



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 4

NEW YORK, N. Y., THURSDAY, JANUARY 6, 1938

FIVE CENTS

## Six NBC Shows Renewed

### NEWSPAPER GUILD SEEKS MORE RADIO MEMBERSHIP

As per decision at a meeting held recently by its International Executive Board, the American Newspaper Guild has arranged for a conference with Mervyn Rathborne of the ARTA to be held Friday wherein the possibilities of the ANG entering the radio field on a large scale will be discussed. ANG has taken the position that the increasing links between

(Continued on Page 3)

### St. Louis AFRA Local Has About 100 Signed

St. Louis—Newly formed St. Louis local of the American Federation of Radio Artistes has about 100 members already signed throughout this territory. Don Phillips, KMOX announcer, is president of the local; Allan C. Anthony, KWK, vice-president; Dave Ward, KSD, treasurer, and Nellie Booth, secretary.

### Auto Radios Increase 25% Over Previous Year

Philadelphia—Though general auto production is down 25 per cent, installation of auto radios is showing a 25 per cent increase over the previous year, according to March Fisher, sales manager of Transitone Corp., Philco's auto radio division.

### Lewis-Howe Adds Stations

Lewis-Howe Co. today will add WTAR, WPTF, WSOC, WCSC, and WFLA to the "Vocal Varieties" show on the NBC-Red network. WJAX will join the network on Jan. 13 and WIOD on Jan. 27. H. W. Kastor & Sons, Chicago, is the agency.

### Ready for Snow

Springfield, Vt.—Snowfly has come to Vermont and transmitter men have put in a supply of food at the transmitter house on Mount Ararat. Last year one of the WNBX engineers was marooned for eight days at his post because of snow drifts. While roads have been kept open thus far this winter, engineers believe in being prepared.

## MEN WHO MADE NEWS IN RADIO DURING 1937

(Tenth Installment of a Series)

- JOSEPH V. CONNOLLY • • EDWARD W. CRAIG •



As part of the changes that took place in the Hearst Radio organization the past year, Joseph V. Connolly changed his title from that of president to chairman of the board.

But under one title or another, a busy and important exec is still a. b. and i. e. The voluminous INS affairs also keep Connolly pretty busy.

- HERBERT R. EBENSTEIN •



Launching something new in the way of merchandising radio programs, Herbert R. Ebenstein created quite a bit of interest the past year in his Atlas Radio outfit, which set

out to produce ET shows and distribute them under the same system used by film companies, i. e., key city exchanges. Besides setting up the nationwide distributing organization, Atlas completed 28 shows in 1937.

A prominent part in drafting the NAB reorganization proposal and the committee was played by Edward W. Craig, head of WSM. He also was actively engaged in working out IRNA developments as a member of the IRNA special advisory committee.



- FRANK E. MASON •

Being appointed personal assistant to Lenox R. Lohr, president of NBC, was the principal occurrence in the official life of Frank E. Mason during 1937. Coincident with the move, Mason relinquished his duties in the station relations end to Bill Hedges, but retained his vice-presidency.



### Cities Service, Sterling Products, Amer. Home Products Sign

Three clients, Cities Service Co., Sterling Products and American Home Products, yesterday signed renewals for six shows on the NBC networks.

Cities Service, through Lord & Thomas, on Feb. 1 will renew the "Cities Service Concert" on 44 Red network stations, Fridays, 8-9 p.m.

Three Sterling Products shows to be renewed are "Waltz Time" on 25 Red stations, Fridays, 9-9:30 p.m., ef-

(Continued on Page 3)

### FATHER COUGHLIN WEB RAISED TO 58 STATIONS

Detroit—Father Charles E. Coughlin's new radio series starting next Sunday at 4-4:30 p.m., originally planned for less than 30 stations, is now set on an independent network of 58 outlets, with WJR here as the key.

Father Coughlin will be introduced from the Shrine of the Little Flower, Royal Oak, by Leo Fitzpatrick, v.p. and g.m. of WJR, who has been the radio priest's adviser since he first

(Continued on Page 3)

### Code for Popular Music Goes in Operation Soon

Harry Fox, general manager of Music Publishers Protective Ass'n, back from Washington attending the FTC hearing on the popular music publisher code, voiced the opinion that the fair trade practice plan would be put into operation within a very

(Continued on Page 3)

### Radio Boom This Year Is Seen by Philco Exec

Atlantic City—A radio business boom in 1938 was predicted by H. Pierson Mapes, sales promotion manager for Philco Radio & Television Corp., before 800 delegates to the Philco convention here. "Radio business will be much better in 1938 than it has been at any time in the past decade," Mapes stated. This counter-

(Continued on Page 5)

### Oregon Supreme Court Dismisses Libel Action

Salem, Ore.—Dismissal of a \$75,000 libel suit which grew out of a courtroom proceedings broadcast has been upheld by the Oregon Supreme Court. Action, against KFJI at Klamath Falls, owned by George Kincaid, charged damage to reputation when defense attorney at a murder trial aired his closing arguments to the jury.

### Human Clock

Utica, N. Y.—Dr. George Perrine gives time signals on WIBX's half-hour "Arpeako Musical Clock" without looking at a clock. Ken Ash, control operator, discovered the doctor, new on the show, to be both interesting and meticulous. Doc times his scripts in advance, writes in the signals, eliminates mistakes.



Vol. 3, No. 4 Thurs., Jan. 6, 1938 Price 5 Cts.

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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

## FINANCIAL

(Wednesday, Jan. 5)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	149	148	148 3/4	+ 1 3/4
CBS A	19 1/2	19 1/4	19 1/2	+ 1
Crosley Radio	8 1/2	8 1/4	8 1/2	+ 1/2
Gen. Electric	43 3/8	41 7/8	41 7/8	- 7/8
RCA Common	6 3/4	6 1/2	6 5/8	+ 1/8
RCA First Pfd.	47	46 1/2	47	+ 1
Stewart Warner	95 3/8	93 3/8	93 3/8	+ 1/4
Westinghouse	104 3/4	100 1/4	100 1/2	- 3 1/2
Zenith Radio	14 1/2	14	14	.....

### NEW YORK CURB EXCHANGE

Majestic	1 1/8	1 1/8	1 1/8	.....
Nat. Union Radio	7/8	7/8	7/8	+1-16

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6 1/4	7 1/4

### KVSO Rewards Employees

Ardmore, Okla. — KVSO not only pays its employees higher average salaries than most other stations of its size in the country, but all staff members were given a week's extra pay as a year-end token.

Station has just been authorized to boost power to 250 watts. Albert Riesen is general manager.

### Wedding Bells for Bonebrake

Oklahoma City—M. H. Bonebrake, commercial manager WKY, to wed Sue Schofield, local socialite, in near future.

### Ted Webbe Joins WMCA

Ted Webbe, former chief announcer of WNEW, has been added to the staff of WMCA. Webbe is also doing newsreel work for Pathe.

## CARL BIXBY

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

P. O. Box 84, Manhasset, L. I., N. Y.

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

### WEW—St. Louis, Mo.

760 Kilocycles—1,000 Watts

A. S. FOSTER, General Manager

ARTHUR T. JONES, Program Director

GEORGE E. RUEPPEL, Chief Engineer

"THINGS are happening," reads the caption of a recent WEW promotion. And truer words were never written. After sixteen years of operation by St. Louis University, the fathers decided to let the station go commercial. That was happening No. 1, on Sept. 12 of last year. Within 12 weeks, 38 clients were signed. That was happening No. 2. And things like that are still happening.

