



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 109

NEW YORK, N. Y., FRIDAY, DECEMBER 3, 1937

FIVE CENTS

CBS Nov. Billings Up 9.2%

LABOR GROUPS UNDECIDED ON BROADCASTING PLANS

Labor organizations are still up in the air as far as broadcasting plans are concerned, it was learned yesterday. Despite the ardent need for broadcasting time by at least one of the two parties, it is expected that radio will not be used until after the first of the year, with a possibility of a concentrated drive via broadcasting getting under way at that time now very likely.

Despite previous predictions of an

(Continued on Page 2)

WTMJ Series on Rackets Part of National Drive

Milwaukee — As the second in WTMJ's promised campaign of semi-crusading efforts, station is cooperating with the Better Business Bureau in a "War on Rackets", exposing schemes to defraud the public. Dramas are being prepared

(Continued on Page 2)

170 Stations Using Zeke Manners Disks

The thrice-weekly transcribed series featuring Zeke Manners and his Gang is now sponsored locally over 170 stations, it was stated yesterday by E. L. Bresson of Sound Reproductions Corp. Series has been set on all 170 stations on a 52-week basis with options every 13 weeks. Klingner Advertising Corp. handles the series nationally. Recording is handled exclusively by Sound Reproductions.

94 for U. S. Rubber

United States Rubber will use 94 stations for its CBS show which begins Jan. 12, 9:30-10 p.m.

Classic Draw

Chicago—WAAF's best goodwill builder is "The Symphonic Hour," full hour of classical music presented at noon for the past six years. All efforts to cut its length or take it off have been opposed by listeners. In a recent one-time giveaway offer (program is sponsored on Sunday), 900 letters were received.

Supplement Opera

NBC broadcasts of the Metropolitan opera, under the sponsorship of RCA for the second year beginning tomorrow, will be supplemented by a series entitled "Operalogues" to be presented Wednesdays, 3:45-4 p.m., over the same NBC-Red network. New airing will discuss opera to be heard following Saturdays.

PILLSBURY IS REPLACING NBC "TODAY'S CHILDREN"

Chicago—Though it enjoys top rating, "Today's Children" is being shelved by Pillsbury on Dec. 15 in favor of another Irna Phillips script titled "Women in White," which will use the same NBC-Red network at 10:45 a.m. EST.

"Today's Children" has led the day-

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Coast Television Service Promised for Next Year

West Coast Bureau, RADIO DAILY
Los Angeles—Lewis Allen Weiss, Don Lee web's general manager, promises a series of regular television broadcasts from the network's

(Continued on Page 3)

Repeat for Penner

After Jan. 2 the Joe Penner show on CBS will have a repeat show for listeners in Denver, Salt Lake City and the Pacific coast, 11-11:30 p.m.

Heretofore program has been heard across the country at 6-6:30 p.m. Ruthrauff & Ryan Inc. has the account.

A. L. Alexander Back on Air Heading "True Story Court"

Television Sent 400 Miles By Land Line in England

London — Germany's 300-mile distance record for transmitting television by land line has been broken in recent British experiments which showed that pictures of superior quality to the German results can be sent and received over 400 miles of wire.

Gross for Last Month Was \$2,654,473, Second Highest Monthly Figure in Network's History

MINNESOTA INDUSTRIES JOIN IN STATE PROGRAM

Minneapolis—Minnesota businesses and industries are cooperating in presenting the story of the state to its citizens in a new series of weekly radio broadcasts known as "The March of Minnesota" which is being inaugurated Sunday at 6:30 p.m. over WCCO and fed to a state-wide hookup of stations including KDAL,

(Continued on Page 5)

Radio-Film Cooperation Is Urged by W. B. Lewis

Film companies need not fear the inroads of either radio or television on theater attendance, W. B. Lewis of CBS said yesterday at the weekly luncheon meeting of the Associated Motion Picture Advertisers. Just as actual broadcasts of tennis and football matches produced record attendance at the games this year, radio entertainment has accelerated moviegoing, he said, creating new stars,

(Continued on Page 4)

Shoe Firm Testing

Chicago—Burton-Keith Agency has spotted five-minute programs daily for Shoe Customizer Co. (Heal-locks) of Danville, Ill., on WDW, Tuscola, Ill. If test is satisfactory, other stations in Illinois and Indiana will be used.

