



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 14

NEW YORK, N. Y., THURSDAY, JANUARY 20, 1938

FIVE CENTS

## R. & R. Tops CBS Billings

### Looking On ... AND LISTENING IN

**TREK BACK** In the opinion (mostly private) of some of the best informed radio people, radio activity in Hollywood has about reached its peak and the trek back east will be under way before long.

For every argument in favor of coast radio production, there are three against it.

Space here is too limited to go into details, but everybody knows the results of Hollywood's elaborate and costly ventures in movie-produced radio shows.

Radio's chief entertainment resources are mostly in the east—everything from music, which is about 60 per cent of radio fare, to program ideas, producers and acting talent that is suited to radio.

It must be evident by now that very few of Hollywood's movie glamor boys and girls—the main reason sponsors have gone west with their shows—are equipped to give satisfaction to radio listeners.

Tyrone Power is swell visually but pretty much of an automaton on the radio; due partly to the fact that he's too busy with film work to give the proper amount of time to broadcasting.

Robert Taylor, a leading heart-throb on the screen, misses badly as emcee in "Good News" and thereby hurts his reputation generally.

Even the great Mickey Mouse is a big letdown on the air.

Movies and radio simply don't mix, nor is there any reason for them to do so.

Every Hollywood program is movie-flavored, and so much film-flaming of radio shows is bad for both because it overdoses the public with too much of the same thing.

—D. C. G.

### Another Convert

Greensboro, N. C.—A few months ago local newspapers refused to mention radio in news columns. But everything is lovely now between Greensboro Daily News and Record and WBIG. Not only are complete WBIG schedules being carried, but Major Edney Ridge, director of the station, was invited by the Record to be guest editorial writer.

### FOOD-BEVERAGE ACCOUNTS CBS LEADERS LAST YEAR

Ace account, by industry groups, on CBS last year was the food and food beverage manufacturers. Group spent \$6,437,273, an increase of 22.4 per cent over 1936. Same group led the field in 1936.

CBS also received large increases in revenue from the automotive and tobacco manufacturer groups. Former increased its 1937 expenditures to \$3,907,343, up 13.6 per cent, with tobacco spending \$5,040,336, an in-

(Continued on Page 2)

### WMCA May Be Outlet For Transamerican Here

Negotiations are under way between John Clark, president of Transamerican, Donald Flamm, WMCA president, and William Weisman, vice-president of the station, whereby WMCA will become the New York outlet for Transamerican. Talks so far are only in the discussion stage. Understood deal will be set by the time WMCA moves into its new studios next month.

### Libby, McNeill & Libby Starts Tri-Lingually

Chicago—Libby, McNeill & Libby (condensed milk) has started food talks by Mary Wright on WAAF; Polish Early Birds on WGES, and participation in Greek Hour on WHFC. J. Walter Thompson has the account.

### J. L. Gallagher Assigned WTAQ-WHBY Sales Post

Green Bay, Wis.—J. L. Gallagher has been assigned to the WTAQ and WHBY sales department and will have his headquarters in Appleton, Wis., one of the cities where branch studios are maintained by WHBY Inc., which operates the stations. Gallagher will cover Outagamie and Winnebago counties.

### IBC Network Now Feeding Programs to 15 Stations

International Broadcasting Corp., which specializes in Italian programs, and whose network consists of WOV and WBIL, New York, and WPEN,

(Continued on Page 3)

### \$3,243,443 Placed by Ruthrauff-Ryan on Network in 1937—Seven Other Agencies Billed Over Million

#### President Drew 20%

Cooperative Analysis of Broadcasting states that 20 per cent of radio set owners listened to President Roosevelt's address delivered at the recent Jackson Day Dinner.

Of the 66 agencies which placed business on the CBS network during 1937, Ruthrauff & Ryan was tops with a total billing of \$3,243,443. Agency was sixth on the CBS list in 1936.

Benton & Bowles is second with \$2,433,779, coming up from fourth place to second position. Blackett-Sample-Hummert, although its 1937 billings increased to \$2,052,412, dropped down a peg to third place.

Other agencies which billed over \$1,000,000 on the web last year were: N. W. Ayer, Newell-Emmett, Lord & Thomas, Neisser-Myerhoff and F. Wallis Armstrong.

Complete CBS agency list follows:

Ruthrauff & Ryan	\$ 3,243,443
Benton & Bowles	2,433,779
Blackett-Sample-Hummert	2,052,412
N. W. Ayer & Son	2,043,329
Newell-Emmett Co.	1,806,541
Lord & Thomas	1,671,007
Neisser-Myerhoff	1,232,960
F. Wallis Armstrong	1,128,540
Young and Rubicam	990,428
B. B. D. O.	949,326
William Esty & Co.	942,162
J. Walter Thompson	838,492
Hutchins Advertising	790,805
Maxon	730,633
Buchanan & Co.	558,045
Knox Reeves Advertising	551,632
Gardner Advertising	530,614
Lennen & Mitchell	528,706
Arthur Kudner	440,040
MacManus, John & Adams	437,900
Hays MacFarland & Co.	381,282
Campbell-Ewald Co.	375,425
The Biow Co.	357,735
Geyer, Cornell & Newell	348,850
Morse International	323,320
Stack-Goble Advertising	286,138
Paris & Peart	275,275
D'Arcy Advertising Co.	265,170
Roche, Williams & Cunningham	220,378
Federal Advertising Agency	210,650
The Wessel Co.	201,865
Albert Frank-Guenther-Law	190,509
McCann-Erickson	185,870
Lambert & Feasley	160,480
Brooke, Smith & French	147,690

(Continued on Page 3)

### SWIFT & CO. EXPANDS ALLSWEET ACTIVITIES

Chicago—Swift & Co. is expanding its broadcasting activities in connection with Allsweet Margarine. Starting Feb. 7 it starts participation in Fletcher Wiley's "Housewives Protective League" over KNX, Hollywood; on Feb. 9 participation in "Feminine Fancies" over Oregon and California stations of Don Lee network; on Feb. 10 its southwestern spot list will be expanded to about 20 stations. Swift's also plans to enter the midwest market in the spring. J. Walter Thompson agency here handles.

Through Stack-Goble, Chicago, Swift's Flexo Water Softener has started participation in "Happiness House" on Michigan Network and is using spots on WSBT, South Bend, and WKBN, Youngstown.

### Texas Ass'n Endorses Reorganization of NAB

Dallas—Proposed NAB reorganization was endorsed in principle by the Texas Broadcasters Ass'n at the meeting held here. Under the proposed NAB plan, Texas will be designated as the 13th District of the organization.

Since each district is to endorse a

(Continued on Page 3)

### Carey Succeeds Makelin As WIND Sales Manager

Chicago—Appointment of John T. Carey as sales manager of WIND, replacing H. R. Makelin, is announced by Ralph L. Atlass, president. Change is effective immediately. Carey has been with the station three years in a sales capacity.