For example, as an audience tester, the station ran a slogan contest. Five days brought 1,038 replies. One Miss Allie Seitz was the winner, and her slogan was "The Station You'll Tune In Again."

Equally, if not more impressive, was another recent "happening." More than 1,800 Leroy Piano Lessons were sold at \$1 each after only 8 weeks of advertising.

The station is still owned and operated by St. Louis University and maintains offices and studios at 3642 Lindell Boulevard, St. Louis.

### State Radio Commission Is Seen as Conflicting

Boston — Reactions in local radio station circles to the bill filed this week in the Massachusetts legislature asking creation of a State Radio Commission are predominantly against the measure, which is regarded as conflicting with already existing federal regulations.

Broadcasting officials point out that the FCC already has rules against obscene or libelous matter, and the matter of exercising scrutiny over network programs originating outside the state is regarded as impractical.

The measure, sponsored by Rep. Philip G. Bowker, would set up a commission of three members appointed by the Governor, with chairman getting \$5,000 a year and the other members \$4,000. All stations in the state would be required to obtain a license, involving a fee.

### "How About It" on WLW Line

"How About It?", Sam Hammer production, starts Jan. 11 over WHN and the WLW Line as a regular Tuesday night feature at 8-8:30.

Idea of the show, which is emceed by Hammer, is to have contestants tell what they would do if they found themselves in certain situations. Winning contestant will be awarded \$10, with an additional \$10 each week to person sending in best list of questions.

### Reg. M. Dagg on Eastern Trip

Vancouver, B. C.—Reg. M. Dagg, commercial manager of CKWX here, leaves this week for an eastern trip which will take him to New York, Chicago, Detroit, Montreal, Toronto, Windsor and finally to Ottawa on Feb. 7 for the Canadian Ass'n of Broadcasters convention.

### Philco Dealers to Meet

Miami — Philco Radio Dealers of Chicago will hold a convention March 15-20 in this city.

### "Time" Re-enacts Scenes From Best 1937 Films

"March of Time's" famous news voices will turn their attention to movie stars tonight when Film Daily's "Ten Best Films of 1937" are dramatized over NBC-Blue at 8:30. Bill Johnstone will play the High Lama and Ted de Corsia will impersonate Ronald Colman in "Lost Horizon." Cyrilla Dorne will simulate Janet Gaynor in "A Star is Born", with Dwight Weist as Fredric March. Jeanette Nolan will play Norma Shearer and Alfred Shirley will be Leslie Howard in "Romeo and Juliet". Nancy Kelly, 16-year-old actress now appearing on Broadway in "Susan and God", will portray Freddie Bartholomew in "Captains Courageous".

### Peggy Stone Joins Hearst

Peggy Stone, for a number of years in the station relations department of CBS, has resigned to head the station relations department of Hearst Radio's International Radio Sales, newly created division, of which Murray Grabhorn is vice-president in charge.

Naylor Rogers, formerly v.-p. and general manager of KNX, has joined the IRS to manage the Chicago offices. Both the Stone and Rogers appointments are effective Jan. 15.

### American Book on WSM

Chicago—American Book Mart here has bought a quarter-hour on WSM's "Old Opry" in Nashville, through E. H. Brown agency. May also use WLW and WCAU.

### GIVES INTELLIGENT MERCHANDISING SERVICE

**WBIG** IN GREENSBORO N. C.  
CRAIG & HOLLINGBERY, Inc. Nat'l. Reps.

## COMING and GOING

EMERY DEUTSCH, whose engagement at the Netherland-Plaza in Cincinnati has been advanced a few days, leaves the Book-Cadillac in Detroit for the Cincy spot on Jan. 12.

JOHN DODGE, sales manager of WRC-WMAL, Washington, is in New York.

MRS. KEN SISSON, wife of Ken Sisson, now producing "Canada 1938", returns with Kenny Jr. and Larry from Montreal where they visited Sisson during the Yuletide week.

ROBERT MITCHELL, public relations manager of WMBG, Richmond, Va., is now in New York on business for the station.

EDDIE GARR returns from Chicago tomorrow.

MACK DAVIS of the CBS artists bureau returns Monday from a two-week vacation in Florida.

NATHANIEL SHILKRET left for the Coast yesterday and will return within eight days.

RUDA FIRKUSNY, concert pianist, arrives tonight from Europe aboard the Washington. He will give a concert at Town Hall on Jan. 13.

### New Posts for Jennings

Cincinnati—Robert G. Jennings has been appointed assistant general manager and sales manager of WLW and WSAI, it is announced by James D. Shouse, v.p. and g.m. of Crosley Radio Corp. Jennings has been a Crosley v.p. for some time. Last March he was made manager of WSAI. He also has been program manager of WLW-WSAI.

### Joe Weber Laid Up

Jos. N. Weber, president of AFM, is confined to his home with a cold. He is expected back at his desk later in the week if sufficient improvement is shown. Work on the IRNA contracts continues, however, at the hands of Emile J. Gough of the IRNA committee.

### O'Toole Back at WMEX

Boston — Terry O'Toole, the Boy from Ireland, is back at WMEX on Thursdays and Saturdays.

### FCC ACTIVITIES

#### APPLICATIONS RECEIVED

WBEN, Buffalo, Mod. of license to change power to 5 KW, day and night.

KPLT, Paris, Tex. Auth. to transfer control of corp. from A. G. Mayse, to A. G. Mayse, M. B. Hanks and Houston Harte.

KRKO, Everett, Wash. CP to increase power to 100 watts, 250 watts LS., and change hours of operation to unlimited.

## GEORGE GRIFFIN

Lyric Baritone

WEAF-NBC RED NETWORK

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

Management NBC Artists Service

### Three Sponsors Renew Six Programs on NBC

(Continued from Page 1)  
 feffective Feb. 4 and "Manhattan Merry-Go-Round" and "American Album of Familiar Music" on 55 Red stations Sundays, 9-10 p.m., effective Feb. 6. Two shows split the hour spot.  
 American Home Products on Feb. 1 will renew "Easy Aces" and "Mr. Keen, Tracer of Lost Persons" on 25 Blue stations, Tuesdays, Wednesdays and Thursdays, 7-7:30 p.m. Shows split the half-hour. Blackett-Sample-Hummert has the American Home Products and Sterling Products account.

### Code for Popular Music Goes in Operation Soon

(Continued from Page 1)  
 short time. No opposition appeared at the hearing which was held Tuesday in the FTC hearing room with Commissioner McCorkle presiding. Those from New York who attended were Jos. V. McKee, general counsel for the MPPA; John G. Paine, general manager of Ascapi; Edward B. Marks, publisher, and Fox.  
 Code as approved now goes to the legal department of the FTC, after which cards will be sent to the pop music men and the code will become law affecting publishers and their employes whether or not the former subscribes officially to the ethics in question. Non-bribery clause concerning radio and other artists is a main part of the proposed code.

### On President's Ball Show

Darryl F. Zanuck, 20th Century-Fox production chief, and Alice Faye, one of the studio's stars, will appear on today's broadcast over NBC-Blue at 3 p.m. in behalf of the President's Ball.

