



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 9

NEW YORK, N. Y., THURSDAY, JANUARY 13, 1938

FIVE CENTS

Chi May Lose Top Bands

Looking On ... AND LISTENING IN

AT RANDOM Playing a guest spot is the toughest of all assignments for a radio comedian. Even Benny, Cantor and Allen take a few minutes to warm up before the sparks begin to fly on their shows, yet a visiting star on a program is thrust abruptly into the scene and he must be funny instantaneously or he's considered a flop.

Worthy of being framed is this excerpt from a recently heard WOR commercial: "Advertising is a form of news. It tells people about desirable products which otherwise would be unknown to them."

Playing to the studio audience is becoming more prevalent—and squawks from listeners are getting louder.

One of the biggest needs of radio today is a clearing house to bring together, quickly and efficiently, the creators of program ideas, including writers of scripts, and sponsors looking for good material.

Elliott Roosevelt is the latest member of the same illustrious family to display unusual qualifications as a commentator on the air.

Radio industry is breeding a future serious problem for itself in the vast amount of free attendance that is being permitted at broadcasts.

Why aren't more novels, old and new, dramatized for the air on a serial basis, a chapter a day?

—D. C. G.

Boost Competitors

St. Louis—WEW has the neighborly spirit. It is the plan of Program Director Arthur T. Jones, before station signs off at dusk, to tell listeners about the best programs nightly over other local stations and remind them of WEW's schedule next day. Idea is to attract interest of advertisers who have been invited to mail their plugs regularly to the station.

NEHI MUSICAL PROGRAM STARTS IN MARCH ON NBC

Nehi, the beverage, in March will start a musical show on the NBC-Blue network, Fridays, 9-9:30 p.m. Station list not set as yet.

George Olsen and his orchestra, Teddy Bergman and Tim and Irene auditioned for the spot early this week.

Reorganization, Expansion At KDYL, Salt Lake City

Salt Lake City—Sweeping reorganization of the program, production, continuity and personnel departments of KDYL has been effected by S. S. Fox, president and general manager.

George Snell, former assistant production manager, assumes R. T. Harris' job and continues as publicity director. Ted Kimball, formerly of WRC, Washington, NBC outlet, is new director of live talent and special events. By Woodbury has been appointed musical director and has completed arrangements to hire a complete staff orchestra of 14 pieces. Floyd Farr becomes chief announcer

(Continued on Page 6)

Brokerage Firm Finds Radio Leads in Results

Boston—A survey of media conducted by Stephen Paine, member of Paine, Webber & Co., brokerage firm, revealed that radio led in effectiveness, not only in bringing new business to the firm, but also in reopening old accounts. The broker presents two broadcasts daily over WBZ and WBZA.

AFM Board Meet to Decide Further Radio Questions

Ruthrauff & Ryan in Chi Sets Feb. Billings Record

Chicago—Ruthrauff & Ryan here reports the biggest billing in its history for February. January also is near record. Agency has launched new spot campaign for Holland Fur

(Continued on Page 2)

Eight Spots Give In to Networks' Remote Fee of \$100 Weekly—Others Without Outlet—Stations Add Musicians

Wrong Record

Pittsburg, Kan.—While KOAM's regular switchboard queen and station's news man were respectfully out to lunch, and the blonde steno was at the hello board, somebody called up and said: "I have a death record I want to give your news man."

"Bring it right up," replied the blonde, "and we'll put it on the transcription table and play it for you."

2 NBC COMMERCIALS RENEW FOR 52 WEEKS

Two more NBC clients, Lewis-Howe and Lady Esther, have signed 52 week renewals with the network.

Lady Esther series will be renewed on 41 Red stations, Tuesdays, 8:30-9 p.m., effective Feb. 1. Program features Wayne King and his orchestra. Lord & Thomas has the account.

Lewis-Howe on Jan. 27 renews

(Continued on Page 3)

Crowell Pub. to Start Midwest Test Series

Crowell Publishing Co. (Country Home) on Monday will start a 13-week test series of five-minute live script shows on three midwest stations (KFRU, Columbia; WNAX,

(Continued on Page 2)

Chicago—With next Sunday the deadline, the following night spots have capitulated to stations' demand for \$100 a week service charge: Chez Paree with Henry Busse, Grand Terrace with Earl Hines, Oriental Gardens with Louis Panico on NBC; Blackhawk with Kay Kyser, Yar with Ennio Bolognini on Mutual, Edgewater Beach with Orrin Tucker (which does not have to pay owing to a contract running to 1939),

(Continued on Page 3)

FCC CALLS CONFERENCE ON PRESS FREQUENCIES

By GEORGE W. MEHRTEHS
Washington Bureau, RADIO DAILY

Washington—FCC is inviting press associations and other interested parties to attend an informal conference Jan. 27 for the purpose of discussing rules and regulations which may be

(Continued on Page 3)

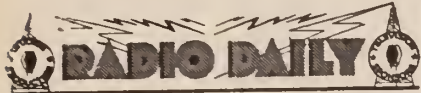
ANA Annual Convention Sept. 28 in Hot Springs

The Association of National Advertisers Inc. will hold its 28th annual meeting at The Homestead, Hot Springs, Va., Sept. 28-Oct. 1. In accordance with the usual custom, part of the meeting will be closed to all but members, and part will be open to invited guests.

Arthur E. Tatham, Bauer & Black, Chicago, is chairman of the Program Committee.

KMOX Auditions Self

St. Louis—Entire KMOX staff was paraded for benefit of station's sales force the other day in a series of auditions that ran throughout the day. Idea, conceived by Commercial Manager Ken Church, was to acquaint salesmen with merchandising possibilities of station's talent and personnel including 50 acts and 213 individuals.



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

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FINANCIAL

(Wednesday, Jan. 12)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Majestic, Nat. Union Radio. Columns include Bid, Asked.

OVER THE COUNTER

Table with columns: Stromberg Carlson. Columns include Bid, Asked.