CBS November billings totaled \$2,654,473, an increase of 9.2 per cent over the corresponding month last year. This is the second highest monthly receipt figure since the organization of the network.

Cumulative receipts for the first 11 months are \$25,935,500, up 25.1 per cent over the same 1936 period. Network will close the year with billings totaling around \$28,500,000, as pre-

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KEY STATION CONTRACTS ARE SIGNED BY WEBER

Key station contracts with the AFM, to run for two years, were signed yesterday by Jos. N. Weber, president of the AFM, and forwarded to the respective web officials. Allocations for musician expenditures as per contract terms will total \$513,000 annually among the key outlets. Stations so designated are: WFAF, WJZ, WABC and WOR in New York; WMAQ, WENR, WBBM and WGN, in Chicago; KNX, KHJ and what-

(Continued on Page 3)

License Being Demanded For Playing of Records

Philadelphia—National Association of Performing Artists, through general counsel Maurice Speiser, has officially notified all stations that licenses will be required before any records can be played of members of

(Continued on Page 3)

Reaching Out

Milwaukee—The Gamble Stores, Wisconsin chain, though it has no outlets in Milwaukee, took a heavy schedule of announcements over WTMJ here, through BBD&O. Result: quota of anti-freeze solution sales, set at 200,000 gallons, was topped by 50 per cent. So William F. Dittman, WTMJ sales manager, has a new talking point.

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MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Thursday, Dec. 2)

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER. Includes Bid and Asked prices.

Programs That Have Made History Anice Ives "Everywoman's Hour"

While pinch-hitting, seven years ago, for a well-known home economist, Anice Ives, well-known radio personality, beloved by thousands for her simple but solid philosophies, her friendliness and her worthwhile advice, as well as unusual manner in putting over commercials, conceived the idea that what her audience needed, with their instructions as to how to better conditions in their home along the cookery line as well as interior decorating, was a bit of fun. So she organized, with the initial membership of about 135 women, the first social club of the air; a club that at the close of the 1936 season numbered over 27,000 members.

out of Philadelphia at the culmination of one of her six successful seasons.

Miss Ives established and has maintained a confidence with her public which has enabled her to hold her listeners year after year and interest them in her many sponsors and their products which have included everything from coal to candy, from real estate to paints. Miss Ives is the possessor of a voice considered one of the finest on the air and she is listed with the agencies as "There's nothing she can't sell."

Miss Ives is now in her seventh successful year on the air and although many radio social clubs have since been organized, Anice Ives has the distinction of having really originated and successfully established the first social club of the air.

Miss Ives is heard daily except Saturday and Sunday, over WMCA at 11:15-11:45 a.m.

WTMJ Series on Rackets Part of National Drive

(Continued from Page 1)

under supervision of the National Better Business Bureau and are being transcribed by NBC. Special announcements will localize the stories, and WTMJ plans to further supplement the ETs with specially prepared local dramas of spectacular fraud cases in Milwaukee.

The series is being merchandised with Milwaukee business houses by means of letters enlisting their cooperation, cards in store windows and special announcements by WTMJ advertisers.

A. L. Alexander Heads "Goodwill Court" on NBC

(Continued from Page 1)

Alexander in which subject of story will be on hand to defend story against sociologists who will be in studio. Station setup and time remain as is under new setup.

Pillsbury Is Replacing NBC "Today's Children"

(Continued from Page 1)

time parade of script shows for years, but Miss Phillips is said to feel that, despite its rating, program has been squeezed pretty dry. New show is a tale of nurses, being produced by Carl Wester & Co. here. Hutchinson Advertising Co., Minneapolis, handles Pillsbury.