### NEW BUSINESS

- WGN, Chicago: Washington State Apples, Inc., "June Baker Home Management Program," through J. Walter Thompson Co.; Chicago Engineering Works, "Modern Miracles," through James R. Lunke & Associates.
- WBAL, Baltimore: Gunther Brewing Co., announcements; M. J. Breitenbach Co. (Gudes Pepto Mangan), announcements; Household Finance Corp., announcements.
- WPEN, Philadelphia: Procter & Gamble, programs for Camay, Oxydol, and Ivory; Renault Wines and Champagnes, "La Campinera Del Mulino" (The Wren of the Mill).
- WSPA, Spartanburg, S. C.: Red Top Beer, renewal; Chattanooga Medicine Co., renewal; Palm Beach Biltmore Hotel; Chevrolet, ETs, renewal; Ford Motor.
- CKNX, Wingham, Ont.: Lallemand Refining Co., announcements, through Associated Broadcasting Co.; St. Lawrence Starch Co., "Wes McKnight's Sport Interviews," through McConnell, Baxter & Eastman Ltd.
- WNAC, Boston: National Biscuit Co., "Dan Harding's Wife," ETs.
- WQXR, New York: American Tobacco Co. (Tareyton Cigarettes), "Treasury of Music," ETs, through L. H. Hartman.

### WMMN's 2,500-Mile Pick-up

Fairmount, W. Va.—Broadcast on New Year's Day of the Sun Bowl football contest, direct from stadium in El Paso, established a record in long distance transmission by WMMN. Station worked in cooperation with KTSM, El Paso, to bring exclusive airing of battle between West Virginia U. and Texas Tech, with public utility co-sponsoring. Broadcast came over 2,500 miles of specially leased A.T.&T. wire, and is believed to have been the longest direct line pick-up ever aired from any station in state. Jay Kelchner, WMMN manager, received praise from throughout this territory for his enterprise in arranging the broadcast.

### 58 Stations Will Carry Father Coughlin Series

(Continued from Page 1)  
 went on the air more than 10 years ago.  
 Charles Penman, veteran WJR announcer and present director of the station's dramatic department, will handle the broadcast.  
 Included in the network are 14 stations of the Quaker State web, 12 Colonial Network outlets, eight stations of the Mohawk Network, seven Transamerican stations including WMCA as the New York City outlet, and WJR, WJJD, WJAS, WHO, WOC, WKBW, WTMJ, KSTP, WCAO, KFEQ, WGAR, WHIO, WHKC, KCKN, WIBW, WDAS and WJAR.

### WAYX Appoints Devine Rep

Waycross, Ga.—WAYX has appointed J. J. Devine & Associates as its national advertising representative.

### WAGM, Presque Isle, Me.

R. W. MacIntosh, general manager, visited Newark and New York over holidays.  
 L. E. "Red" Hughes, commercial manager, got the New Year off to a bad start when he had to call the local fire laddies to extinguish a chimney blaze at his home.  
 To take care of the gratis church announcements, Bill Davis, staff announcer, has created a new Saturday program, "Church Calendar."

Officials of Maine's Largest Winter Carnival, Caribou Winter Carnival, are making plans to air again this year the world's longest ski marathon from Bangor to Caribou.

Ted Coffin, program director and chief announcer, recently returned from Bangor, where he spent four days looking over the two radio stations, WABI and WLBZ.

### WATL, Atlanta

"Edgar Steps Out," is a new comic serial broadcast Monday to Friday evenings.  
 Station is featuring broadcasts direct from WPA Federal Theater Projects in Atlanta.  
 The Rhumba dance step is the feature of the "Rhumba Rhythms" program. Instructions on the dance are given by professional dance teams of Atlanta, who are invited by the station to participate in the program.

### D'ARTEGA AND HIS ORCHESTRA

Admiration Shampoo  
 Sunday 6:30-7 P.M. MBS—WOR  
 1441 B'way, New York CH 4-5155

### 20th Century Fund Begins Forum Series Next Month

The 20th Century Fund, created by the late Edward A. Filene, Boston merchant, to provide a radio forum, is expected to start its series next month over a national network. Evan Roberts of the WPA Federal Theater Radio Division has been appointed consultant on the series.

### KUMA Airs Marriage

Yuma, Ariz.—Billy West, famed stunt man and holder of world's buried-alive stunt record, was married here yesterday, with ceremony aired from main studio of KUMA. West has made daily broadcasts over KUMA while in his "grave" the past month. It's the first marriage to be aired in Arizona.

### Jacobs Joins Lottman

Seaman B. Jacobs, who for the past two years has been associated with the Mack Millar publicity office, has joined the George E. Lottman staff.

### Mutual Programs to WCHV

Charlottesville, W. Va.—WCHV has arranged with Mutual and WCLE, Cleveland, to rebroadcast sustaining programs of the Mutual net as received via WCLE.

### Newspaper Guild Seeks More Radio Membership

(Continued from Page 1)  
 radio stations and newspapers, with many papers having station affiliations and the latter tied in with news agencies, plus the widening scope of service of these agencies to radio, creates a situation wherein the guild should talk with the ARTA relative to possibilities of the field to be organized and jurisprudence questions taken up.

ANG points out that Bellingham, Wash., guild has KVOS personnel signed as members, also WTNC, an NBC affiliate in Minneapolis which is newspaper-owned. All but technicians practically are considered eligible for ANG membership.

### Oklahoma Radio Awards

Tulsa—Oklahoma Radio Awards for 1937, made by W. C. Gillespie, v.p. and g.m. of KUTU, included presentations to Edwin I. Reeser of the advertising agency bearing his name, for originality, showmanship, production and service; Eddie Gallaher of KTUL, for outstanding work in sportscasting, and Carolyn Montgomery, KTUL artist.

### WMCA Show in 10 Acts

WMCA's three-hour afternoon variety show, "Grandstand and Bandstand", has been revised along the lines of vaudeville bill, divided into 10 acts.

### LeRoy Resumes Broadcasts

P. J. LeRoy (piano lessons) resumes broadcasts over WHN Sunday under a nine-week contract. Eleven 15-minute programs will be presented weekly.

# IT'S STILL CHRISTMAS

# AT WHN!

DIAL 1010

We give our long list of advertisers Christmas Gifts all year long.. Gifts like Showmanship of the typical M-G-M and Loew style—intensive but inexpensive coverage of the New York area. We'd like to put you on our gift list...

1540 BROADWAY  
NEW YORK CITY



# GUEST-ING

ZONA GALE, on "American School of the Air," Jan. 11 (CBS, 2:30 p.m.).

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

NICK LUCAS, on Al Pearce show, Jan. 11 (CBS, 9 p.m.).

MILLI CRAIG, third appearance on Martin Block's "Sunday Swing Session," Jan. 9 (WNEW, 11 a.m.).

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

FAY WRAY, on Ozzie Nelson-Feg Murray show, Jan. 9 (NBC-Blue, 7:30 p.m.).

JACKIE COOPER, interviewed by Powell Clark on "Grandstand and Bandstand," Jan. 10 (WMCA, 2:30 p.m.).

PAUL HAAKON, dancer, interviewed by Charlotte Buchwald, Jan. 7 (WMCA, 1:15 p.m.).

IDA LUPINO, on Bing Crosby show, Jan. 13 (NBC-Red, 10 p.m.).

CONNIE BOSWELL and JOHNNY MERCER, on Paul Whiteman show, Jan. 14 (CBS, 8:30 p.m.).

ARTHUR CURRAN, ALAN ROBERTS, SYLVIA FROOS and TEX FLETCHER, on "Hammerstein Music Hall," Jan. 14 (CBS, 8 p.m.).

DICK POWELL, ROSEMARY LANE and HUGH HERBERT, in scenes from "Hollywood Hotel" on radio program of same name, Jan. 14 (CBS, 9 p.m.).