### Couldn't Buy Time

Washington Bur., RADIO DAILY

Washington—Because he couldn't buy time on WBZ and WEEL, Boston, in attempt to defend himself against a political attack that appeared in a Boston newspaper last Sunday, Representative Casey, Mass., yesterday filed formal complaint with the FCC against the stations.



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Wednesday, Jan. 19)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Hazeltine Corp., Nat. Union Radio, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Stromberg Carlson.

Reviews of Three Plays On WMCA in One Night

Last night at midnight, WMCA aired reviews of two new plays on Broadway and one in London. Drama critic Harry Hershfield started off at midnight with his review of George Abbott's "All That Glitters." Following that was a cable from London, wherein J. W. Marriott, WMCA's London critic, reported on "Needs Must." Then assistant drama critic Martin Starr broke in on a dance band remote with his criticisms of "One-Third of a Nation."

Dorothea Lawrence Series

Dorothea Lawrence goes on Syd Hayden's "Everybody's Hobbies" program over WNYC at 5:15 p.m. for an 11-week series in which she will campaign for American composers and American music.

Jules Hanberg INSURANCE Insurance Specialists to the Radio and Music Industries John 4-2800 Beckman 3-0375 90 JOHN ST., NEW YORK

Food-Beverage Biz Led on CBS

(Continued from Page 1)

crease of 17.5 per cent over 1936.

Of the total radio dollar spent for advertising on the national networks

Table showing industry breakdown for 1937 and 1936. Includes Automotive, Cigars, Confectionery, etc.

Grand Total \$28,722,118

during the year, CBS received 64 cents of every automotive dollar and 72 cents out of every tobacco dollar.

Industry breakdown follows:

Table showing industry breakdown for 1936. Includes Automotive, Cigars, Confectionery, etc.

\$23,168,148

Daily Mirror Presenting Foreign Program on WOV

Daily Mirror, local Hearst paper, becomes the first American newspaper to present a foreign language program when it goes on WOV with its "Mirror of Thought" series aimed at Italian-speaking groups of its circulation, potential and otherwise. A noted Italian writer-director will read poetry with an appropriate musical background, each Wednesday, 3:15-3:30 p.m.

Ken Murray Back to "Hotel"

Los Angeles—Ken Murray returns to "Hollywood Hotel" on February 4 under a new term contract as emcee. Will have Tony Labriola (Oswald) and Marilyn Stuart with him as formerly. Understood that Murray's salary has been considerably upped from figure he received from Campbell on his own show and during the previous brief stay on "Hotel."

Para. Auditions Novelairs

The Novelairs (Jack Allison and Deutsch Twins) were auditioned for films yesterday by Boris Kaplan of Paramount. Trio's specialties include musical novelties, comedy and dramatic bits. They are handled by MCA, through Willard Alexander, with Evelyn Prochaska as personal manager.

Robert Taylor as Emcee

Los Angeles — Louis K. Sidney, Metro radio headman and producer of the M-G-M-Maxwell "Good News of 1938," has set Robert Taylor as permanent emcee on the program, with Fanny Brice, Frank Morgan and Allan Jones also to be fixtures.

One-Nighters for Crawford

Jesse Crawford, organist, will open a series of one nighters, playing picture houses and concert halls under the personal direction of Jack Lavin. Opening date is Milford, Del., Feb. 11, with Virginia houses to follow.

505 Companies Filed 1935 Income Returns

Washington Bureau, RADIO DAILY Washington—Out of 505 broadcasting companies filing income returns for 1935, gross of \$86,176,000 and net of \$11,880,000 were reported by 238 companies, while 222 reported no net and 45 were inactive.

WHO Sponsors Golden Gloves

Des Moines—WHO will sponsor first local Golden Gloves boxing tourney next month, according to J. O. Maland.

Harold Fair, program director, and Bill Brown, sports editor, have been in Chicago for conferences with Chicago Tribune sports editor on the event.

Brokenshire Leaves WOR

Norman Brokenshire has resigned from the WOR announcing staff.

COMING and GOING

HERBERT R. EBENSTEIN, president of Atlas Radio Corp., is in Hollywood for conferences with Ray Coffin, heading the local releasing organization.

CHESTER LaROCHE, Young & Rubicam president, is in Hollywood, accompanied by M. M. GILMAN, Packard exec.

MARGARET SPEAKS, prima donna of "Voice of Firestone", back from a concert tour, returns to the NBC-Red for the Jan. 24 broadcast and again Feb. 14 for three successive airings.

LUCIO AGOSTINI, youngest satellite in a long line of musical headliners, passes through Manhattan late this week en route to Havana, where he will combine honeymooning with a study of Cuban music. Agostini makes his headquarters in Montreal, where he heads several commercial radio shows and turns out arrangements for others. At the moment he is collaborating with Ken Sisson on "Canada 1938".

HERBERT T. SILVERBERG, attorney, arrives in New York today from Hollywood and will be at the Hotel Warwick until Sunday.

JACK ROBBINS, accompanied by HARRY FOX, general manager of MPPA, and TED LLOYD, RADIO DAILY'S "Ol' Scoops Daly", leave for a vacation in Florida on Feb. 3 and from there fly to Cuba to spend a few days.

BENNY GOODMAN and his band left for a six-day vacation in Florida after Tuesday's broadcast.

JUDY STARR leaves tonight for Chicago to fill an engagement at the Drake Hotel.

TEDDY POWELL is slated to fly to Oakland, Cal., next Friday to spend a few weeks with his family.

HAROLD G. HOPPER, v.p. of Atlas Radio, off by plane to Chicago, where he is expected to remain on business a few days.

Anniversary Buttons

In connection with its "KGLO Week", celebrating first anniversary, KGLO of Mason City, Ia., has distributed buttons bearing special inscription. Station is a CBS outlet.

Advertisement for WHN radio station. Includes text: LET THE GOLD DUST TWINS DO YOUR WORK\*, WHN DO YOUR SELLING, New York's No. 1 Showmanship Station reaches the World's Richest Market effectively and economically. Also features a cartoon character and contact information: 1540 Broadway New York City.

## TEXAS ASS'N ENDORSES REORGANIZATION OF NAB

(Continued from Page 1)

man to be appointed for the district, the Texas Broadcasters appointed a committee of Harold V. Hough, WBAP, Fort Worth, and present treasurer of the NAB, Kern Tipps, KPRC, Houston, and Max Bentley, KRBC, Abilene, to nominate the man for the Texas 13th District. This nominating committee selected O. L. Taylor, KGNC, Amarillo, as the man to represent Texas.

Mrs. J. C. Vanderwoode, Dallas, explained the proposed "Texas Plan" of Parent-Teacher Education. Said plan provides of one hour daily transcriptions to be run on all Texas stations as sustaining programs. Programs to be produced by Texas Colleges with 15 minute periods devoted to primary, high school, college and adult education. No definite plans for financing organization have been completed.

All Texas stations were urged to join NAB and to be present at Washington meeting starting Feb. 14.

Present officers of the organization will remain until meeting in fall. Officers consist of O. L. Taylor, KGNC, Amarillo, president; Martin Campbell, WFAA, Dallas, vice-president, and James R. Curtis, KFRO, Longview, secretary-treasurer.

