."

## ★ Coast-to-Coast ★

SHIRLEY WALDMAN, kid sister of the Bailey Sisters who warble with Orin Tucker's orchestra and do a Sunday show over CBS from WBBM in Chicago for Doublemint, made her radio debut last week over WEW, the St. Louis University station which recently turned commercial. Her sisters, June and Sylvia Waldman, were heard regularly over KWK before they left the St. Louis home grounds for greater success. Arthur Jones, WEW program director, says the 16-year-old Shirley has as much on the musical ball as her sisters. He will use her on Jack Norder's diversified show on Saturdays until she finishes high school in June.

"Tablets of Stone," a series of programs which gained wide popularity when it was on WBAL, Baltimore, last winter and spring, returns to WBAL tonight at 7:15. Series again will be conducted by Rabbi Edward L. Israel and will be heard the first and third Mondays of each month.

Mariana Fiory, one of Europe's celebrated actresses, will make her English debut in America during a special performance of NBC's Radio Guild on Friday at 3:00 p.m. over the NBC-Blue Network, in Ibsen's "Rosmersholm."

For the first time on the air in America, Ferenc Molnar's "Marshal," one-act comedy with an unusual twist to the "eternal triangle," will be presented by the WPA Federal Theater Radio Division in the Contemporary Theater series over WQXR on Tuesday at 9-9:30 p.m. Donald Macfarlane directs Contemporary Theater. Vivian Anthony, well-known stage and radio actress, is in charge of production.

Alice King, who used to be a member of the King Sisters with Horace Heidt's orchestra makes her debut as a soloist on a commercial program tonight via ET as guest star on Victor Arden's "Musical Moments" over WOR at 9:15. She is no longer with Heidt. Another guest on this program will be Ralph Kirbery.

When Beverley Lane, 18-year-old soprano recruit to the Chicago Civic

## WSPR, Springfield, Mass.

Commercial Manager Milton W. Stoughton got the best of a heavy cold which confined him to his home for several days.

Program Director and Mrs. Wayne H. Latham spent a part of the holidays in Brookline, Mass.

Chief Announcer and Mrs. Elwin N. Tacy visited the ancestral Tacy home at Otis, Mass.

Quincy A. Brackett, prexy, has completed deal for airing baseball games from Boston next summer.

Opera, appears before the nationwide radio audience of the Ford Sunday Evening Hour on Jan. 9, it will be the first time she has ever sung on any radio program.

About a week ago a little girl in a town in Colorado was bitten while playing with a dog. The following day, the family left for Florida. While they were passing through northwest Florida on their way to the southern part of the state, the dog, which had been kept under observation was discovered to be rabid. Word was immediately flashed to several radio stations along the tourist family's route, and WCOA, Pensacola, broadcast an announcement which was the means of securing proper treatment for the victim, and probably saving her life.

WMCA has joined the list of stations that will carry the Roosevelt-Farley talks from the Jackson Day ceremonies on Jan. 8.

Everett Sloane was the latest Broadway actor to be enlisted for the cast of "The Shadow," heard Sunday on Mutual.

"Milwaukee Headlines of 1937" were aired for the second year by WISN. Major local events were dramatized. Neil Searles handled the show.

Betty Jane Tyler, child actress, appeared for the second consecutive week with Jean Hersholt on "Dr. Christian" over CBS on Sunday. 2:30-3. Though only eight years old, Betty Jane handles long difficult parts like a veteran performer.

NBC Thesaurus yesterday announced the signing of four new stations and renewal of nine others. Six of them for the third successive year. New stations are: WGH, WHDL, WWJ, WDCM. Renewals are: WJAX, WMBG, WROK, CHML, CKCH, CJCB, CHNS, KFDM, KPPL.

Sarah Rehm, soprano, contributes her vocal varieties to Earl Summers' Steelmakers Orchestra on the "It's Wheeling Steel" program over Mutual on Sundays.

## WGPC, Albany, Ga.

Reviews of latest movies and plays are featured on the new "Curtain Calls" program.

"Public Problems," nightly broadcast, gives listeners a chance to come up and voice their opinions on events of the day.

A group of hotels and restaurants is sponsoring "Cocktail Capers," daily musical program.

## SAN FRANCISCO

Olive West, veteran NBC actress, who has been in the east to collect a legacy, back for the holidays. She will not resume her role as "Gran'ma Liston" in "Hawthorne House" until her health improves, however.

"Bughouse Rhythm" goes back to NBC t. c. on the Red network Jan. 7.

Announcer Hal Gibney of NBC is now doing all NBC morning newscasts, retaining the Standard Symphony, "Hawthorne House," and other night shift shows.

Frank Buckley of "Bay District Publications" has joined the KGGC selling staff.

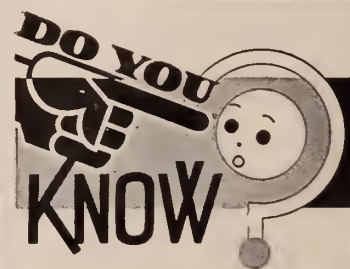
## F.T.C. CASES

Kellogg Co., Battle Creek, Mich., under a stipulation signed with Federal Trade Commission, will stop advertising that its cereal food designated Kellogg's All-Bran regulates, cleanses or has any other direct effect upon the system; that it is a competent treatment for pimples and wrinkles or for any symptom or condition unless such assertion has been justified by competent scientific evidence, and that it ends constipation. The company also will discontinue representing that any article is given free to a purchaser when, in fact, the price thereof is included in that of another article which must be purchased before one is qualified to receive the gift.

## WAPI, Birmingham

Coincident with joining CBS on New Year's, station has added to staff. Present set-up includes Dick Faulkner, program director; Clint Blakely, assistant program director; Lionel Baxter, chief announcer; Joe King and Don Frank, announcers; Nell McFarland, in charge of traffic; Willanna Walker, continuity and women's shows; Jimmy Merrill, merchandising; Harwood Hull, producing farm and family features; G. O. Privett, manager of sales; Clayton Dow, chief engineer; Claude Gray, engineer, and others.

Thad Holt, president, and H. H. Holtshouser, g.m., were given a surprise Christmas Day by a phone call that indicated trouble, but it was just the staff's way of presenting them with gifts. The staff, incidentally, got a special Christmas bonus.



Holders of radio receiving set licenses in Austria may discontinue their licenses only in December of each year.