MARY JANE WALSH, on Clifford Adams "Theater Guide," today (WINS, 11 a.m.).

RICHARD HIMBER, JACK LAIT and ALICE MARION, on "Sunday Mirror Flashes" tomorrow. (WINS, 5:30 p.m.)

## WDNC, Durham

Tommy Loeb, announcer, leaves to join Lord & Thomas agency staff in New York on Jan. 17.

Duke University Church Service is back on the air after a holiday recess. Edward Hall Broadhead presides at the organ.

A weekly spelling bee sponsored by Durham Monarch Club starts Jan. 12.

## Son for Buzalski

Thomas J. Buzalski, NBC television engineer, is the father of a son born yesterday in Methodist Hospital, Brooklyn.

# BIRTHDAYS

SUN	MON	TUE	WED	THUR	FRI	SAT
	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## Greetings from Radio Daily

- Blanche Alcorn
- Cecile "Spike" Grey
- Jack Norworth
- Gertrude Bly
- Lou Tappe
- Georgie Price
- Fred Hufsmith
- Eve Sully
- Helen Nugent
- Dick Teela



● ● ● "Little Shots About Big Shots"—Jesse Block of Block and Sully relates this one on Harry Hershfield, who recently returned from a writing assignment in California.... Jesse met Harry one day at Hollywood and Vine and asked the cartoonist what he was doing in Hollywood.... "Oh," Harry was supposed to have replied, "I'm doing some writing for Metro-Goldwyn-Mayer".... Block digested this answer a second and then said: "Well, Harry, I guess Leo, the MGM lion, will stop roaring at the beginning of a picture—and instead open with 'Once there were two Irishmen,'.... Which brings to mind the story that happened on the Sam Goldwyn lot. A coupla writers were walking along talking to Jack Robbins when he was there about thisa and thata.... Further down the line they encountered Sam Goldwyn, walking with his head down. As he passed the group, he inquired from the writers: "Are you thinking?"

● ● ● Having received both a July bonus and a Christmas bonus, the personnel of WATL, Atlanta, and WRBL, Columbus, Ga., according to J. W. Woodruff Jr., manager, believes that Christmas comes, not once—but twice a year.... WOR's "News Testers" on Sunday nites airs some corny answers from people writing in to get the opportunity to compete for a prize. Recent shows had these replies: Rameses VII was King of Egypt—instead of the Ram mascot at Fordham. The Spanish Loyalists were conquering Coryza—when Coryza is a common cold. John Henry Lewis was appointed to SEC—when he's really light-heavy champ. Russia and Japan were fighting over Oswegatchie—which is a river in New York. A "fifer" is the name of the new barkless dog from Africa—instead of a musician.... How do we know the answers? Some one told us!

● ● ● Jean Paul King, radio and newsreel commentator heard on "Daily Information Service" and "On Broadway," completed narration on 10 commercial films, dittoed for four newsreels and made 42 broadcasts in the two closing weeks of 1937. He also does some writing in spare time.

● ● ● In 1926 Irvin S. Cobb gave Col. Jack Major a letter to see Gene Buck in New York. On the strength of this letter, the Major left Paducah, Ky., for the Big Town.... The hillbilly checked into the McAlpin Hotel—this being the first time in his life that a hostelry was to be his domicile. However, the chambermaid in arranging the room prior to the Col.'s entry had left the "Don't Disturb" sign carelessly on the bedspread.... Well, the Major swears that the first night there he slept on the chair.

● ● ● Within the space of a week, Grace Moore will appear on two broadcasts from opposite ends of the country.... On Monday she'll appear on the "Radio Theater of the Air" coming from Hollywood via CBS.... On the 15th, her voice will be heard from the stage of the Metropolitan Opera in New York City via NBC.... Fred Waring broke Shep Fields' record at the New York Paramount by several grand.... Martha Raye broke an ankle while working in a flicker the other day.... A star was born last nite when "Right This Way" debuted on Broadway. Her name's "April"—that's all.

# AGENCIES

BASIL LOUGHRANE, Lord & Thomas radio production director, to remain in Hollywood for another week to handle Pepsodent's "Mickey Mouse" series, before returning to Chicago.

MILT BLINK, head of Standard Radio, Chicago, off to California for two-month sojourn.

JOE KURTH has joined Critchfield & Co., Chicago, as account executive. He was formerly WJJD salesman.

JOHN KETTLEWELL has joined Hays MacFarland & Co., Chicago, in charge of merchandising and new accounts.

RICHARD V. NALL has left Reincke, Ellis, Younggreen & Finn agency and joined production department of John H. Dunham agency, Chicago.

PUTNEY HAIGHT, formerly in publicity department of J. Walter Thompson Co., has gone to Hollywood to enter free lance publicity there.

ADDISON P. JENNINGS has been named Chicago manager of Grant Advertising Inc. He came from the Matteson-Fogarty-Jordan.

A. J. GROBE has resigned as space buyer for Reincke, Ellis, Younggreen & Finn.

ALMON BROOKS WILDER, formerly with Simmonds & Simmonds, has joined L. W. Ramsey Co., Chicago, as account executive.

RUTHRAUFF & RYAN, Chicago, named ad counselor for McConnon & Co., Winona, Minn. (home remedy and kitchen products). Live shows on WLS and WHO are planned.

WECO RADIO PRODUCTIONS, Seattle, program affiliate of James R. Lunke & Associates agency, moves main office to Chicago this month. Gene Baker heads program department.

GEORGE KERN, formerly of Blackett-Sample-Hummert, Chicago, has joined Publicidad Organizada, Mexico City.

## Ivan Black Emcee on Trip

Ivan Black, Federal Theater Radio Division press agent who used to be an emcee and comic, got himself a spot in the show on the Queen of Bermuda which sailed yesterday for Bermuda and Havana. It's Black's annual leave from the radio job.

## CBS Signs Johnny Mercer

John Mercer has been placed under a management contract by Columbia Artists Inc., whereby the latter will handle all radio singing bookings for Mercer. Mercer is also under contract to Warner Bros. as a song writer.

Annuities have saved many a headliner from being a breadliner

*Jules Hansberg*  
- INSURANCE -  
John 4-2800      BEekman 3-0375  
80 JOHN ST., NEW YORK

**PROGRAM REVIEWS**

**"THOSE WE LOVE"**

Lamont Corliss & Co. (Pond's)  
WJZ—NBC-Blue network,  
Tuesday, 8-8:30 p.m.  
J. Walter Thompson Co.

**SERIAL OF MODERN AMERICAN LIFE GETS AWAY SLOWLY BUT EXCELLENT CAST HOLDS PROMISE.**

Replacing the "Husbands and Wives" program, Pond's cold cream uses the same spot to introduce a new serial by Agnes Ridgway. Show, coming from the Coast, has a story that revolves around the lives of the Marshall family, the central characters being girl and boy twins who have just reached their 21st birthday. Opening reveals their devotion as Kathy wakes Kit up at 5 a.m. in order to be first to congratulate him on his birthday. Other characters are the father Judge Marshall, Kathy's sweetie, an up and coming young attorney whom the judge expects to be the next district attorney, and Aunt Emily who keeps house for the Marshalls. Rest of the introductory stanza held a birthday party at which the attorney made a speech directed at Kathy mostly and a talk between the judge and Aunt Emily, whom Uncle Jerry didn't marry because the war interfered. Part of the script appears to be leaning toward peace propaganda. Emily at any rate has made tremendous sacrifice in devoting her life to the Marshalls rather than an immediate family of her own. Story of course is a clean-cut yarn intended to please the most discriminating dial twisters, seeking "youth and love."