Texas Broadcasters in attendance at meeting included: Alex Keese, WFAA, Dallas; Sam H. Bennett, KTAT, Fort Worth; E. P. Humbert, WTAW, College Station; L. L. Hendrick, KRRV, Sherman; Burton Bishop, KTEM, Temple; Martin Campbell, WFAA, Dallas; Jas. G. Ulmer, KOCA and KGKB, Tyler; John C. McCormack, KTBS and KWKH, Shreveport; Herb Southerland, WBAP, Fort Worth; R. S. Bishop, KFJZ, Fort Worth; Gene Cagle, KFJZ, Fort Worth; Max Bentley, KRBC, Abilene; Beeman Fisher, WOAI, San Antonio; D. A. Kahn, KGKO, Wichita Falls; Harold Hough, WBAP, Fort Worth; George Cranston, WBAP, Fort Worth; O. L. Taylor, KGNC, Amarillo, and James R. Curtis, KFRO, Longview.

### U. P. Wire for WESG

Elmira, N. Y.—After being supplied with news from a limited United Press newspaper service wire since last May when a special news department was added to the facilities at WESG, a change was recently made to the United Press Radio wire. Station has two news periods daily sponsored by Van Dyne-Tydol Oil Co. Glenn Williams handles all news and special events for WESG.

## INS Is Releasing Series On Russo-Sino-Jap Events

A series of 12 timely articles by H. R. Knickerbocker on the inside developments in Russia and the Sino-Japanese situation are being released by INS for radio presentation simultaneous with their appearance in the Hearst newspapers. The series, which started this week, is prepared as "five-minute shots" for the air.

## IBC Network Now Feeding Programs to 15 Stations

(Continued from Page 1)

Philadelphia, is now feeding daily programs to 15 stations. List includes WCOP, Boston; WNDC, New Britain; WELI, New Haven; WSPR, Springfield; WEVD and WFAB, New York; WHOM, New Jersey; WABY, Albany; WEBR, Buffalo; WSYR, Syracuse; WLBY, Utica; WSAY, Rochester; WAAB, Boston; WICC, Bridgeport, and WEAN, Providence.

Miss Hyla Kiczales, general manager of IBC, is the only woman having complete authority over a network. She was directly instrumental in the growth of the largest foreign radio chain in the country.

### Ted Cott Resumes at WNYC

Ted Cott, dramatic director of WNYC, is back on the job after a vacation and is launching a new program policy for the Radio Playhouse. One-hour adaptations by Cott of leading current movies will be aired starting with "Boy of the Streets" Sunday at 2:30 p.m. Radio Playhouse Experimental Workshop offers Oscar Wilde's "Salome" on Saturday at 5:30, with Beatrice Miller and Ted Cott in the cast.

### "Romance of the News"

"The Romance of the News" recently began a run of 52 weeks over WOV, daily excepting Sunday at 9:30-9:45 a.m. This new series, sponsored by Pope Food Products, a division of De Rosa Inc., is a dramatization of the workings of a modern newspaper with actual current news events making up the background structure of the story.

### "Camp Meeting of the Air"

WBIG, Greensboro, N. C., having many applications from churches in Greensboro and surrounding towns, for religious programs, combined three evangelical churches into an hour program the last Sunday of each month, titled "WBIG's Camp Meeting of the Air" and conducted in the same manner of the old-fashioned camp meetings of the south. The first broadcast brought the greatest response any religious program has ever received over the Carolina regional.

### WCMI Studio for Ironton

Ashland, Ky.—WCMI, which until recently had been supplying time to Ironton Broadcasting Co., Ironton, O., now discontinued, is understood to be planning to establish its own studios in that city.

## Associated Studios, L. A. Remodeling New Quarters

West Coast Bureau, RADIO DAILY

Los Angeles—With the removal of KMTR from present temporary quarters in the Associated Cinema Studios building into the new Spanish-Mission type studio on Cahuenga Boulevard next month, Frank Purkett, v.p. and g.m. of Associated, announces that the building will be completely remodeled from plans drawn by Marshall Wilkinson, architect, conforming to the newest developments in acoustical treatment practice and providing added sound stages for both wax and film recording.

Alterations will include facilities to add to the present fleet of Associated sound trucks used by independent film producers on location. Purkett recently inaugurated a new practice in auditioning transcriptions by recording on both film and wax, permitting clients to get both visual and audible impressions of the show. Plan was followed with a new program custom-built for the film star Anna Sten, and a new dramatic show called "Frisco Bill" and has been highly endorsed by potential buyers, Purkett reports.

### Freddie Rich Renewed

CBS Artists Bureau has renewed contract of Freddie Rich for another year as CBS staff conductor. This will mark Rich's tenth year with the network.

## R. & R. TOPS AGENCIES IN CBS 1937 BILLINGS

(Continued from Page 1)

Donahue & Co. ....	\$104,850
E. W. Hellwig Co. ....	92,505
Rohrbaugh & Gibson.....	89,625
Compton Advertising .....	85,500
Co-Operative Advertising .....	69,740
Charles R. Stuart.....	54,120
Fletcher & Ellis.....	52,303
Peck Advertising Agency.....	44,775
Botsford, Constantine & Gardner.	38,405
Cockfield, Brown & Co.....	37,588
Lawrence C. Gumbinner.....	29,525
L. D. Wertheimer.....	22,960
Milton Weinberg .....	22,420
Hixson-O'Donnell .....	17,610
McCord Co. ....	16,120
Barnes-Chase Co. ....	14,526
Westco Advertising Agency.....	13,060
The Caples Co. ....	11,795
James F. Fay Co.....	11,040
A. J. Denne & Co.....	10,869
Broadcast Advertising, Inc. ....	9,386
Frances Hooper .....	8,094
Gillham Adv. Agency.....	6,480
A. McKim Ltd. ....	5,940
Pacific Market Builders.....	5,681
Raymond R. Morgan Co.....	4,320
Walker & Downing.....	3,775
Baker Adv. Agency .....	2,700
Walsh Advertising Co.....	2,500
James Houlihan .....	1,485
Sidney Garfinkel .....	990

Grand Total .....\$28,722,118

### Heatter Starts Feb. 1

Gabriel Heatter's new five-minute inspirational series for Johns-Manville, with WOR as the outlet here, starts Feb. 1.



# Ann Worth HOUSEWIFE

Four Thousand Eight Hundred Sixty - Six Women Say OK

CHIEF OF WXYZ SAID, "TEST THIS PROGRAM, AND DON'T PULL PUNCHES"

—WXYZ—  
MICHIGAN  
RADIO  
NETWORK

And what a test. Right at the height of Holiday turmoil, November 11th to December 11th, (1937), when women are really busy. Broadcasting time purposely moved from mornings to 1:45 to 2 P.M., Monday through Friday, and no "ballyhoo." BUT, we did have an attractive free offer to entice mail response.

When the Chief said, "don't pull punches" he meant, test the program the hard way, and report the findings as is.