Ruthrauff & Ryan in Chi Sets Feb. Billings Record

(Continued from Page 1)

nance and added the McConnon Co., Winona, Minn., home remedy concern, which has live shows on WLS and WHO. Other accounts include Oshkosh Overalls, Campbell Cereal, Penn Tobacco, Dodge Motors, H. Fendrich Inc., Sterling Beere, Hyde Park Breweries, Fawcett Publications and Lewis Medicine Co. Ros Metzger is radio director.

4 BBC Programs on Mutual

Mutual will air four BBC programs during the latter part of this month and first of next. "Palace of Varieties" will air on Jan. 22, 3-4 p.m.; "Music Hall" the following week at the same time; "BBC Symphony" on Feb. 2, 3:15-4 p.m.; the last show on Feb. 5 will be a repeat of the first program.

DON KERR

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

Atlas Southern Branch Officially Opens Today

Dallas — Official opening of the southern distributing office of Atlas Radio Corp. is scheduled today. Located at 2011 Jackson St. here, the branch will control the distribution of the Atlas 1937-38 production of 28 serial features in this area.

Herbert R. Ebenstein, president of Atlas, arrives today by plane to confer with Claude C. Ezell, southern regional director, in charge of the new office, and Ray Coffin and Lou Winston, Atlas executives from the west coast. A cocktail party will be tendered the press, station executives and sales forces of stations in the region.

This will constitute the third formal branch opening for Atlas. Ebenstein expects to formally start the coast office in Los Angeles the week of the 17th.

Crowell Pub. to Start Midwest Test Series

(Continued from Page 1)

Yankton; KMA, Shenandoah). Program will be heard five times weekly around noon. A series for Woman's Home Companion has been running for some time.

Corinne Jordan as Herself

St. Paul—Identified for several years as the "daily messenger" of the Montgomery Ward shows, Corinne Jordan, KSTP program director, has stepped out with a new afternoon show in which she is herself.

The new stanza is for women and is called "What's New?" Utilizing press releases and other material, Miss Jordan talks about new books, plays, design, movies, music and the like, especially from the woman's angle.

Little Theater of the Air

Chicago—Gale Maritano, Adela Kay and Theodore Wagner have formed a partnership to operate the Little Theater of the Air, a radio production concern also offering an instruction service for aspiring radio performers. Among shows the concern has on the air are "The Little Theater," "Michael and Judy" and a song dramatization program on WHIP, and "They're Off" on WWAE. Miss Kay is continuity editor of the two stations.

Hearn's Kid Talent School

In order to develop talent for its "Children's Radio Revue" broadcast over WHN every Saturday morning at 10:30, Hearn's department store has inaugurated its own school to give talented youngsters instruction in singing, dramatic art and dancing. Both the program and school are under the direction of Joan Hamilton.

Ernie Smith's Tenth Year

San Francisco—Ernie Smith, ace KYA sports announcer, has passed his tenth anniversary in broadcasting.

WIP to Feed Network On Games for Atlantic

Philadelphia—WIP will be the key originating station for a nine-station hookup carrying the Athletics' home baseball games next summer under sponsorship of Atlantic Refining. Other stations are WPG, WDEL, WSAN, WHP, WGAL, WORK, WEST and WEEU.

This will be the third year that WIP has aired play-by-play descriptions of the Athletics' games, which also will be heard over WFIL under Kellogg sponsorship.

Radio Gets Customers For Mail Order Bakery

Union, N. J.—Due considerably to the use of radio, Arthur Groth, wholesale baker here, has built up quite a mail order business, necessitating appointment of two distributors in the Philadelphia area.

Groth has been using German programs on WHOM and recently signed for German and English programs on WBNX.

Fitzpatrick to Florida

Detroit—Leo Fitzpatrick, v.p. and g.m. of WJR, leaves this week-end for Florida by way of New York, where he will spend a few days before continuing south. He will be away for three weeks. Mrs. Fitzpatrick and the two children are going along to spend the winter in the south.

COMING and GOING

LEO FITZPATRICK, v.p. and g.m. of WJR, Detroit, arrives in New York on Monday morning for a stop-over en route to Florida.

HERBERT R. EBENSTEIN, president of Atlas Radio Distributing Corp., flies from Chicago to Dallas, arriving today, to negotiate regional deals among southern broadcasters.

FEG MURRAY, emcee of the "Seen' Stars" program, will leave Hollywood directly following his show Sunday for Minneapolis, where he'll be guest of honor at a celebration being staged by the Minn. Tribune.

HARRY MAIZLISH, KFNB general manager, trained out from Hollywood early this week for Chicago and New York, where he'll spend two weeks.

ROYAL E. PENNY, formerly sales manager of WPTF, Raleigh, N. C., has arrived at WBT, Charlotte, to take over duties of sales manager for the CBS southern key station.

EDWARD G. ROBINSON and CLAIRE TREVOR leave Hollywood for New York in time to make their "Big Town" broadcast from here Jan. 18.

SHEILA BARRETT is in Boston for a week's personal appearance at Keith Memorial Theater.

CECIL B. DE MILLE goes to Boston next Tuesday for a personal appearance at the Met. Theater there in conjunction with the opening of "The Buccaneer".

JOHN CONRAD, KWK publicity director, planned to plane to Washington last night. He will be back in New York tomorrow.

A. A. SCHECHTER, NBC director of news and special events, sails Saturday on the Conte di Savoia for Italy.

Bates Opens Offices

John Bates, retiring as commercial manager of WOR, will open his own production offices next week at 9 Rockefeller Plaza, Room 1707.



CHI. MAY LOSE BANDS UNDER REMOTE FEE RULE

(Continued from Page 1)

Medinah club with Hal Munro and Swingland with Horace Henderson on CBS.

Many smaller night spots are reported willing to shell out the \$100 a week demanded but stations are declining because the bands are not choice enough.