Nan Grey, picture star, heads the cast and like her excellent support handled the lines easily and competently. Others in the cast who might well be played up more strongly in both spotlight advertising and publicity include Richard Cromwell, Virginia Sale, Alma Kruger and Pedro deCordoba.

**"Hollywood Mardi Gras"**

Walter O'Keefe joined Lanny Ross and Charlie Butterworth Tuesday night on Packard's "Hollywood Mardi Gras" over NBC-Red at 9:30 p.m., giving the show a strong trio of entertainers aside from Ruby Mercer, Jane Rhodes and the Raymond Paige orchestra. O'Keefe wasn't fully set in his new atmosphere and so didn't quite hit his stride in the opening broadcast, but the combination looks promising.

**WSPA, Spartanburg, S. C.**

Richard Pattison, news editor, plans a week's sojourn in the home town of Indianapolis starting this week-end. Just a vacation.

Robert Wallace, chief engineer, and Mrs. Wallace made a holiday visit to Moorehead City, N. C.

Kenneth Dent of announcing staff visited the family in Lawndale, N. C.

George Andrews, engineer, is back from his native Pittsfield, Mass.

**Nora Stirling's Personal Poll**

Nora Stirling of NBC's "Sue Blake" and other programs takes her radio seriously and studiously. Besides being one of the air's better actresses, Miss Stirling also is a writer, producer—and analyst. When her "Funny Things," novelty musical show for kids, after five months on CBS as a sustainer last summer and fall, was dropped because of its heavy production and cast requirements, Miss Stirling had a desire to know the nationwide reactions to the program, so she conducted her own poll among the network stations. The survey brought several surprises. First was the volume of response—number of station executives replying totaled 51, more than 85 per cent. Of this number, 50 gave favorable and even highly enthusiastic reports on the show's popularity in their respective localities, while one station had to pass up the program because of crowded schedule. Another unusual achievement for the sustainer was that, in newspaper listings, it made the boxed list in 119 towns. All that remains for Miss Stirling to figure out now is why a program of such popularity is off the air.

**Power Boost, 12th Year Are Celebrated by WCOA**

Pensacola, Fla.—A 24-hour schedule of salute programs was broadcast by WCOA to mark its increase in daytime power to 1,000 watts. The occasion, Jan. 1, also marked the 12th anniversary of WCOA, the CBS station covering northwestern Florida and southern Alabama. With exception of two CBS salute programs, the entire schedule was commercial. This is believed to be a record for a station to present 23 hours of commercial programs.

A special radio edition was published by the Pensacola News-Journal in observance of the power boost. WCOA is affiliated with the News-Journal.

In addition to its power increase WCOA is introducing numerous technical improvements, including new transmitter location and vertical tower, new equipment to the transmitter and studios.

Station manager is Henry G. Wells Jr. WCOA is represented nationally by John H. Perry Associates, with William K. Dorman as manager.

**KOY, Phoenix, Ariz.**

Burridge D. Butler of WLS, Chicago, and this station, returned recently from a trip into Old Mexico.

KOY and "big brother" WLS exchanged season's greetings via transcriptions.

Hal Lines, control room operator, is now going into great detail in keeping logs of daily programs.

"His Majesty, the Baby", daily program, saluted a pair of new twins at yuletide.

**WHO, Des Moines**

Lem and Martha, formerly heard on transcriptions, now originate their Oshkosh B'Gosh show from here.

Kenneth Gfeller, "the singing doorman", has returned as assistant continuity director.

**RECORDINGS**

Call BRINCKERHOFF

PLaza 3-3015

**Radio Boom This Year Is Seen by Philco Exec**

(Continued from Page 1)

acts the dismal outlook given before the American Marketing Association here the same week.

Thomas A. O'Loughlin, eastern sales manager, and F. E. Quinn, eastern advertising manager, arranged the session.

**WOKO-WABY, Albany**

Snedden Weir, studio manager, appeared as organ accompanist for Billy Rose over WOKO the other night.

Cluett & Sons' Sunday afternoon program is featuring Lester Taylor, 12-year-old pianist.

**PROMOTION**

**Audience Builder**

A new device for audience building which patterns after the motion picture theater trailer, planned by John Harvey of Blackett-Sample-Hummert, was used on WTMJ, Milwaukee, and brought considerable comment.

A few days before the national premiere of "Those Happy Gilmans," new script show being tested on WTMJ for General Mills, the agency bought five minutes of time and a preview of the show was presented. After due build up by an announcer the "Happy Gilman" cast did about four minutes of script from the serial.

As a result of the success of this promotion idea on WTMJ, it is expected to become more or less of a vogue in broadcasting.

**List Program Specialties**

WBT, Charlotte, is now preparing a new selling feature in the form of a folder series to be sent to all leading advertising agencies and to Radio Sales, CBS agency, listing the station's "program specialty" each week. Job will contain picture of show and full description, including talent and costs. Program Director Charles Crutchfield says he will have 52 new shows available for sponsorship during the year, varying from script acts to dance bands.

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

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

and  
Hundreds of Others

**NED WAYBURN'S DANCING, SINGING and DRAMATIC SCHOOL**

Class or Private Instruction For Preparing Adults and Children For **RADIO CAREERS**

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

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

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who In the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.

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

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

**625 MADISON AVE., NEW YORK**

Studio

Between 58th and 59th Sts.

Phone Wickersham 2-4300

# Los Angeles

IN addition to two new musical programs bowing at KHJ this week under the baton of Carlton Kelsey, recently appointed Don Lee musical director, Frederick Stark will inaugurate still a third, called "Presenting the American Composer," on Monday at 9:30 p.m.

"Personal Problem Clinic," heard in the East as a live show, has been bought in transcription by 2GB Sydney.

May Robson and cast of "Lady of Millions" have resumed work on final episodes of the transcribed Associated Cinema program for Bauer and Black.

KEHE inaugurates a "Negro Hour" tonight at 9-10 in co-operation with the Central Avenue Board of Trade. Will be an audience show by and for the 65,000 colored residents of Los Angeles.

Captain Bob Baker tomorrow will take his "Hollywood in Person" microphone to the Hollywood Studio Club, where more than 100 girls live while awaiting the big break in pictures.

KHJ offers a new one in "I've Got Your Number," with Floyd Buick presenting a novel exposition of numerology from KFRC, San Francisco, each Thursday at 3:45.

Jerry King of Standard Radio reports revived interest in the Donald Novis recordings in the firm's library. The series was sold during the past week to the Evans Fur Co. in Chicago for WMAQ, and to the Musbeck Shoe Co., Detroit, for WJR in the auto city, and WLW and WOR. These transcriptions also have been taken for Honolulu and will shortly be heard on KEHE for Pierce Brothers.

KFWB has a new remote of Salvatore Santaella and his orchestra from Lucca's Restaurant at 7:15-7:30 p.m. and 12:30-12:45 a.m. every night except Monday, and KEHE picks up a new band, Max Cochrane, at the Cafe de Patee from 10:45 to 11:30 each night except Sunday.

"Houses Not For Sale" is the intriguing title of a new half-hour program devoted to advice to home builders on KEHE Monday, Wednesday, Friday and Sunday at 11:30 a.m.

Captain Don Wilkie, ex-U. S. Secret Service operative, initials a new 15-minute series over KFI on Jan. 8. Sponsor is the Institute of Applied Science, and contract is for 13 weeks, with airings at 10-10:15 p.m. Saturdays.