The entire case history is available to any agency or sponsor desiring a really powerful commercial program.

WRITE FOR THE FACTS. ANN WORTH, HOUSEWIFE IS READY FOR SPONSORSHIP NOW.

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

**WBIG GREENSBORO N. C.** All the News! All the Time!  
CRAIG & HOLLINGBERY, INC. Nat'l Reps.

## AGENCIES

S. I. NEIMAN has purchased the interest of E. S. Frank in Ernest Frank & Neiman, Chicago agency. Frank has gone to W. C. Mitchell agency.

THERESA POWER, veteran of media department of Lord & Thomas, Chicago, has retired on pension.

ARTHUR E. TATHAM of Bauer & Black, Chicago, has been named chairman of program committee of Association of National Advertisers, which will hold annual meeting at Hot Springs, Va., Sept. 28.

RICHARD V. NALL has left Reincke, Ellis, Younggreen & Finn for the John H. Dunham Co., Chicago.

JIM PEASE, formerly of McJunkin agency, has joined Carl Wester & Co., Chicago, and is collaborating with Inna Phillips on "Woman in White" scripts.

Albert Kircher Co., Chicago, has been named counsel for the Skoot-Mobile account.

W. E. SPROAT & CO., Chicago agency, has changed its name to Sproat-Hirschmann-Sproat, the partners remaining the same.

KELLY, STUHLMAN & ZAHRNDT, St. Louis agency, has taken additional space for the third time in less than three years.

STACK-GOBLE, Chicago, is placing a portion of the radio business of Lewis-Howe Co., St. Louis (Nature's Remedy). Announcements are being used on four Don Lee stations.

JAMES R. LUNKE & ASSOCIATES, Chicago, placed five-minute programs for Chicago Engineering Works on CKCK, CKY and CFCF.

## WXYZ, Detroit

Sidney Mason is a recent addition to announcing staff.

Michael Axford returns to the air today in "The Adventures of the Green Hornet".

Scripts of "Big Moment", Michigan Radio Network show, by Richard E. Osgood, will be used by American Legion on national broadcasts. The Legion asked permission after reading the first script.

## WADC, Akron

Allen T. Simmons, owner, is south-bound for Miami and Havana.

A. W. and Joyce McGrath have set up a Cleveland office for radio production work.

Johnny Aitkenhead, chief engineer, vacationing in Havana until Feb. 1.

"Trailer Tim", formerly portrayed by Purv Pullen here, is now at WTAM, Cleveland.



● ● ● "Little Shots About Big Shots"—Contrary to W. W.'s report in his pillar yesterday, William Maloney is still press agent for Ted Collins, Kate Smith and their enterprises... Ted Collins plans to have J. Edgar Hoover on the air shortly... Cornelius Vanderbilt Jr. was slated to appear on "We the People" last week telling how he reversed the "rags to riches" method of success, but at the last minute walked out of the show because he didn't like the script... He was talked-back into the show to do piece on "war correspondents" but nixed that idea also... "Hammerstein Music Hall" next week will present as gueststars two blind pianists playing "Smoke Got In My Eyes"... Saul Chaplin's (he's one of the English-version writers of "Bei Mir B. D. S.") dad is a tailor—who can't get work today. The reason is that people say his son is making a million dollars from the hit song. In reality, Chaplin will receive one cent per copy sold—while Sholem Secunda, the Jewish writer, will receive a cent and a half.

● ● ● Yesterday's RADIO DAILY cleared the "Big Stone Crushing Mystery" for you—and also us. It was B. Charles-Dean's showmanship method of creating interest in his new radio idea. The suspense nearly killed a lot of readers!... Reminds us of the time Ed Wolf ran his teasers on "Hilltop House"—which he admitted selling to Pepsodent because of the ad—is our face red?... Hubbell Robinson, production man at Young & Rubicam, has a very interesting piece of fiction in Feb. Esquire... After a three week absence from KYA, Frisco, because of a flu-attack, Richard Moyes Deasy, staff announcer, returned with a Rasputin-like beard. He stood the kidding for a week and then, in desperation, cleared the chin—which by this time had become accustomed to the "fur," so he landed back in bed because he was exposed to the elements.

● ● ● Jonie Taps is general manager for Shapiro-Bernstein, music publishers. He's also engaged to Doris Rhodes, new CBS singing sensation. It was through Jonie's efforts that Doris was given a "look-in" at Columbia and a program of her own... The other nite she debuted in the first of the series and used as her theme song "Deep Purple," published by Robbins Music—which will net that firm a bundle due to performances!... Eddie Garr says that last week he made two appearances for Bromo-Seltzer on the air. His first and last!

● ● ● Recently at "Benny the Bum's" in Philly, Edward Roecker, former WIP singer, who is now with Pick and Pat on CBS, had dinner with Murray Arnold, WIP press head... During the floor show, Benny "The Bum" Fogelman, came over to Eddie and asked him if he please wouldn't mind doing a number for the people. Eddie agreed, sang "Old Man River" to the thunderous applause of the patrons and returned to his table—only to meet Benny again. "Eddie," he said, "that was marvelous. It was the best I've ever heard 'Wagon Wheels' sung!"

● ● ● Monie Hellinger of Lord & Thomas sent the following wire to Judy Starr the other day while her birthday party was on. The "()" are ours: "Twinkle twinkle little Starr. How we wonder that you are Birthdaying with Ted (Powell) and Bunch. At Shor's (Tavern) disreputable quick lunch. Don't let Winchell know or Vallee Nor D. Zanuck or Truman Talley. But have more fun than (Edgar) Bergen, (Bert) Lahr. And happy birthday, Little Starr"... Bill Donnelly of WICC, Bridgeport, actor of the "Let Freedom Ring" series, forwards the suggestion that sound-effects libraries should include "pauses"... The verbal sparring match between Major Bowes and Cecil B. DeMille on the latter's program last Monday night over CBS was great fun. The Major and the movie-radio producer knew each other 'way back when.

## GUEST-ING

ALICE BRADY, on Chase & Sanborn Hour, Jan. 23 (NBC-Red, 8 p.m.)

LAURITZ MELCHIOR, on Robert L. Ripley show, Jan. 22 (NBC-Red 8 p.m.)

VICENTE COMEZ, guitarist and DUSOLINA GIANNINI, on "Magic Key of RCA," Jan. 23 (NBC-Blue, 2 p.m.)

EDWARD EVERETT HORTON, on Al Jolson show, Jan. 25 (CBS, 8:30 p.m.)

LOU HOLTZ, on Al Pearce program, Jan. 25 (CBS, 9 p.m.)

ADOLPHE MENJOU and VERREE TEASDALE, on Jack Oakie show, Jan. 25 (CBS, 9:30 p.m.)

STOOPNAGLE and BUDD, on Benny Goodman show, Jan. 25 (CBS, 10 p.m.)

ROLAND CRANDALL, cartoon animator, on "Cartoon Club of the Air," Jan. 23 (WNEW, 6:45 p.m.)