Labor Groups Undecided On Broadcasting Plans

(Continued from Page 1)

early entrance into the broadcasting field by the CIO, that body now finds itself in an unending web of inter-labor battles, with the AFL still attempting to produce some type of affiliation. Should present difficulties be ironed out before end of the year, now very unlikely, CIO radio campaign will be started, with plans, as yet in the elementary stages, calling for a drive via spot broadcasts on local stations throughout the country.

Included among radio plans for the future by both the CIO and AFL are definite campaigns during local elections in key cities throughout the country. First serious attempt of this nature took place during recent elections in Detroit and New York. It is known that the parties are now deeply interested in both local and national politics, and will use radio to aid their respective candidates. Set-back suffered by CIO in Detroit elections will in no way interfere with future plans, it was learned.

WHN Problem Program

A new "problem" program with audience participation will make its bow over WHN on Monday night at 8:30-9. Titled "It Is The Law," it is based on authentic civil cases involving domestic and similar difficulties.

WAKO ALBANY, N.Y. Under One Tent POWER MARKET POPULARITY Newly Equipped for Super Power

COMING and GOING

JANE PICKENS leaves for Reading, Pa., tomorrow to fulfill a theater engagement.

A. E. NELSON, manager of KDKA, Pittsburgh, was in and out of town yesterday.

WILF. CARTER (Montana Slim) is on a visit to Canada, where he plans to buy a cattle ranch.

JIMMY MILNE, president of WELI, New Haven, and MRS. MILNE have left for the Radio Club party in Florida and Havana, with Vera Cruse and Mildred Rosenbaum as the WELI talent-beauty hunt winners who will compete in the contest for queen.

GUS G. EDWARDS is in New York from Chicago.

FRED WARING has left for a two-week vacation in Florida.

RAY KEATING and his band leave for the Coast in January.

BILL GARTLAND, sales manager for Star Radio, has just returned from a business trip through the New England states.

GRACE MOORE arrived in New York yesterday from a concert tour through the mid-west.

ROY CAMPBELL AMBASSADORS, choral group of eight vocalists, leave for Sharon, Pa., to play a return engagement at the Grey Wolf.

RCA Dealers Sponsoring Stubby Gordon on WTAM

Cleveland—Stubby Gordon's 20-piece orchestra, which played the stage show the entire summer at Billy Rose's Aquacade in the Great Lakes Exposition, has been signed for a weekly radio program over WTAM by the RCA dealers of north-eastern Ohio.

Program, featuring unusual orchestrations by Gordon and Tommy Carter, will be heard every Tuesday at 7:30-8 p.m. and has Dorothea Beckloff as soloist. Vernon H. Pribble, manager of WTAM, organized the orchestra last spring especially for sale to the Aquacade management.

Henry and Jerome on WIBW

Topeka, Kan.—Henry and Jerome, winners of Radio Digest's medal as the most popular singing team in the middle west, are now on WIBW here in a thrice-weekly program called "The Checkerboard Boys", sponsored by Purina Mills of St. Louis. The boys recently celebrated their ninth year as a team.

Expo Not Buying Time Washington Bureau, RADIO DAILY Washington—Golden Gate Exposition getting set in San Francisco is not buying any radio time, according to information given out by the NAB here. NAB advises that a communication from Arthur Linkletter of the Exposition, says that so far all time used has been granted gratis and the exposition officials cannot see their way clear to spend any money for radio programs.

Releases Canadian Show

Universal Radio Programs Inc. has released "Canadian Cavalcade," a series of 52 one-man scripts that tell the story of Canada from its beginnings to the present day. This is the first time an American script syndicate has attempted to build a show exclusively for Canadian stations and agencies, according to L. N. Marks, Universal vice-president.

MARTIN BLOCK'S "Make-Believe Ballroom" A WNEW FEATURE 1250 Kc. 10 TO 11 A. M. 6 TO 7:30 P. M.