Among bands that will have no outlets will be Hal Kemp at Drake, Shep Fields and Ralph Ginsburgh ensemble at Palmer House; Buddy Rogers at College Inn, Bill Carlsen and Dick Jurgens at Aragon-Trianon, Marek Weber at Stevens, Eddie Varzos at Bismarck, King's Jesters at La Salle and Benny Meroff at Congress. If hotels remain adamant in declining to pay and James C. Petrillo stays by rule that band leaders can't pay, net result will be that soon Chicago will not be able to get top bands for its spots.

At NBC Whitey Berquist, pianist, and Rex Maupin, production director, will head new studio orchestra; Olga Kargau, contralto, and Irma Lyon, organist, will fill various evening spots and the Three Romeos will be given a regular program spot. An hour's variety show is also under consideration for one of the NBC nets. Dean Fossler, organist, has been added to staff. NBC is adding 18 musicians on Jan. 15; WGN and WBBM proportionately.

Mutual, which has long emphasized dance bands, has two score bands it will pipe in from elsewhere. In addition, WGN, local outlet, will carry many of the WOR musical programs, educational sustainers from elsewhere as well as adding some new ones. Herbert Hyde, organist, has been added to staff and a plan is under consideration for building a studio ensemble. Orchestras on Mutual list include Eddy Duchin, Guy Lombardo, Horace Heidt, Richard Himber, Isham Jones, Leo Reisman, Abe Lyman, Tommy Dorsey and Will Osborne.

WBBM-CBS is building a new 11 piece studio orchestra to be directed by Hilly Elden. Dave Bacal, electric organ stylist, has been added to the staff to help fill various spots.

Ascap-Czech Deal

Ascap has concluded negotiations with the Czechoslovakian performing rights society and all compositions in the catalog of the foreign society becomes available to Ascap licensees. Final pact with the Holland organization is still pending. Czech agreement keeps 20 foreign societies affiliated with Ascap.

Booking Direct
D'ARTEGA
AND HIS
ORCHESTRA

1441 B'way, New York CH 4-5155

NEW PROGRAMS—IDEAS

Junior Leaguers on Air

Sympathetic ear of Major Edney Ridge, manager of WBIG, Greensboro, put socialite Junior Leaguers on the airwaves two years ago. Today their children's program over the station is perhaps one of the most successful of its kind in the business. Idea of spot is educational, fitting national program of the Junior League. Drama was selected as best means to do it, and each Tuesday near 6 p.m. League puts on homemade sketches, mostly of historical character. Head of committee in charge is Mrs. Maude Merrimon Wiggins. She found the right scripts high-priced, so got members to write them, enlisting Leaguers for female roles, calling on male volunteers for George Washingtons, captains, princes, etc. Scripts are

planned to set well with the seasons, like Dickens for Xmas, and so forth. Job is exceedingly well done, with youngsters, family, and Leaguers themselves enjoying it. When show shuts down for the summer, letters of objection pour in.

"Who? Me."

"Who? Me." Three like that start off the frolic of the Three Wise Owls in WTMV's new idea. The owls are writers John Sneeberger, Charles Barnhart and Warren Champlin, who next begin to question each other on things they aren't supposed to know. Questioner must be able to answer his questions to the satisfaction of those to whom he directs them—which is funny enough in itself. The East St. Louis station reports a growing response to this feature, with listeners asked to send in questions.

2 NBC Commercials Renew for 52 Weeks

(Continued from Page 1)

"Vocal Varieties" on about 30 Red stations, Tuesdays and Thursdays, 7:15-7:30 p.m. Thursday show has a repeat to the mountain and Pacific Coast at 11:15 p.m. H. W. Kastor & Sons Adv. Co., Chicago, is the agency.

Himber, Hoff for "Hit Parade"

Richard Himber will resume his activities as director of "Your Hit Parade" next Saturday night, when he succeeds Leo Reisman as baton wielder on the CBS series. Himber previously conducted the "Your Hit Parade" programs when they were heard over NBC Wednesday nights prior to the advent of "Your Hollywood Parade."

Carl Hoff of the Al Pearce "Watch the Fun Go By" program is scheduled to follow Himber on "Hit Parade" Feb. 12, making his fifth term on the series.

WPEN Action Praised

Philadelphia—WPEN's dismissal of George Gerhardt, director of German programs, for alleged pro-Nazi propaganda has brought the station numerous letters of commendation from German-American organizations. Gerhardt also was dropped as a member of AGRAP.

"Aunt Jenny" Anniversary

"Aunt Jenny's Stories," airing over CBS for Lever (Spry), will mark a full year on the airwaves Monday. Show has been renewed for another year by the sponsor.

Gale Page to Hollywood

Chicago—Gale Page, NBC contralto, leaves for Hollywood this weekend to make a feature picture for Warner Bros. Mildred Stanley takes her place at NBC.

Higgins Does It

Edgar F. Higgins Jr. of NBC news and special events department, was married Tuesday to Louise Davis Ker of Delmar, Del.

FCC Calls Conference On Higher Frequencies

(Continued from Page 1)

necessary to provide for occupancy of frequencies above 30,000 kcs. recently allocated to mobile press stations.

Rules are necessary, the Commission states, since type of service contemplated has not heretofore been recognized.

AFM BOARD WILL DECIDE FURTHER RADIO MATTERS

(Continued from Page 1)

Jos. N. Weber of the AFM, who has been confined to his home by a cold, will leave for Miami in a day or two and various matters pertaining to radio will be taken up.

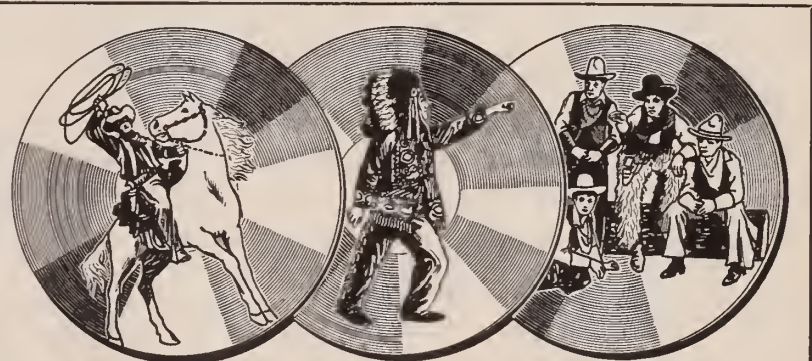
It is expected that a handful of network affiliates will not have signed on the effective date for the plan of settlement next Monday, and a reasonable time will be allowed to such outlets as are actually negotiating. Method of procedure against non-negotiating affiliates and non-network outlets will be set at the Executive Board meeting.