JACK CHERTOK, M-G-M shorts producer, interviewed by Sam Taylor, today (WHN, 6:45 p.m.)

BOB MURRAY, on Ray Block's "The Instrumentalists", today (CBS, 11 a.m.)

## LINCOLN

Lincoln Theaters Corp. signed Barney Oldfield, Sunday Journal and Star movie columnist, this week for 6 nights weekly via KFOR.

Dorothy Wertz, KFAB singer, suffered a skull fracture in an automobile accident and is in the hospital here. Happened the day she revealed her marriage to Glen Haynes.

## WBIG, Greensboro

Manly Holland and Gilbert Hutchison have joined the commercial department.

Edward Andrus, new addition to the announcing staff, is producing "The Word of Life" thrice weekly.

Erlu Neese, former star of Duke Power's program, is visiting New York.

Peggy Gordon, soprano, is being featured as soloist on Duke Power program.

## 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

## RECORDINGS

Call BRINCKERHOFF

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3-3015

**PROGRAM REVIEWS**

**"Alias Jimmy Valentine"**

Bert Lytell in "Alias Jimmy Valentine," recently heard in transcribed form over WHN, started on WJZ-NBC-Blue this week as a Tuesday feature at 9:30-10 p.m., sponsored by Larus & Bro. Co. (Edgeworth tobacco and Domino cigarettes), through Blackett-Sample-Hummert agency.

For its type of serial, "Jimmy Valentine" is hard to beat. The story of the ex-convict who tried to reform but couldn't escape hounding by the police already has proved itself on stage, screen and radio as well as in its original fiction version.

Present air production is well produced and has a fine cast. Supporting Lytell are Elizabeth Day in the feminine lead, Alfred Swenson, Jack McBryde, Don Costello and Paul Nugent. Anne and Frank Hummert are producing.

**Paul Sullivan**

Besides having his own program schedule on WLW, Cincinnati, Paul Sullivan is now coming to New York each week for a series of appearances on the Vitalis show, Monday nights over NBC-Red. It is easy to understand the popularity of this commentator. He has a most ingratiating style, in speech as well as in attitude, a likable southern-gentleman flavor and none of the carping tendencies of so many other commentators.

In his first Vitalis program Sullivan turned raconteur and related some untold incidents about General Robert E. Lee.

**Doris Rhodes**

Starting a sustaining series on Mondays, 7:15-7:30 p.m. via CBS, Doris Rhodes was billed as "Columbia's new singing star" and the wordslinger repeated the phrase before each of the four songs she did. Backed by Freddie Rich's capable musical assistance, Miss Rhodes sang "I Double Dare You", "Once In A While" and "The Morning After", pausing for time to allow the band to play "I See Your Face Before Me", with another vocal, "Everything You Said Came True", rounding out the period. Her delivery of the first chorus was good, while the second rendition of the same words came as a complete surprise to the listener. It had individuality plus plenty of showmanship.

**Mary Ware**

Taking the air over WSMB, New Orleans, daily except Saturdays and Sundays for 10 minutes, Mary Ware

☆ **PROMOTION** ☆

**WHBF Lively Youngster**

"They say that radio is an infant industry . . . so meet the liveliest radio youngster in the middle west," says a new 32-page brochure just released by WHBF, Rock Island. To carry out this theme, the cover and all pages are illustrated by candid photographs of an 11-month old baby performing various antics before a WHBF microphone, intending to show that WHBF is the liveliest radio youngster in the middle west.

Clair Heyer, WHBF national sales and promotion manager, prepared the brochure and took the pictures of his young daughter, Emma Kristine. He felt that babies could illustrate radio station as well as other forms of advertising—and it proved to be a "natural".

On the cover Emma Kristine croons into the microphone then represents the advertiser who does not use radio by sleeping. Then she kicks up her heels on the showmanship page, tears up paper on the action page . . . examines newspapers and census reports, splashes in the bathtub, pounds a typewriter, wrestles with a window card and smokes a cigar (wrapped in cellophane) to illustrate sections on publicity, market data, sports, advertisers, merchandising and personnel. And she apparently reads RADIO DAILY.

While the infant theme is prominent, it is incidental to detailed data presented on every phase of WHBF's activities.

**OKLAHOMA**

Though FCC has denied application of George H. Evans and Davis C. Vandiver for construction of a station at Chickasha plans may not be dropped entirely. Realignment may be considered and new application made later.

KVOO and KTUL, Tulsa, will both salute northeastern Oklahoma towns and cities beginning January 30. The 30-minute programs will be sponsored by the Good Neighbor Clubs.

Johnny Caldwell, KTOK office boy, now collecting station gossip for inclusion in programs mailed out to interested parties.

George M. Hamaker, formerly assistant continuity director, has been

(Katharine Salmon) presents an interesting shoppers' program for Maison Blanche. The credits are light and the program, when caught, tended to infer the benefit of modern household appliances, etc., through comparison with what future centuries would bring. After touching upon year 3,000 when our descendants might be swimming on the ocean floor in special suits, program returns to the present with an account of the record-breaking descent of a man who had helium and oxygen pumped into his diving suit.

**"Down Beat" Club**

Outgrowth of the rising popularity of station's "Down Beat" program, KCKN, Kansas City, is organizing a "Down Beat" club. Show, a recent starter, gives dope on songs and song celebrities, featuring an interview on each broadcast. Ruth Royal, originator of the program is also guiding light of the club. Idea is to invite selected members to visit studios when celebs are interviewed. Among the names already interviewed are Little Jack Little, Don Torres, Frank A. Sherman, Will Osborne, Morris Brampson, and Joe Boan.

**"Thanks for Sloan's Liniment"**

Ben Grauer, in ending his commercial, says: "Members of the studio audience, what would you say?" Some 300 voices answer, "Thanks for Sloan's Liniment."

This, observes Cecil, Warwick & Legler, agency handling the account, "is the first time in radio that an entire studio audience aids in giving a commercial." The new twist has just been added to Warden Lewis E. Lawes' "Behind Prison Bars," airing for the liniment over NBC-Blue.

**Goes with the Gas Bill**

Leaflets, mailed with the gas bills, direct public attention to Memphis Power & Light Co.'s "Ports of Call" an Atlas show on WREC. Copy asks the customers to "tune in on this instructive program," bringing "beyond-the-horizon adventure to your radio side." Mailing was idea of Charles E. Maughan of the station.

promoted to WKY Continuity Chief, due to severe illness that has forced the retirement of E. C. Sutton.

Harold 'Dutch' Smith handling wrestling program broadcasts for KTOK.

WKY presenting K. D. Turner, state game warden in series of programs called "Sportsmen's Hour."

Neal Barrett, southwestern Hearst manager at Oklahoma City and v.p. of company, named chairman of the sports and recreation committee of Oklahoma City Chamber of Commerce.

YMCA Youth and Sports Program added to KTOK schedule.

Verna Mae Jemison reviewing children's books on WNAD.

**WATL Adds to Staff**

Atlanta—Allan Park has become affiliated with the WATL announcing staff, while Bill Schell has joined the station's commercial department.