Block at Savoy Ballroom Martin Block, creator of WNEW's "Make Believe Ballroom", will conduct a Sunday afternoon series of "Swing Sessions" at the Savoy Ballroom. Stars of radio, stage and screen will appear.

PICK DIAMONDS "There may be gold in the hills but there are diamonds in the valley," says Burt Squire. The way to get your share is to buy time over THE MOHAWK VALLEY BROADCASTING SYSTEM 29 West 57th Street, New York Telephone: PLaza 5-3269

CBS NOVEMBER BILLINGS 9% AHEAD OF LAST YEAR

(Continued from Page 1)

dicted by RADIO DAILY earlier in the year.

NBC billings were not ready for release yesterday, but it is generally understood the billings will be down as compared with a year ago. November, 1936, billings totaled \$3,438,600, which was the second highest month last year.

Key Station Contracts Are Signed by Weber

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ever outlet is used by NBC in Los Angeles (now KFI).

Before leaving for Washington, Weber stated to RADIO DAILY that at present it appeared that on Dec. 15, the new deadline, or shortly thereafter the Plan of Settlement with the IRNA, would be declared operative. A sheaf of contracts between stations and locals of the AFM have already arrived and more are coming in daily. These are executed only with the signature of one party, but in duplicate. One contract in each case, with one signature, goes to Ernst & Ernst, IRNA accountants, and the other copy to the AFM headquarters. These are being held in escrow until such time as the AFM declares the plan operative and at which time the contracts will be exchanged and signed by both local union officials and station executives.

Schedule A, which is the trade agreement, is attached to the contracts.

License Being Demanded For Playing of Records

(Continued from Page 1)

the association. The power to license stations grows out of the recent decision of the Penna. Supreme Court which upheld the contention of Fred Waring in his suit against WDAS. Although the court decision affects only Pennsylvania, Speiser believes it will be upheld in other states.

Coast Television Service Promised for Next Year

(Continued from Page 1)

short wave W6XAO beginning early in 1938. KHJ has been active in research and practical television for many years, under the direction of Harry R. Lubke.

NEW PROGRAMS—IDEAS

Music and Sports Mix

That music mixes with sports has been tried and proven by WJJD, Chicago. When Herb Sherman, WJJD's young sales director, sold one of the largest local programs ever sold in Chicago—a 52 week 5-days-a-week, 2-hours-daily program to the Brown-Williamson Tobacco Co. — it looked like a hard program to put over with the fans. But in the capable hands of Joe Allabaugh, program director, they built a two-hour show, the "Sports Newspaper of the Air."

Sports news done by Warren Brown, newspaper writer. Divided into various departments, Brown's news is all current, keyed-to-the-moment stuff—but for variation Allabaugh and Sherman added Standard Radio's "Popular Supplement." The sports news is flavored with 56 minutes of currently popular music that the fans like.

Standard Library transcriptions provide the musical entertainment.

WTAM's "Family Counselor"

"The Family Counselor", a new program featuring Allan D. Grigsby in the role of advisor on economic, social and psychological problems, has been set over WTAM, Sundays at 4-4:30 p.m.

Sponsored by the City Loan Co., the program is supported by an orchestra and the songs of Jerry Brannon, tenor. Letters from listeners will be answered by Grigsby in dramatic presentation by the use of actors. Grigsby, in a straight interview type program, was heard over WOR last winter.

"Ex Libris" Made Steady Series

Excellent reaction to Kay Lee's bookish program has won permanent place for the airing on WDNC in Durham, N. C. Miss Lee, head of the station's continuity department and a former librarian, well-versed in literary matters, inaugurated the show several weeks ago, logged as "Ex-Libris." Interviews and comment make up the program, and Miss Lee has invited the radio audience to suggest the titles they would like to hear about.