660,000 Took NBC Tour

The final count on the number of persons taking the NBC tour last year was 660,000, or \$264,000 in cash. This is the record figure for the tourist department. Over 100,000 more persons went through the studios last year than in 1936.

Godfrey on WABC for Hecker

Hecker Products (H-O, Force, etc.) tomorrow will start Arthur Godfrey on WABC, 9-9:15 a.m. Program will come from WJSV, Washington, the same as the other WABC shows. Erwin, Wasey & Co. placed the account.



Popularity With Selling Power "THE LONE RANGER"

Tested and proven in America's four great markets—New York—Chicago—Philadelphia—Detroit—and in New York State, Michigan, Oregon, California (Don Lee).

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

TRANSCRIPTIONS READY
FEBRUARY FIFTEENTH
3 HALF HOURS WEEKLY

The "Lone Ranger" is popular with Men, Women and Children. Has no equal for Building Sales and Audience.

Write or Wire WXYZ, Detroit

KING-TRENDEL BROADCASTING CORP
MICHIGAN RADIO NETWORK **WXYZ-DETROIT** NBC BLUE NETWORK
THE PAUL H. RAYMER CO., Representative

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED
WRSP, Inc., Wisconsin Rapids, Wis. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S REPORTS
WGAR, Cleveland, Ohio. CP to increase power to 1 KW., 5 KW. LS., be granted. 1450 kc., unlimited.

KVEC, San Luis Obispo, Cal. Mod. of license to change power and hours of operation to 100 watts, 250 watts LS., unlimited, be granted. 1200 kc.

HEARINGS SCHEDULED
Jan. 17: Madison Broadcasting Co., Madison, Wis. CP for new station. 1450 kc., 250 watts, unlimited.

Four Lakes Broadcasting Co., Madison. CP for new station. 830 kc., 100 watts, daytime.

State Broadcasting Corp., Gretna, La. CP for new station. 1370 kc., 100 watts, 250 watts LS., specified.

Jan. 31: KVID, Denver. CP to increase power and change frequency and hours of operation to 630 kc., 1 KW., unlimited.

KFEL, Denver. CP to increase power and change hours of operation to 1 KW., unlimited. 920 kc.

Scripps-Howard Radio, Inc., Denver. CP for new station. 630 kc., 1 KW., 5 KW. LS., unlimited.

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

Feb. 11: WAPI, Birmingham. Vol. assignment of license to Voice of Alabama, Inc. 1140 kc., 5 KW., share time.

Feb. 26: WRDW, Augusta, Ga. CP to change frequency and increase power to 1240 kc., 1 KW. unlimited.

March 7: KRMC, Jamestown, N. D. CP to change frequency and hours of operation and increase power to 900 kc., 500 watts, 1 KW. LS., unlimited.

March 8: KMAC, San Antonio. Vol. assignment of license to Walmac Co. 1370 kc., 100 watts, 250 watts LS., share.

March 15: WNEW, New York City. CP to increase power to 1 KW., 5 KW. LS.

March 16: King-Trendle Broadcasting Corp., Grand Rapids. CP for new station. 1010 kc., 250 watts, unlimited.

Pinellas Broadcasting Co., St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATION
WGRC, New Albany, Ind. CP to change frequency and hours of operation to 880 kc., unlimited, be granted. 250 watts.

KSTP Shows Civic Groups Way to Better Programs

St. Paul—KSTP, Minneapolis and St. Paul, is now using the "before and after taking" method in an effort to aid civic and educational groups toward better radio program production.

When the program goes on the air, the station records it; then, after the airing, the participants are gathered together, there is a quick rehearsal, and the station records its version of how the show should have been handled. The group responsible for the program is then gathered together and both platters played. The two are criticized, compared, and the good and bad points are pointed out. The practice is leading to some highly successful production from these groups, too.



● ● ● "Little Shots About Big Shots"—This should be recorded in a "How They Started" series—but here will do for the present... Martin Block, the "Make Believe Ballroom" fella, drove with his family all the way from California to New York in a dilapidated flivver. On arrival, we don't know how many people he saw seeking employment, but the records show this: He went to the offices of Milton Biow, head of the advertising agency bearing that name, who is also owner of WNEW... Martin gained an audience with Biow because he stated that William Paley, president of CBS, had sent him... Biow listened to his story, phoned an assistant at WNEW and had Block ushered in for an audition there... When Martin was on his way, the advertising tycoon phoned Bill Paley—and was told that the CBS prexy never heard of Block before!... Biow then phoned WNEW and, instead of being peeved because a "fast one" had been pulled on him, he chuckled, figuring that Block must have gone to some trouble learning who owned the station and where to locate him... With this attitude, Biow instructed his assistant to employ Block at \$25 weekly—and let him go after a month!... Today, Martin Block is the biggest asset WNEW has—AND receives more money weekly, monthly and yearly from the station—than its owner draws!

● ● ● Many people have asked who's the "Old Timer" on "It's Wheeling Steel" program, heard Sunday afternoons via WOR, WLW, WGN, WWVA and WPAY... He is John Winchcoll, who has been with Wheeling Steel Corp. since 1920... Next Monday the Sporting News' plaque for "outstanding service in broadcasting All-Star and World Series games since 1933" will be presented to Frances Laux of KMOX, St. Louis. Presentation will be aired via CBS, with Joe Medwick, Charley Grimm and Leo Durocher joining in the salute... WHN will repeat a tribute to Roxy by airing portions of his original "gang" tonite. David Mendoza, Jan Peerce, Viola Philo, Yascha Bunchuk, Wee Willie Robyn, Gladys Rice and Douglas Stanbury will participate.