**ORCHESTRAS MUSIC**

**SKEETER PALMER** and his orchestra have been renewed for an indefinite period at the Seneca Hotel, Rochester, N. Y., with a WHAM wire. The orchestra is handled by Meyer Davis office.

*Kathleen Lane, formerly vocalist with Charles Barnet and Glen Miller orchestras, has joined Isham Jones and his band at the Hotel Lincoln in New York.*

Freddy Martin's orchestra, which opens at Royal Palms, Miami Beach, on Jan. 20, has lost Terry Shand, singing pianist, and Bruce Yantis, first violinist, who has organized a band of his own now playing at El Morocco in New York. Martin will be back in Chicago for an Aragon ballroom engagement in the Spring.

*Ernie Holst's orchestra, currently heard via CBS from the Book-Cadillac Hotel in Detroit, will have two network wires starting next month. The vocal assignments during Ernie's broadcasts are handled by Holst himself, Norman Moon, and a trio, "The Novelteers."*

Carlos Chavez, distinguished Mexican composer, has been commissioned to compose a harp concerto for radio by Samuel R. Rosenbaum, president of radio station WFIL, Philadelphia, and vice-president of the Philadelphia Orchestra Association. The concerto will be especially written for microphone pick-up and scored for a small orchestra within the means of the average radio station.

*Frank McFarlane and his Terrace Boys, who adopted their title while entertaining on the terrace of the Hong Kong Hotel, in China, have begun an engagement at La Marquise, Tony Vietro's new supper club at 28 West 56th St. Muriel Welch, piano virtuoso, is a new addition to the show there.*

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

Booking Direct  
**D'ARTEGA**  
AND HIS  
ORCHESTRA  
1441 B'way, New York CH 4-5155

**Results COUNT MOST**

**CKWX**  
VANCOUVER, B. C.  
The Popular Station of Canada's Third Largest City

**WEED & COMPANY**

**RADIO STATION REPRESENTATIVES**  
NEW YORK - CHICAGO  
DETROIT - SAN FRANCISCO



**E**DDIE DAVIS has been signed for 26 more weeks of scripting on the Jack Haley show. Don Clark of the H. N. Swanson office set the deal.

Tom Breneman and Caryl Coleman are off to San Francisco to stage their CBS Pacific Coast "My Secret Ambition" show in the Gold Ballroom of the Palace Hotel next Sunday.

KMPC boasts 23 new live programs inaugurated since Leo Tyson took the helm at the Beverly Hills station.

Gene and Glenn have been set for a new three-weekly series on KFI in addition to their current five-a-week spot at 9 a.m. over the same station.

Sam Pierce, narrator and whatnot on "Hollywood Hotel," is the parent of 8-pound Samuel C. Pierce III.

Mirandy, versatile hillbilly character woman, finished a year for one sponsor on KFAC last week, but started right in for another one with her six-times-weekly chore at 8:30 a.m. daily except Monday over the same station.

Tom Langan, script writer on the Paul Whiteman-Chesterfield show, has authored a newspaper yarn, "Cops Are Human," which is under consideration at a major studio. Langan was at one time a New York reporter. Two other Whiteman scripters, Al Lewis and Hank Garson, are about to be put under exclusive contract by the maestro.

### KIDO, Boise

At the station's monthly staff meeting, plans were laid for listener campaign for new program ideas and criticisms on present sustainers, also improving station's nine-year-old "Jack and Jill Club."

Announcers Roy Civile and John "Mac" MacMahon enjoy completely ad lib quarter hour in their role as the "Lobby Loungers." This program of informal interviews is remoted twice weekly from the Hotel Boise lobby.

Jack Bain's ork, playing an engagement at the Boise Supper Club, beats it out on the air three evenings a week for tuner-inners.

### WIBG, Glenside, Pa.

Margaret R. Collins, program director, will appear on today's Piano Symphonic program.

Wonder Valley Boys will be guests Saturday on the Hatboro Program.

## CARL BIXBY

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

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

## RADIO PERSONALITIES

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

### A. H. FLATEN

**I**F you called Agdur H. Flaten, commercial manager of KDAL, Duluth, by his first name, it would sound so strange to him that he probably wouldn't answer. But when you hail him as "Flatty,"—the "a" pronounced as in "arm"—he responds with the friendly smile his friends know so well.



Was a Fuller Brush man while at college.....

"Flatty" has been in radio about 10 years, starting as a salesman at KFJM, in Grand Forks, N. D. After being graduated from the University of North Dakota, he worked for the Kroger Grocery & Baking Co. in Cincinnati and later received sales training with the Studebaker Corp. He even was a Fuller Brush man when in college.

"Flatty" made such a good record at KFJM that he was sales manager when he left to assume the duties of commercial manager at KDAL. It is largely due to his efforts that KDAL has taken such great forward strides since it went on the air Nov. 22, 1936—affiliating with CBS on Sept. 5, 1937.

On the personal side, "Flatty" is over the 6-foot mark and sports a crop of wavy, red hair. He is married. Is usually working so hard that he says the only hobby he has time for is "more work—signing new business for KDAL." A frequent companion of "Flatty's" on his calls in Duluth and on many of his out-of-the-city trips is his pet Boston Bull, "Rex."

### WESG, Elmira, N. Y.

Harry Springer, veteran band leader, theater and dance orchestra conductor, has been added to the staff as musical director.

Manager Dale Taylor is a member of the local committee in charge of the President's Birthday Ball.

A new swing program has been inaugurated which after two presentations is pulling mail in keeping with longer established programs. "Swinging the Blues Away," Friday, 2:30 p.m., handled by Woody Ott, announcer, features a different local dance band each week plus better nationally known swing bands in transcribed form.

B.B.D. & O. representatives recently used WESG facilities to audition a network show for a prospective client in this territory.

Announcer Kenneth Powell experienced thrills aplenty enroute to his home in Pennsylvania last weekend. He drove through a blizzard for most of the 250 miles—each way.

### WTMJ, Milwaukee

Anson Weeks, whose band is playing Milwaukee's Hotel Schroeder with WTMJ wire, used the station's facilities to make some recordings for Decca.

Mary Agnes Donahue, soprano, made her bow on "New Voices of 1938." She was formerly heard on WCFL, Chicago.

While Russ Winnie's voice is temporarily silent, due to a jaw infection, Bob Heiss is handling the commentator's daily Wadhams Oil "Sport Flash."

Jack Martin is improvising the accompaniments for the "Singing Jingle" on Hormel's tri-weekly "Spam" shows.

### KDYL, Salt Lake City

Al Priddy, announcer, drawing his own blueprints for home.

By Woodbury, musical director, spending eight hours a day rehearsing, working with script writers, planning several series of live-talent shows.

Myron Fox, special events man, back from Palm Springs.

Ted Kimball, program director, recently interviewed Luther King, Negro tenor, and presented Salt Lake's newspaper music critics and several music sponsors on same program.

Frank Austin has been appointed news editor, with Jack Gregson as assistant editor. News department rewrites, editing, supervision will be handled through regular production department.