Thomas Conrad Sawyer's series for Sweetheart Soap has been renewed for another 13 weeks on KFI, following renewal of his KNX program for a similar period for the same sponsor.

Bert Fiske, KFWB musical director, will present his "Piano Paintings" program at a new time, 11:15 a.m. each Wednesday.

## RADIO PERSONALITIES

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

### GLENN SNYDER

GLENN SNYDER can play the harmonica. He has also written a song. He has a great time every Saturday night at the "National Barn Dance" of WLS, Chicago. He's one of the gang. Glenn Snyder is also manager of the station—and president of Chicago Broadcasters Ass'n—and a regional officer of the NAB.



Plays the harmonica, and wrote a song.....

He has quite a record in radio. But it isn't too clear just how it started. At 17, he was in St. Joseph, Mo. He cut shoes in his uncle's factory and got \$3.50 a week. He made good, too, and soon he was getting \$5.50 a day. Then, all of a sudden, he showed up in a bank, then back to the shoe factory, into advertising, department store and farm paper. Then came the war, and Snyder enlisted. When it ended, he was a second lieutenant, giving rifle instruction in New Orleans. Then back in the department store, and again on a farm paper. He became advertising manager of the Nebraska Farmer, then general manager of the Wisconsin Agriculturist. He came to Chicago as a member of the Prairie Farmer advertising department, and in 1931 he became manager of WLS, after a year as commercial manager. And there you are.

He also likes baseball, and the pride of his life are two lovely daughters.

## NEW PROGRAMS—IDEAS

### "Skiing on Air"

New offering of KVI, Seattle, Washington, presents Mike Donohoe, Ski Editor of the Seattle Post-Intelligencer in latest snow reports from four or five popular ski resorts adjacent to Seattle and Tacoma. Road conditions and skiing and waxing instructions by Northwest ski experts are added. It is estimated that 30,000 enthusiastic followers of the sport provide ready-made audience for this airing.

### KLZ's "Three B's" Expands

Because popularity of KLZ's novel quiz program, "The Three B's," has grown by leaps and bounds, the Denver station is moving the show to a large auditorium to accommodate the audience. Program conducted by KLZ's "inquiring reporter," Wes Batterssea, combines a spelling bee, pronunciation bee and word marathon bee. The show was first aired from one of KLZ's smaller studios; was shifted to the master studio, and now winds up in the auditorium of an adjoining hotel.

### Shoe Talk From Salesroom

Just what a salesman says to a customer, and what a customer says to a salesman while being fitted with a pair of special-made health shoes, goes over the airwaves of WFBM, Indianapolis in a new weekly series from the salesroom of the Stroupe-Tucker Shoe Co. The conversation gives novel twist to the program.

### Press Agents—Welcome!

At last -- it's happened. Press agents have a special speling time of their own, with no superlatives, no adjectives barred. WDAS, Philadelphia, has started this "Press Agent's Paradise," inviting all the noise boys of the city's legitimate theater to come before the microphone and give their candid (?) opinions of their respective offerings. It's swell—it's unbelievable — it's — but there's a catch: If, as, and when the boys finish, the announcer takes over and demands explanations of their statements. There follow some embarrassing moments — but the audience laughs its enjoyment.

### "Catch the Announcer"

Idea here is to arraign all station spellers for mispronunciations and boners right before the microphone, with Program Director Gil Fawcett handling the proceedings. Show airs over KDAL. Anonymous heckler, signing "herself" "D.A.L.", enlivens the performance by regular mail contributions spotting some faults of announcers. Curiously, the heckler bears the same initials as one Dalton A. LeMasurier, owner of the station.

### "Voice of Industry"

Special Xmas trick of WAIM, Anderson, S. C., brought recording equipment to various business houses of the city, recording the season's greetings from the lips of the different execs. Records were aired on Christmas Day.

# Chicago

UNDER direction Julius Miller, WGES has launched a daily program for Jewish housewives, featuring "Mrs. Gold" the woman's helper.

Virginia Browne Faire, former radio actress, and William Bernstein have returned from a round-the-world honeymoon trip.

Dave (Dynamo) Edelson this week rounds out 15 years as announcer. He presides over "Dance Tunes" at WSBC.

Doris Keane, manager of WWAE and WHIP, back from a holiday sojourn with parents in Kalamazoo.

George Hollingbery, head of Craig & Hollingbery, is the father of a new boy.

Valentize Jarosz has been named special foreign language sales rep for WHIP.

Joe Kelly in his Jolly Joe programs on WLS and WGN, is carrying on the work of the late Uncle Bob Wilson and his Curb is the Limit Club for kids. Jolly Joe has an imaginary telescope with which he is supposed to watch kids to see they don't cross a street without looking both ways.

Doris Keane, manager of WHIP and WWAE, is herself conducting a one hour Sunday program titled the American Church, non-denominational.

Carnation Contented Hour added 17 stations in Canada, giving it a total of 75 outlets on NBC.

WIND has made application with FCC for permission to operate experimental facsimile station.

Jim Dudley, sports commentator, of WJJD and WIND, back from motor trip to Pittsburgh.

Vivian della Chiesa to appear before Kappa Kappa Gamma on Feb. 13.

Martin Jacobsen has taken over the Courthouse Reporter broadcasts on WJJD, replacing Jack Peyser who left the station to free lance.

Henry Klein, radio director of BBD&O, has waxed a new show titled Theater of Life, a sort of March of Time, expanding the one major news event of the week into a three-act drama of a half hour.

Ethel Owen now being used regularly on Fibber McGee show to help fill gap due to fact Molly (Marion Jordan) is in sanitarium.

### WBT, Charlotte

Organist Marie Davenport missed her opening program for "Betty Moore" series because the stork called. Jane Bartlett was recently kept off the air for two months by the same old bird.

New Duke Power Co. program started this week with almost new talent line-up including Russel McIntyre, romantic tenor; Jack Phipps, pianist; Don White, guitarist, and Clair Shadwell, announcer.

**SAN ANTONIO**

George W. Johnson is the new manager at KTSA, succeeding H. C. Burke, who takes over a new eastern post for Hearst Radio.

Lloyd Snyder orchestra has returned to Olmos Night Club, remoting via KABC.

Barney Rapp's combo is now playing the Saint Anthony Hotel Rainbow Terrace. Has a WOAI wire.

Billy Bartz recently joined the production staff at KTSA.

New vocalist with the Joaquin Grill band at the Plaza Hotel Roof Garden is Dorothy Claire.

Charles Belfi is the new manager at KABC, succeeding Gene Cagle, who has returned to Fort Worth.

**WFAS, White Plains, N. Y.**

Selma Seitz, treasurer, is back at her desk following a two-week siege with blocked sinuses.

Station employees received year-end gift checks, based on seniority of service.

B. M. Middleton, sales manager, not only set the deal but played Santa Claus in the monster free Yuletide children's party staged in cooperation with Home Savings Bank at the Colony Theater.

Bruno Klohoker, director of German programs, will start the ensemble at Old Heidelberg Restaurant with a wire in mid-January.

Merchants and business institutions in Westchester sponsored Christmas and New Year Greetings Programs over WFAS at 4-5 on both holiday afternoons. Lang-Worth Library Transcriptions furnished music.

Millicent Tralle, WFAS director of women's programs, back after a tiff with a cold.

Gertrude Porter (continuity, New York office) out with an abscessed ear.

Virginia Trumpy, eight-year old favorite of the weekly Loft Radio Party programs, back after a Christmas trip.