● ● ● Ray Sinatra, the talented orchestra leader, is sending his son for piano lessons... Last week Ray decided that he would visit the teacher, Henry Levine, and see what's going on for his money... As he spoke to the teacher, Sinatra fingered the music sheets on the piano and noticed alongside each title figures running something like this: "Blue Moon—1,500,000," "Pagan Love Song—1,000,000" and so on. Puzzled at the figures, he asked Levine the significance of the numerals and was told that they were placed there by another pupil, Marshall Robbins, whose dad is the music publisher of the songs numbered—and the figures represented the amount of copies sold!... Vick Knight, Eddie Cantor's producer, who left N.Y. weighing over 200 lbs. and now tips the scales under 140, claims he's the first guy in show business history who sold Cantor one thing—and delivered less!

● ● ● Eddie Anderson, negro comic who has been playing Jack Benny's butler, "Rochester," will have a bigger role next Sunday... After the first "There Was a Woman" show on NBC last Sunday, dramatizing the life of Patrick Henry, Sterling P. Henry, Jr., a descendant of the original Henry, phoned the studios from his home in Jersey to laud the authenticity of the drama... Strange nobody squawked over yesterday's boner here regarding "Wm. Wrigley," who's been dead for years.

GUEST-ING

LUPE VELEZ, on Chase & Sanborn Hour, Jan. 16 (NBC-Red, 8 p.m.).

ROBERT K. CRISTENBERRY, managing director of Hotel Astor, on Kate Smith program, tonight (CBS, 8 p.m.).

BENNY GOODMAN, interviewed by Parks Johnson and Wallace Butterworth, Jan. 16 (NBC-Red, 3 p.m.).

JOHN BARRYMORE, on Al Jolson show, Jan. 18 (CBS, 8 p.m.).

JIMMY DURANTE, on Jack Oakie program, Jan. 18 (CBS, 9:30 p.m.).

BRODERICK CRAWFORD, HELEN BRODERICK, EMMA BOYNET, pianist, and LINTON WELLS in short wave interview with GILBERT REDFERN at Warsaw, on "Magic Key of RCA", Jan. 16 (NBC-Blue, 2 p.m.).

DUKE ELLINGTON, BARNEY BIGARD, REX STUART, COOTY WILLIAMS, IVY ANDERSON, JOHNNY HODGES, JOHN TIZOL and SWING SINGERS TRIO, on "Sunday Swing Concert", Jan. 16 (WNEW, 11 a.m.).

SHERMAN BILLINGSLEY of Stork Club, on Eddie Garr program, Jan. 19 (NBC-Blue, 8:30 p.m.).

C. AUBREY SMITH and MACK "KILLER" GRAY, on Ozzie Nelson-Feg Murray program, Jan. 16 (NBC-Blue, 7:30 p.m.).

HANNAH WILLIAMS and RICHARD BARTHELMESS, on "For Men Only", Jan. 17 (NBC-Red, 10:30 p.m.).

1937 Radio Set Sales 7 Per Cent Under 1936

Radio receiving set sales for 1937 totaled about 7,700,000 a drop of 7 per cent from the all-time record set in 1936, according to Radio Today. The December drop was the sharpest, nearly 45 per cent under December, 1936.

Werby Opens Branch Offices

Jack Werby, radio and film representative of Boston, has opened a branch in New York at 247 Park Ave., suite 908, and is now on his way to Hollywood, where he is opening offices at 1807 N. Argyle Drive. He is making stop-overs at Philadelphia, Charlotte, Miami and New Orleans, reaching the coast on Feb. 15.

GEORGE GRIFFIN

Lyric Baritone

- THURSDAY WJZ-NBC BLUE
12:15 P. M. EST.
- SUNDAY WFAF-NBC RED
9 A. M. EST.

Management NBC Artists Service

Jules Hanberg
—INSURANCE—

Insurance Specialists to the
Radio and Music Industries
John 4-2800 Beckman 3-0375
80 JOHN ST., NEW YORK

PROGRAM REVIEWS

DALE CARNEGIE

Colgate-Palmolive-Peet
(Shaving Cream)
WEAF—NBC-Red network,
Tuesday, 10:45-11 p.m.
Benton & Bowles Inc.

HOW TO WIN FRIENDS, ETC., IS DEMONSTRATED BY AUTHOR IN A PROGRAM FOR MEN.

New show out of Chicago moves along smoothly, utilizing the name and talents of Dale Carnegie, author, in helping listeners to get ahead. Each week a guest is to be brought to the mike with a definite problem and he obtains advice on how to solve it. Letters from the listeners are requested and Carnegie will seek to aid the writers.

Highlight on the first show was a demonstration by actors how to ask for a raise and how not to do it. First skit showed a Milquetoast type of employe ambling into the boss's office at an inopportune time and is easily talked out of it. Second skit finds the boss more amiable as the employe sold him a bill of goods before popping the question. Program should develop and hold a great deal of listener interest, whether or not the audience entirely agrees with Carnegie.

"It Can Be Done"

As the highlight of last Tuesday night's "It Can Be Done" program over NBC-Blue network, Edgar A. Guest dramatized the unusual and interesting career of Fred E. Baer, founder and owner of the Ghost Writers Bureau. Baer is the former newspaperman who made ghost-writing a big business—so big, in fact, that "names" are now doing interviews and articles on him right and left. In his guest shot on this program, after the dramatized preliminaries which took up a good part of the program, Baer gave an idea of his colorful activities. But there probably were many listeners anxious to hear more from Baer. In the natural course of his work, he doubtless has a vast fund of material adaptable to radio, without in any way conflicting with the ethics of his business, and it seems to this lis-

Heidt's 'Umph Night'

A special "Umph Night," playing on the new novelty song titled "You Gotta Have Umph," which is fast becoming a big hit, will be staged Saturday by Horace Heidt during his regular coast-to-coast broadcast with his Brigadiers Orchestra from the Bowman Room of the Hotel Biltmore. Heidt will personally select from his dancing audience of celebrities and guests the ones who are endowed with plenty of "umph" and will discourse with them and broadcast their names in the course of the special broadcast.