Big-time variety show, "Hello, Ladies," woman's program featuring By Woodbury and his orchestra, made debut Monday as a six-weekly and is going over fine. Shirley Davis, Don Parker, and others are in the cast.

George Snell, production manager, has revised the station's sustaining program schedule completely, dumping all old ideas and instituting a new schedule of sustaining features throughout station's time on air, 6-1 a.m. seven days a week.

### WCAE, Pittsburgh

Singer Nancy Martin is now making all the special arrangements for her commercial and sustaining programs.

Elder W. Marshall, who lost his bid for re-election to the Common Pleas Bench, was a speaker on the station's "Law for the Laymen" series.

Joe Sartory, former sports announcer and now member of the sales staff, returns to the air Sunday for a guest appearance on Elsie Litchenstul's "News Digest."



**N**ILES TRAMMELL, NBC vice-president, touring Pennsylvania on business. Around Feb. 1 he and Mrs. Trammell will leave for a vacation in the Bahamas.

H. Leslie Atlass, vice-president of CBS, and assistant Jack Van Volkenburg back from visit to KMOX, St. Louis.

Hazel Flanagan, wife of Pat Flanagan, WBBM sportscaster, seriously ill with influenza.

Ascap is reprinting in the February issue of its Journal article by Larry Wolters, radio editor of the Chicago Tribune, on "Music to Radio Drama Is Like a Frame to Picture."

It's a girl at Seymour Zeldman's, who is better known to radio stars from coast to coast as Maurice Seymour.

Hoosier Hot Shots planning to make a trip to London to do several theater dates in early spring.

Ziff-Davis Publishing Co. has purchased Radio News and Amazing Stories from Teck Publishing Company. Both of them will have their tempo stepped up. Radio News to be published in Chicago.

Dan Harding's Wife, NBC serial for National Biscuit Co., will mark its 500th installment next Friday. Isabel Randolph, Loretta Poynton and Merrill Fugit play the leading parts.

### KFOX, Long Beach, Cal.

Wayne Hart, announcer and sound man, has completed his revision of station's recorded sound effect library. A new filing system, designed by Hart, puts any desired record within easy reach.

Foster Rucker (Friendly Philosopher) is vice-president of the alumni association of Long Beach Polytechnic High School.

Deane Chamness is first lady of the KFOX office staff. She has been associated with station owner Hal Nichols for more than 25 years, starting with him in Denver when he was a leader in orchestra circles before the days of radio.

### Harry McNaughton to Wed

New Orleans—Marion Turpie, golfer, said here that she would shortly marry Harry McNaughton, the "Bottle" of Phil Baker's program.



### JOSEF CHERNIAVSKY

"The Musical Cameraman"

Now Guest Conductor at

SHEA'S BUFFALO THEATRE

Featuring his Pet Presentation Ideas

☆ **F. C. C.** ☆  
**ACTIVITIES**

**EXAMINER'S RECOMMENDATIONS**

Gerald A. Travis, La Porte, Ind. CP for new station. 1420 kc., 250 watts, daytime, be granted.  
Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited, be denied.  
WCAU, Newton Square, Pa. Mod. of CP to add additional frequencies for use by W3XAU be denied. Grant request to amend applications and specify other frequencies.

**HEARINGS SCHEDULED**

Jan. 31: KVOB, Denver. CP to increase power and change frequency and hours of operation to 630 kc., 1 KW., unlimited.  
KFEL, Denver. CP to change hours of operation and increase power 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.  
State Broadcasting Corp, Gretna, La. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.  
March 9: Pawtucket Broadcasting Co., Pawtucket, R. I. CP for new station. 1390 kc., 1 KW, unlimited.  
March 15: WNEW, New York. Mod. of license to increase power to 1 KW., 5 KW. LS. 1250 kc., share time.  
WGNV, Newburgh, N. Y. CP to change frequency and hours of operation and increase power to 1220 kc., 250 watts, daytime.

**PHILADELPHIA**

Stoney McLinn, WIP's director of sports broadcasts, will be honored by a testimonial dinner on his 30th anniversary as sports writer and radio commentator.

Dr. Leon Levy, president of WCAU, leaves for a five week vacation at Palm Beach.

WPEN's newly inaugurated artist bureau under direction of Manning Hall is doing a land office business. A new program on WFIL is "Stamp Club," under direction of George Henhoffer.

Kay Allen, heard over KYW, is rehearsing with Roger Kortland and his orchestra.

"Looking Over Books" with Warren Schutte returns to KYW.

Pat Purcell, for three years featured vocalist on WIP musical shows, has joined the Benny Davis vaude unit.

Angelo Palange has taken on the "Cheer Up" program over WPEN.

WFIL commentator Charles Benford is inaugurating a series titled "Know Your City."

Lou Hamilton, WIP hillbilly, has completed a movie short called "Phoney Boy." Lou and his "Bees" are now on a vaude tour.

Louis Lewis is now being heard over WPEN in his psychological broadcasts.

Nancy Hild of WFIL is attempting to learn all about radio. She is now in two dramatic productions and is also trying to master the art of script writing.

The Happy Clarks, KYW singers, will be absent from the air for two weeks, while touring the Eastern states.

Leo Zollo, new to the swing fans this year, will be heard over WIP with his band.

Dave Walls, WIP singer, is the father of twins.

☆ **Coast-to-Coast** ☆

**T**HE Scarab Ball, annual bizarre fling of Detroit's artists' colony at Hotel Book-Cadillac will be broadcast by WJR at midnight Friday. Duncan Moore, WJR's special events man, and Charles Penman, veteran announcer, will be aided by Jane Schermerhorn, Detroit Times society editor, in giving a radio picture of the colorful scene.

*The fifth consecutive Winter season of Music and American Youth programs, presented under the auspices of the Music Educator's National Conference from different schools around the country will be inaugurated at 11:30 a.m. Saturday over the NBC-Red Network.*

Neil Collins is now publicity director of WCLE and WHK, Cleveland.

*The elaborate broadcast, "Streets of New York," originally scheduled on WNYC this Friday, is postponed to allow for the assemblage of special sound effect equipment and recordings.*

"Curtain Please" is the title of a new series of Cleveland produced programs, featuring artists and music of the legitimate stage and pit, presented by WHK each Tuesday evening at 7:30 p.m. Music on the program will feature the U.B.C. Concert Orchestra under direction of Louis Rich. WHK invited Carl Hanna, owner of Hanna Theater, and William T. Blair, manager of the house, to speak on "The Theater Today." Nicky Burnett will produce.

*Tony Wons' Scrapbook, sponsored over a CBS network thrice weekly by Vicks Chemical Company, is now being heard in Hawaii via recordings. KGMB, Honolulu, and KHBC, Hilo, are being used. Arrangements also are being made to broadcast the recordings in Australia. Morse International is the agency.*

Slim and Slam, colored harmony team, who are heard daily on the Courtney Joymakers program over WNEW, will make personal appearances at the Apollo Theater, 125th Street, for a week beginning tomorrow. Duke Ellington is also appearing on the same bill. Slim and Slam have been appearing at Onyx Club the past week.