Dick Dunn, WFAS nemo operator in Yonkers area, building a scale-model of the station's 190-foot Lehigh radiator.

A broadcast - from - the - store was aired on the opening of the new Yonkers unit of George W. Loft Food Markets. Millicent Tralle had charge of program, assisted by Announcer Jack Mercer.

**Transcribed Greetings**

WISN, Milwaukee, aired season's greetings of advertisers by means of transcriptions. Sponsors' records, made in advance, served in place of Christmas cards when played over the airwaves.

**Lawson Zerbe**  
PL 3-2600

**ORCHESTRAS - MUSIC**

**OZZIE NELSON** and his orchestra have been renewed for three more months at Victor Hugo's in Beverly Hills. His "Truth or Consequence" broadcasts over KHJ and West Coast Mutual outlets will continue six nights a week.

*Don Redman and ork, with Orlando Roberson and Louise Carroll, are at Lookout House, Covington, Ky., for four weeks, airing over WLW. Booked by Century Orchestra Corp.*

Century Orchestra also has the Anthony Trini and the Bobby Hayes crews on a one-night ballroom tour, while Bob Sylvester is at Club Evergreen, Bloomfield, N. J., airing over WNEW.

*Mike Riley and his ork have been booked by CRA for the Trianon Ballroom, Cleveland, with WTAM-NBC wires, starting Feb. 1.*

Earl Hines plays the State-Lake Theater, Chicago, week of Feb. 3, then is routed east for a Philly theater date, through CRA.

*Rudolph Ringwall will direct the Jan. 19 broadcast of the Cleveland Orchestra over NBC-Blue. Artur Rodzinski is regular conductor.*

Tommy Dorsey will hold a swing contest for amateurs on his Kool-Raleigh broadcast of Jan. 21 over NBC-Blue.

*Beginning this week pianists Al and Lee Reiser will be heard regularly on Felix Knight's Thursday 5:15 p.m. WEAJ programs. The Reisers are heard on four other NBC programs weekly.*

Ernie Holst's opening date at the Book-Cadillac Hotel in Detroit has been advanced to Tuesday, January 11. This marks Holst's fifth return engagement at this spot. He will have a CBS wire.

*Lyn Murray started the New Year with ten weekly CBS programs for his orchestra and choruses.*

Pat Henry, former WIP songster, has finished five recordings for Decca with Gene Kardos orchestra.

*Al Kavelin and band have taken on a vocalist, Kathryn Case, Miss Philadelphia of 1937, and go to Detroit for short engagement.*

In the first program of a series to be known as "Milestones in American Music," Dr. Howard Hanson will conduct the Rochester Philharmonic Orchestra in the overture to Oedipus Tyrannus, by John Knowles Paine, and Edward MacDowell's Indian Suite, in a broadcast tomorrow at 9-9:30 p.m. over NBC-Blue Network.

*Blue Barron, a favorite ork in the midwest, makes his New York debut tonight in the Hotel Edison Green Room. His first air program will be over NBC-Blue at 11 tonight.*

Chick Webb's band returns to the Savoy Ballroom and NBC on Jan. 16.

*Samuel Gardner will conduct tomorrow night's Bamberger Symphony program over WOR.*

Morton Gould's "Second Swing Symphonette," aired by the composer-conductor on his WOR-Mutual program Monday night, elicited much praise. The composition blends classic and modern swing music with very pleasing effect.

*Peter de Rose, who wrote such hits as, "Wagon Wheels" and "In the Mission by the Sea," and is heard over NBC with May Singhi Breen, says he has begun work on his greatest undertaking—an American folk opera about the great West.*

Freddie Martin, who has just returned to New York after a two-year tour of the country and now is featured with his orchestra in the Crystal Garden at the Ritz Carlton Hotel, will be the guest of honor at a Gala Welcome Home Party that Leon & Eddie are tendering to him at their rendezvous on Sunday evening.

*Terri La Franconi, now playing at the Roney Plaza in Miami, set for date at the Paramount Theater there.*

Ward-Berman Orchestra, for ten years one of New Haven's featured musical groups, was selected to present WICC studio orchestra assignments in that city, in line with AFM deal.

*Louis Katzman tonight starts a 13-week engagement over WOR.*

Teddy Grace, Mal Hallett's vocalist, will appear in Martin Block's Swing Session at the Criterion Theater Sunday. She has just completed 12 sides for Decca.

**"The Dial"**

January issue of "The Dial", booklet house-organ of WOPI, Bristol, Tenn.-Va., is an easy-reading piece of 14 all-text pages with short, snappy items on wide variety of topics. Smartly written job takes in such features as the Mickey Mouse trouble in Yugoslavia, the drive to "donate-your-old-radios-to-the-poor", move to sell surplus eggs through radio, and other subjects not related to airwaves. Station plugs are on the covers. Book has much to recommend it to the reader, including size, convenience, good typography, and restraint of straight advertising matter.

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

**OKLAHOMA**

Letters of appreciation for KVOO (Tulsa) News Bureau four times a day newcasts have been received from 16,296 regular listeners in 1,508 cities and towns in 33 states, Canada and Mexico. More than 6,000 broadcasts have been given in the five years it has been on the air.

Paul Buening, KTOK (Oklahoma City) program director, from Salina, Kan.

O'Darrell Cunningham now announcing at WBBZ—(Ponca City). He was formerly with KTOK.

Weldon Stamps new newscaster with KTOK.

KHBG (Okmulgee) now airing weekly luncheons of local Chamber of Commerce.

"Air Adventures of Jimmy Allen" now on KVOO (Tulsa) sponsored by Rex Baking Co.

Jasper McDoary Hyde and his 11 children, known to radio as The Oklahoma Hill Babies are returning to Tulsa after appearing on stations in New Orleans, Columbus, and Birmingham.

Audrey Kerlee, secretary to WKY (Oklahoma City) manager Gayle Grubb, has resigned to go to New York to join Elliott Roosevelt's staff.

**COMING EVENTS**

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

Feb. 7: Canadian Association of Broadcasters convention, Ottawa.

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

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

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

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.

**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

## PHILADELPHIA

Jerry Stone, WDAS publicity director and who also handled the station's "Sidewalk Interviews," has had to discontinue latter because of labor troubles at near-by shops.

A new series of concerts by the Civic Symphony Orchestra will begin over KYW under direction of Thaddeus Rich.

Stoney McLinn, WIP director of sports broadcasts, will be given a testimonial dinner by his friends.

Joan Wallace and the ensemble of WDAS are putting on a new series of condensed musical comedies and operettas, arranged by Jack Schwartz.

John Facenda, WIP Night Supervisor, celebrates his first year with the station.

Max Friedman former member of the team of Cookie and Cheffie, on WLIT and WFAN in the old days, is now song writing.

James Tyson Jr., drummer in the WIP house band, has become engaged to Anne Willis and will wed in the spring.

Bonnie Stuart, backed by the KYW orchestra under Jan Savitt, starts a new weekly show over NBC-Red network.

Harold Davis, production manager of WDAS, steps into a new role now that he is writing continuity for a special dinner music broadcast of Joe Frassetto and band.

J. Barry Sherry, who plays the character parts in the "Dramas of Science" heard over WCAU, is none other than the onetime stage and screen player.

## WBAL, Baltimore

With the signing of Bob Iula and his nine-piece orchestra as permanent staff musicians, plans are about completed for a five-times-weekly "Hi-Jinks" schedule. Cast will be headed by Rex Reynolds and Garry Morfit.