ORCHESTRAS - MUSIC

DUKE ELLINGTON and a selected group of musicians from his famous orchestra will be featured guest stars by invitation of Benny Goodman at the concert to be staged by the latter in Carnegie Hall on Sunday evening.

The Four Dons, novelty instrumental ensemble heard on WHO, Des Moines, left the Voice of the Middle-west this week for Omaha, where they will play an extended engagement at the Hill Hotel.

Sterling Young and his orchestra, now at the Palace Hotel, San Fran-

cisco, signed by MCA to open Jan. 25 at the Stevens Hotel, Chicago.

tener that here is a swell bet for some good sponsor. Baer has a pleasing mike delivery and his newspaper as well as other experience give him extra qualifications aside from the material developed through the medium of his ghost-writing bureau.

Shirley Winters

Shirley Winters, heard over WMCA on Tuesdays and Thursdays at 11-11:15 a.m., is a singer with plenty of plaintive appeal in her contralto voice. Without apparent conscious effort, she puts across soulful numbers such as "That Old Feeling" as well as the lively hits of the day like "Bei Mir Bis Du Schoen," "Ten Pretty Girls" and others with equal effectiveness.

With only a piano accompaniment, Miss Winters by sheer vocal personality holds listener attention with pleasurable ease.

"How About It?"

This audience participation program, emceed by Sam Hammer on WHN, Tuesdays at 8-8:30 p.m., revealed itself on the opening show of this series as a forum style of entertainment with plenty of liveliness and laughs. Several teams comprised of a man and woman are chosen from the audience, the prize being \$10. To sender of winning questions, \$10 also is paid. Questions are along the lines of what the contestant thinks of a third term for Roosevelt or a woman for president, if parents have improved and other moot items. Has good potentialities.

NBC Reception to Gomez

NBC is throwing a cocktail party in Studio 8-G this afternoon for Vincente Gomez, hailed as the most unusual guitarist who has ever come to this country.

CARL BIXBY

Creator, writer, director or producer of successful network radio programs.
P. O. Box 84, Manhasset, L. I., N. Y.

Hal Kemp and his band appearing at a Philadelphia theater for a week's engagement, was voted the outstanding band leader of the country in a poll held by the Daily Pennsylvanian, newspaper of the University of Pennsylvania.

Lee Grant, orchestra leader who is featured on WMCA's "Grandstand and Bandstand" commercial, is preparing a series of original nursery jingles which will be used shortly in conjunction with his "Nursery Rhyme Jam."

WTMJ, Milwaukee

Nancy Grey brought Mary Ella Perry, the "grandmother" of the "Brother Rat" cast, to her "What's New in Milwaukee" program for an interesting chat on career stuff.

Dan Gellerup, chief engineer, chiseled off the top of his left index finger while repairing his model railroad, said to be the largest of its kind in the northwest.

Russ Winnie, sports commentator, got up from a sickbed to do an eyewitness account of the Wisconsin-Minnesota basketball game.

NEW BUSINESS

Signed by Stations

WTMJ, Milwaukee: Lever Bros., station breaks, through Ruthrauff & Ryan.

WCFL, Chicago: Durkee Famous Foods Bleacherine Products, "Theater Lobby Chats"; Lydia E. Pinkham, "Voice of Experience", through Mutual; Battle Creek Food Co., Ed Burke's newscasts.

WBBM, Chicago: Mark Allen Co. (Two Drop hand lotion), "Safety Council," ETs.

KDYL, Salt Lake City: Union Pacific R. R., spots, through Caples Co., St. Louis; Albers Bros. Milling Co., programs, through Erwin, Wasey & Co.; Boston Store, time signals.

WHO, Des Moines, Ia.: Champion Milling & Grain Co., farm news, through Rogers & Smith; Olson Rug Co., "Olson Oddities", program, through Presba, Fellers & Presba.

WHN, New York: Washington State Apples, "Ida Bailey Allen Homemakers of the Air", participation, through J. Walter Thompson Co.; Clark Shoe Co., spots, through Friend Advertising Agency.

WEVD, New York: International Diamond Appraising Co., through Jay Lewis Associates.

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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

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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.

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THE CBS sustainer, "Hollywood Showcase," returns to the air this week with a salute to Walt Disney and his "Snow White and the Seven Dwarfs." Lud Gluskin's orchestra will play the entire score.

John Nesbitt is publishing episodes from his "Passing Parade" in book form, with the volume due off the press soon. Commentator is under contract at Metro-Goldwyn-Mayer, where the dramatic highlights of the series are being filmed as shorts.

The new series of five-minute transcriptions produced and recorded by Associated Cinema Studios for Mark W. Allen and Co.'s "Two Drop Hand Lotion" have been spotted on KNX at 1:40-1:45 p.m. Thursdays, starting Jan. 13, for an initial period of thirteen weeks.

Don Ameche has been loaned to Paramount by 20th Century-Fox to appear with Bing Crosby in his next picture, "Harmony for Three," from a script by Claude Binyon. Wesley Ruggles will direct.

Hector Chevigny, who wrote the May Robson "Lady of Millions" for Associated Cinema, has been advised by the Macmillan Co. that his recently-published book, "The Lost Empire," is going into a second printing this month. Chevigny was formerly on the scripting staff at CBS.

Lois Collier, CBS "Hollywood in Person" starlet, was grabbed by Republic Studios for a part in "Hollywood Stadium" with Neil Hamilton and Evelyn Venable.

"The Air Adventures of Jimmie Allen," adventure serial which ran for nearly five years on its previous appearance, has returned to KFAC.

KEHE has newly-added "News by Air" period at 7:45 each weekday evening, making six news broadcasts on the day. Mel Angle, chief of the station's new staff, personally delivers this one.