Association of Pacific Fisheries Inc. (Canned Salmon Industry), which

**Lawson Zerbe**  
PL 3-2600

starts on WHN Jan. 31 for 18 weeks, marks the fourth participating sponsor to be placed on Mrs. Ida Bailey Allen's program by the J. Walter Thompson agency. Others include Danya, Washington State Apples and Scottowels.

Joe Rockhold's "The Editor Speaks," in which Rockhold reads the outstanding editorials from newspapers in the Toledo area, have been resumed on WSPD.

Al Barrie will satirize "The Merchant of Venice" on his "Melly-dramers" program over WNEW at 1:30 p.m. Saturday.

WHOM, Jersey City, gave its Polish listeners a treat Tuesday night when it presented the holiday festival program direct from the deck of the Battery upon landing at the Hoboken pier. Eugene Brominski and Ray Marshall were at the mike for the sponsored broadcast.

Ed Smalle, who made several musical movie shorts with his vocal septet last year for various film companies, has started work on his first one this year.

**NEW BUSINESS**  
Signed by Stations

KDYL, Salt Lake City: American Packing & Provision Co., "Martha Lane's Radio Kitchen," ETs, through L. S. Gillham Agency.

WHN, New York: Coca-Cola, renewal. "Singin' Sam" ETs, through D'Arcy Advertising Co.

WHO, Des Moines: Winston & Newell Co. (IGA), "Cook's Corner With Mary," through Hutchinson Advertising Co.; Father Coughlin; Zanol Products Co., musical clock, through Presba, Fellers & Presba; Procter & Gamble Co. (Lava), "Houseboat Hannah," renewal, through Blackett - Sample - Hummert; Lever Bros. (Spry), announcements, through Ruthrauff & Ryan; Holland Furnace Co., through Ruthrauff & Ryan; Fellows Medical Manufacturing Co., announcements, through Nelson Gilliam Co.; Gamble Stores, announcements, through BBD&O; Paxton & Gallagher (Butternut Coffee), announcements, through Buchanan-Thomas Advertising Co.

KMOX, St. Louis; Olson Rug Co., news; Mantho-Kresmo Co., announcements.

WNEW, New York: R. B. Davis Co. (baking powder), Make-Believe Ballroom," through Chas. W. Hoyt Co.; Bernard Perfumes, "Make Believe Ballroom," through Sel Johnson Co.

**Free Tickets for Sports Fans**

Frank Chase and George Ludlam, on their "Sports Question Box" program over WEAJ at 6:35 p.m. Saturday, will offer two free tickets to any sporting event for the most interesting question of the week. Transportation and other expenses also will be paid.

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

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

and  
**Hundreds of Others**

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

**ADULTS** (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.  
**CHILDREN** (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

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

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

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

**625 MADISON AVE., NEW YORK**

Studio  
Between 58th and 59th Sts.  
Phone Wickersham 2-4300

### Uncle Nick Talent Hunt With Major Bowes Tie-Up

Detroit—Uncle Nick Nichols, who conducts the new "Sally's Amateur Hour" over WJBK, Tuesday and Friday nights from the stages of different neighborhood theaters, is uncovering a number of talented kids. Winners are selected by audience applause as recorded on an applause-machine. Two winners each week are sent to New York, with expenses paid by the sponsor, for a tryout with Major Bowes.

### BOSTON

Harry E. Rogers, organist formerly with Yankee Network, has been signed as staff organist at WHDH. Harry's son, Harry, Jr., is in town with Art Shaw's orchestra, playing a date at Raymoor Ballroom.

WORL has started a new program, "The M-1 Reporter," a tieup with the Boston Police Department, in the interests of safe driving. The M-1 Police Cruising Car is equipped with mike, and motorists are stopped and interviewed.

### WFTC, Kinston, N. C.

Smiling Jimmy Barber, program director, is throwing out his chest. Besides selling a song he wrote to a transcription firm, he's a prospective papa.

Bob Wasdon, formerly of production department, has joined the advertising department to assist Charles Morgan, chief.

The Woman's Hour conducted by Doris Blaylock is to be resumed thrice-weekly.

Frank Harden of production department is back on the job after being laid up four days by flu.

Announcer Ernie Scott another flu victim.

Chief Engineer Harry Layman has extra duties while Jackie Segal and Bob Wasdon are in New York for a few days.

### WTAG, Worcester

Elton W. Morde, formerly with Westinghouse and WHN, New York, and E. W. Frost, who has been with WFEA, Manchester, N. H., have joined technical staff.

Paul Anderson, at the WTAG transmitter for eight years, is now with the WJZ transmitter at Boundbrook, N. J.

Hope Norman, formerly with WGNV, is preparing and presenting "The Schools of the 19th Century" on behalf of Salter Secretarial School.

## ★ Programs That Have Made History

### KGFF's "Chicken Chatter"

**C**HIRPING baby chicks is the "theme song" for "Chicken Chatter," a program which began its seventh season of broadcasting over KGFF, Shawnee, Okla., on Jan. 1. "Chicken Chatter" is conducted by the program's sponsor, G. C. Parkin, owner of the Parkin Hatchery, who is known to the radio audience as Abner Pinfeather.

During the past seven years the Parkin Hatchery business has increased steadily and in 1937 production crossed the half-million

mark. KGFF is the only medium of daily advertising used, except for small trade paper insertions.

The program of "Chicken Chatter", given at 12:15-12:30 p.m., consists of the opening—chirping chicks—talk of new hatchings, feed, eggs, etc., by Abner Pinfeather, hillbilly songs by "Chicken Jack" (John Boggs) and closing—chirping chicks.

Last year a guessing contest on the number of chicks to be hatched from a specified incubator brought 6,500 letters and cards to the sponsor.

### Two KDKA Programs Going on NBC-Blue

Pittsburgh—Two KDKA programs, "Under Western Skies" and "Dot and Pat" (Dorothy Bushey and Pat Haley), have been set for NBC-Blue network following a New York conference by A. E. Nelson, KDKA manager. "Dot and Pat," heard at 1:45 p.m. Tuesday, will get a regular weekly spot next week. "Under Western Skies" starts on the net Jan. 26 at midnight. Other shows, featuring the work of Maurice Spitalny, musical director, will be added later.

### Elinor Sherry Gets Spot

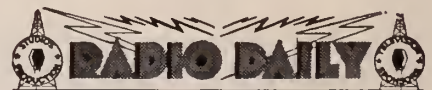
Elinor Sherry gets the featured vocalist spot with the Ernie Fiorito orchestra Friday night over WOR-Mutual in addition to her regular Saturday afternoon broadcasts.

# "How To Make Friends In Radio And Influence Radio Executives"



**ADVERTISE  
REGULARLY**

IN



**"A  
TEST  
WILL  
TELL"**

## BIRTHDAYS

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 20

Smith Ballew                      Sam Faust  
Muriel Pollock                    Allen Prescott  
Carveth Wells