Jerry Lee Pecht has replaced Garry Morfit on "Plaza 4900." Morfit is needed on many new local shows to start this month.

Edwin M. Spence, g.m., in a New Year message to his associates, says he looks for bigger and more vital advances in radio during 1938.

## ONE MINUTE INTERVIEW

## WALTER CASSEL

"If you want to gain fame as a singer, try to start in radio and not on the stage. It's too easy for a stage singer to get in the rut because a stage singer isn't able to get enough variety in his work. He's apt to stick to one or two songs for months—the songs that get the greatest response from the public. However, you can't do that on radio. Radio offers the great proving ground in the world for a voice, because when you're on the air you're completely on your own. You must put over your numbers without the benefit of gestures, costume or good looks."

## ★ Coast-to-Coast ★

THE "Airfinds" program with Jay C. Flippen and Irving Aaronson's orchestra will switch to a new day and time starting Monday when the broadcast is heard at 8-8:30 p.m. The show features the weekly winners of the WHN Amateur Hour, which has shifted to Fridays at 8-9 p.m. from the stage of Loew's Ziegfeld Theater.

*In its first direct air affiliation on a regular basis, the Baltimore Museum of Art will present a weekly radio program over WBAL entitled "The Children's Hour."*

John W. Quarles, president of Rome Broadcasting Corp. (WRGA) and one of the original directors of the National City Bank of Rome, Ga. (he has missed only one directors' meeting in 25 years), was a speaker on the one-hour Silver Anniversary program aired over WRGA.

*A total of 26 accounts are listed in the New Business compilation of KCKN, Kansas City, Kan., from Dec. 15 to the first of the year.*

Lawson Zerbe, who appears in many of radio's leading dramatic programs, is now heard in featured roles on "Grand Central," over WJZ on Friday at 8 p.m.

*The "Manhattan Merry-Go-Round" film, produced by Republic Pictures, was given quite a publicity and exploitation buildup in advance of its*

*opening at the Criterion on Broadway. Phil Regan, Cab Calloway and Ted Lewis figured prominently in the promotion, and the radio program of the same title gave the film a plug.*

Mutual will air a preview of film, "In Old Chicago," from Hollywood on Jan. 14 at 11:30-12 midnight. A description of a race to the Four Star Theater between Andy Devine, riding in a blimp, and the Ritz Bros., in a horse drawn firewagon, will be the feature of the airing.

*Students at Springfield (Mass.) College will evaluate modern movies and radio programs in an appreciation course offered for the first time at the school by Prof. Kent Pease during the winter term.*

Edney Ridge's WBIG down in Greensboro, N. C., has gone peaceful and Democratic for 1938. A publicity break accorded the station in the current issue of The Democratic Digest, published monthly by Women's Division of the Democratic National Committee, Washington, shows Harriett W. Elliott, dean of women, University of N. C. and state director of the Speakers' Bureau, at a WBIG mike doing her stuff.

*KARM, Fresno, is latest subscriber to Standard Radio program service. KBTM, Jonesboro, Ark.; WICA, Ash-tabula and WDW, Tuscola, Ill., are taking the Popular Supplement.*

## WCAE, Pittsburgh

Betty Wills, chief of traffic department, says the wedding date will be in early spring.

Two advertisements on "Morning Express" last week sold 4,000 dozen of eggs.

Sports announcer Jim Murray waxed a 15-minute show late last week for a sponsor who wants an early morning program.

Bill Schroeder of the sales staff spent the New Year's holiday at his St. Louis home.

Two new educational features start this week, one under the auspices of the Allegheny Bar Association and the other titled "Adult Education."

## WOPI, Bristol, Tenn.

A new feature of the "Homemakers Hour," broadcast direct from the Kingsport Studios is a "recipe" contest to be held for all housewives of Bristol and Kingsport.

Station has just initiated "The Sunshine Girl," featuring 15 minutes of songs by one of the staff artists.

"Community Service Program," broadcast weekly, will feature Fred. F. Fletcher, County Agent of Dickenson County, who will discuss various community projects taking place in Dickenson.

## WRBL, Columbus, Ga.

A new method of "Vox Popping" is the "Columbus Chats with Bill & Bob" in which the public interviews the two Announcers Bill Dougherty and Bob Mimms as well as vice versa. The result is a humorous 15 minutes of snappy ad libbing on the part of the announcers as well as "the man on the street."

Elaborate preparations are being made by Jim Woodruff Jr., manager, for this year's Community Service Broadcasts.

## "Request Club" Fans Pick Hits

Frank A. Seitz, who conducts the "All-Request Club" over WFAS, White Plains, N. Y., on Monday, Wednesday, Thursday and Saturday afternoons at 3, offered listeners an opportunity of setting up their own "Parade of Hits" for 1937. From the cards and letters received, the following selections, in the order named, polled greatest number of votes: "Once in a While," "Where or When," "Bob White," "Whispers in the Dark," "Goodnight My Love," "Sailboat in the Moonlight," "September in the Rain" and "Have You Any Castles, Baby?". Hit songs were played in session of All-Request Club broadcast.

## SAN FRANCISCO

KFRC acquires the Eddy Duchin show, "Court of Human Relations," "Epic of America," "Musical Cartoons," "Musical Camera," and "Music for Today," as the first new programs of the year.

The East-West game New Year's Day was b'cast exclusively for the nation over MBS by Ernie Smith and Mel Venter.

Visiting here is Lewis Allen Weiss, g.m. of the Don Lee net, making a tour of the coast on a visit to most of the 26 Don Lee-Mutual outlets.

NBC acquiring 22 new shows to start off 1938.

Jack Meakin, NBC maestro, has started "Meakin Miniatures," Mondays on KPO, 10:30-11 p.m., playing pop tunes.

John Wolohan's ork has begun a series of 11:45 to midnight spots from his ballroom on KFRC on Mondays, Fridays and Saturdays. Other band changes in the local Mutual lineup include Roger Burke, replacing Harry Owens at Sir Francis Drake, and Joe Reichman, who took over the Mark Hopkins where Griff Williams held forth.

S. H. Patterson, KGGC mgr., is new president of Northern California Broadcasting Ass'n, succeeding Art Westlund, KRE mgr. Assoc. has 17 members.

After an absence of several months, "California Concert," directed by Ernest Gill, has resumed a Sunday t. c. spot.

Dee Waller, NBC program traffic, recovering from poison ivy trouble.

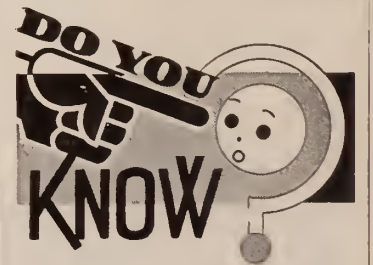
Regal Amber Brewing will sponsor nightly weather reports on KGO, through M. E. Harlan agency.

NBC shifts S. E. man Jim Lyons to production; Keith Wadsworth, from office boy staff to s. e., and Helen Bartlett, from press to production department secretary.

## KIDO, Boise, Ida.

New announcing talent within the station ranks was uncovered recently when Chief Engineer Harold Toedtemeier, an ardent bowler, was enlisted to give play-by-play of City Bowling League matches.

C. G. Phillips, manager of this NBC outlet, wasn't satisfied with handing out the usual year-end bonus to staff. In addition, he gave each member of the family a handsome wrist watch. He also included a watch for himself, the Missus—and a big one for the station.



With transmitter in the Eiffel Tower, Paris, France has been among the leading countries in television experiments since 1935.