One of the applicants listed for interviewing on Hal Styles' job-finding "Help Thy Neighbor" program next Sunday is Lewis A. Weiss. Nothing unusual about that except that the name of the general manager of KHJ and the entire Don Lee network is Lewis A. Weiss.

Bob Reynolds, former Stanford football star who more recently played professional football with the Detroit Lions, has joined the sales staff at KMPC.

HAROLD J. ROME

Writer of

"PINS AND NEEDLES"

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PROMOTION



Civic Promotion

More than 35 local merchants have already purchased participation in new civic promotion program, airing daily for one hour over KYOS, Merced, California. Show is produced with Chamber of Commerce cooperation, and is devoted to boosting the city and all civic events. It combines a "Buy at Home" campaign and is scheduled for entire year. Merchants may participate one or six times weekly.

Reorganization, Expansion At KDYL, Salt Lake City

(Continued from Page 1)

and assistant production manager. The continuity staff, new feature, is being selected and put into shape by Snell.

In conjunction with these changes, Fox also announces an extensive building program. This entails the leasing of a new suite of offices on the seventh floor of the Ezra Thompson Building, which will house KDYL's commercial and sales departments. The new set-up for KDYL's staff orchestra entails the building of two complete new studios and an auxiliary control room. This building program is just nearing completion and will be finished within the week.

Fox also announces that construction will begin immediately on the new 5,000-watt ultra-modern transmitter and vertical radiator to be located on the grounds of the present transmitter site. The new station is expected to be in operation by May 1, and will operate at 5 kw. day, 1 kw. night.

WFBM, Indianapolis

Al Feeney, former Notre Dame grid star, has started "A Sportsman Remembers."

Gwen Short's "Apron Strings" takes half-hour spot every morning, offering items for women.

Ned LeFevre and Gwen Short are handling the revamped "Tea Time" program.

Marott's shoe store adds third weekly broadcast to its year-round bi-weekly series.

Thomas Paggain joins Bohemians, string ensemble.

WOPI, Bristol, Tenn.

A broadcast direct from the City Mission in Kingsport features the Happy Four Quartet in well-known spirituals.

W. A. Wilson, manager, announces that due to the overwhelming mail requesting copies of the stories broadcast by the "Story Lady" the station will publish the stories featured on the program. Copies are obtainable from the station for 15 cents.

Lone T. Proctor, manager of local field offices of Social Security Board, will give weekly talks on the various questions coming before the board.

Exploit "Package" Programs

First of a series of promotions exploiting "package programs" open to sponsorship has just been issued by WOPI, Bristol, Tenn.-Va. Piece, entitled "It's A Natural," is directed to food concerns marketing breakfast products and contains reprint of story on the WOPI "Breakfast Club" program, recently published in RADIO DAILY.

Radio Workshops Formed By 2 Northwest Schools

St. Paul—Two schools in the area this week began the organization of radio workshops as an outgrowth of the first northwest educational broadcasting conference held here last Fall under the auspices of KSTP, Minneapolis and St. Paul.

One of the workshops is being inaugurated at the Mary Miller Vocational high school, the other at the St. Cloud Teachers' College, a state institution. Thomas D. Rishworth, KSTP educational director, will supervise.

In the workshops, production, script writing and all phases of radio work will be taught, and in addition radio shows will be actually produced and criticized.

Several other schools also have notified Rishworth of their intention to establish similar radio workshops.

WRBL, Columbus, Ga.

Voted as one of the best mail pullers of the season, "Uncle Dudley and His Barn Dance Gang" are celebrating their first anniversary.

Station is holding auditions in public schools for talented children to participate in the Saturday afternoon broadcasts of the "Kiddie Klubbe."

"Evening Reveries," consisting of organ and poetry selections, has added a vocalist to the program.

WATL, Atlanta

As part of its educational plan, station is broadcasting debates, plays and glee club concerts direct from various high schools.

A newly initiated program is the Radio Bible Class, daily at 10:15. Churches of the city alternate in conducting the class.

"Your Midday Merry-go-Round" is a novel half-hour of mirth and melody with the staff announcers and artists joining in.

WBT, Charlotte

Grady Cole, news commentator, spent two hours Monday taking auditions for his new program to be aired for Aspertone, a Blackstone product. Jack Blackstone, president of the company, was in town to get a line on Cole's style. New program starts next Tuesday.

The Aspertone program replaces Cole's Castleberry Store broadcast which was heard at the same time.



KEN MURRAY and Oswald due to open at Palace theater on Friday.

Ella Logan and California Varsity Eight open at Chez Paree next Friday.

Johnnie Johnston, NBC tenor, is enjoying services of an accompanist. He usually plays the guitar himself but he has broken his wrist in a handball accident. Joe Wolverton is relieving him.

Sidney Strotz, program chief at NBC, is in New York for confab with Radio City bosses.

Duane Wanamaker, vice-president of Arbee agency at Terre Haute, in town contacting accounts.

Dorothy Lamour trained back to coast.

Hal Makelim, WIND salesman, to New York for Earle Bachman funeral and to look after business left unfinished at his sudden death.

Helen Johnson, formerly of WBBM press department, has joined Les Atlas secretarial staff at WJJD.

Stan Matas, WIND salesman, is back at work following an operation at Presbyterian hospital.

KDYL, Salt Lake City

Douglas Gourlay, former announcer, assuming new duties as continuity department assistant.

Charles Stockdale, technician, transferred from control room to transmitter.

Jack Gregson, announcer, back from holiday jaunt to home town, Spokane.

John Baldwin, chief engineer, has drawn up plans rehousing station's traffic, continuity, program, studio and control room departments. He is also in charge of the physical reconstruction program.

Ted Kimball, program head, originated the only Mountain Time New Year's Eve radio broadcast. It emanated from the Mirror Room of Salt Lake's Newhouse Hotel, featuring George Kirk's Orchestra and stars.

Orders White to Post Bond

Federal Judge Fake in Newark yesterday ordered Roger White, New York radio producer, to post bond as security for costs in connection with his suit against WOR, Admiration and Chas. Dallas Reach agency over the Tim and Irene show which was taken away from him.

Lawson

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PROGRAM

STAR

ORCHESTRA

COMMENTATOR

SPORTSCASTER

OF 1937

TO-MORROW

IN

RADIO DAILY

AND

NEWSPAPERS

EVERYWHERE

**THE RESULT OF THE FIRST
RADIO DAILY POLL**

OF THE

**RADIO CRITICS
AND EDITORS**

OF THE UNITED STATES

ST. LOUIS

Neil Norman, recuperating in Hot Springs, Ark., is due back at WIL next week.

Bill Cook, KWK announcer, has revealed his marriage in Nov. to Ruth Kalde.

Clarie Harrison, KWK continuity head, and Allen Anthony, chief announcer, recovering after appendix removals.

Bert Igoe has been added to KWK production staff, sharing duties with Day Seyforth.

"Magic Key of RCA" originates via KWK on March 27.

Ken Church, KMOX sales manager, back from a Cincinnati visit.

Wesley A. Barton, tenor, has joined KMOX staff.

Shirley Waldman, kid sister of the Bailey Sisters, made her radio debut recently on WEW and will be used on Jack Norder's Saturday show.

Alex Buchan, WEW sports announcer, and Dorothy Piatt, secretary to Program Director Arthur T. Jones, are engaged.

WTAR, Norfolk

Campbell Arnoux, general manager, touring the agencies in the mid-west. Gone two weeks.

John New, sales manager, home with la grippe. Expected back by end of week. Shirley Hosier, program director, just returned from ten day siege of the same.

Bill Davis, engineer, had a narrow escape when an oil burner in his home rampaged while he slept. His wife awoke in time to prevent serious damage, although they're still scraping soot out of the Davis homestead.

J. L. Grether, chief engineer, has a new hobby; collecting motion picture projectors of different makes and ages.

John Carl Morgan, mikeman, back at work after a mid-winter vacation.

Since beginning operation at 6:30 a.m., WTAR has received an amount of mail from distant listeners from as far as Kansas, who listen to the Alarm Clock Parade. Station uses 1 kw. unlimited, and is one of few in its territory to operate 18½ hours daily.

WTAG, Worcester

Mrs. Mabel Andersen Pearson and George H. Wheeler, New England singers, are co-starred in a new sponsored musical program. Del Castillo is accompanist.

Out of nearly 6,000 hours that the station was on the air in 1937, service was interrupted for only 23 minutes.

SUN	MON	TUE	WED	THU	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	31

Greetings from Radio Daily

January 13

Jeanne Harper Fayette Krum
Irving Morrow

★ Coast-to-Coast ★

GERTRUDE BERG's "The Goldbergs" cast must actually do three shows a day, despite the fact that the WOR and WHN transcriptions of the serial do not require their appearance. This is necessary because in order to keep well in advance of their schedule they must make two recordings a day in addition to their WABC broadcasts.

WINS, New York, is creating considerable early morning interest with its Employment Agency of the Air program, conducted by Ruth Gold, 7-7:30 a.m. Hundreds of men and women have been reported placed through this program which has a tieup with the Hearst paper, Journal-American, affiliated with WINS.

Cooperating with the management of the Hanna Theater, the only professional legitimate playhouse in Cleveland, WHK presented Helen Chandler and Bramwell Fletcher in a 15-minute version of the Coward cycle, "Tonight at 8:30." "Ways and Means" one of the nine plays in the group was the feature of the broadcast. This one act item was written down to 15 minutes for radio presentation. An interesting note is that while the play was presented on the air Tuesday, it will not reach the stage until tomorrow night.

The testimonial luncheon tendered to Louis Sobol for his services in behalf of the Federation Charities will be broadcast by WHN directly from the Astor Hotel tomorrow afternoon at 2:15-2:45.

John Brown, recently back from his Hollywood engagement with Fred Allen, and Alice Frost, currently starred in Orson Welles' latest Broadway hit, "The Shoemaker's Holiday," will be featured in the "On Broadway" cast next Sunday over NBC-Blue Network at 3 p.m.

First curiosity of almost every group of visitors to WOR-Mutual's Sunday evening "News Testers" concerns the "Star Reporter" of the show, who corrects wrong answers on the news. They ask if they'll be able to see "the man with the funny voice" on the broadcast. Carl Warren is the victim. P.S. Of course, his "funny voice" is the result of a filter, designed to produce a telephone effect.

KCKN's special events coverage came very near including a "leap by leap" jump of two aviators from their falling plane last Saturday. Owen Balch, KCKN special events director, who has to his credit a "jerk by jerk" broadcast of a milking contest; a "shovel by shovel" description of the official groundbreaking at a department store site and a "snip by snip" account of the

ribbon-cutting at a warehouse opening, chanced to be at the city editor's desk of The Kansas City Kansan, daily newspaper with which KCKN is affiliated, when word was received that an airplane had just plunged into a dwelling. Balch summoned Ralph Nelson, program director, and the two made a "flying run" to the scene of the disaster.

OKLAHOMA CITY

Allan Clark, WKY production manager, back on the job after an attack of flu.

John J. Hassler has announced his resignation as an engineer for the FCC to enter law practice.

Preparations in progress for the broadcast of beginning lessons in Spanish over WNAD by Dr. Stephen Scatori of the University of Oklahoma.

Paul Aurandt, announcer KOMA off on flight to Kansas. KOMA has two pilots in the organization, other being Bill Salathe.



Sweet . . . THOUGH LOWDOWN

Perhaps it's the low sob of the bass viol, or a note plucked off in C minor. Whatever the sound, you'll find it faithfully reproduced on a WOR recording. Behind every WOR recording made stands the reputation of one of America's great stations, and a record of successful agency and advertiser service that's worth feeling chesty about. *You pay nothing extra for this plus-skill and experience.*

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