Dialers Choose Records

Another smart entry for pepping-up transcription programs comes from WELI, New Haven. Listeners are invited to send in age, address, car registration, or any other personally important number. Similarly numbered record is broadcast from transcription library.

Santa Tours Town

Santa came to Cape Girardeau by fire truck. And touring through the city, with a mobile transmitter close behind him and an ever-ready microphone, provided an exciting opener for his fifteen-minute series over KFVS in the Missouri town. Program is sponsored by a local department store.

KELO's "Umbrella Court"

KELO, the Sioux Falls, S. D. Broadcast Association's new 100-watter, wasted no time in program building after its establishment as the sister station to KSOO in September. Among the most successful programs which this station has originated is the "Umbrella Court," presented on the stage of the Granada Theater. "Umbrella Court," which features Mark Question, has built a very large air audience and consistently packs the Granada Theater every Tuesday evening at 9 o'clock.

Six witnesses are given four questions each, usually of community or state interest. Mark Question, the Judge, ably handled by Roch Ulmer, special events announcer, asks the questions. A correct answer draws the siren and much applause; an incorrect answer, the well-known razzberry and a big laugh. Ulmer is assisted by score keepers and Commercial Announcer, George Hahn.

Prizes for those whose ability enables them to triumph over competitors are \$5 for first prize; \$3 for second prize, and \$2 for third prize. All those whose questions are used on the program receive a free ticket to the theater. At the inception of the program, the station called witnesses and arranged for their appearance at the theater. Now, in its sixth week, requests to serve as witnesses flood the station, and questions pour in from the entire territory.

The hearty approval of both air and theater audiences, together with their acceptance of the program have made it an outstanding favorite.

"Anything Can Happen"

WHB, Kansas City, has inaugurated new thrice-weekly quarter-hour period sponsored by Hilliard Motor Co. under title "Anything Can Happen." To prove it can, show features tricky broadcasts of recordings, such as the simultaneous playing of two song records by same singer, etc. Dick Smith in charge.

School Band Concerts

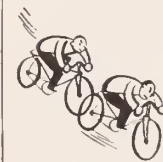
A series of nine concerts, featuring school bands in the Albany district, is a new starter on WABY, sponsored by the Knickerbocker News, Gannett paper in Albany. Boys' band of Vincentian Institute provided initialer.

This Week at WMCA

Chevrolet renew their "MUSICAL MOMENTS" for another 13-week run on WMCA. This makes the tenth 13-week cycle for this grand series, broadcast continuously over WMCA since April, 1935.

Broadway premieres to be reviewed this week by Martin Starr, WMCA theater critic, include Irwin Shaw's new play, "Siege," "Right This Way," "Something for Nothing," and "Edna, His Wife," starring Cornelia Otis Skinner.

In less than an hour after final curtain, Starr is on the air with his critical review of the play. 4 bells denote an excellent show,—3 bells say it's good,—2, just fair,—and when Starr gives a show one bell,—well, better take in a movie instead!



Watching a 6-Day Bike Race we'll admit is a pretty goofy pastime. Still, thousands of New Yorkers fairly eat up this sport. The WMCA mike at Madison Square Garden brings

listeners a lap-by-lap description of the afternoon sprints, as viewed by that dyed-in-the-wool bike fan, Willie Rattner.

Super-Salesmen Day at the N. Y. Ad Club on Thursday will present such persuasion experts as Dale Carnegie, Vash Young and Edward L. Bernays. If you can't attend this interesting session, tune your office set to WMCA at 1:15 p.m.

"Escape To The Present," the autobiography of Johannes Steel, WMCA foreign news commentator, is now being published in French and German in response to the world interest generated by this "best seller." Steel's sensational news program, "The Truth Behind the News As I See It," is on the air Tuesdays, Thursdays and Fridays at 8:45 p.m.



170 RADIO STATIONS COAST-TO-COAST

ARE USING OUR TRANSCRIPTIONS

Let us show you why

SOUND REPRODUCTIONS CORP. 17 W. 46th St., N. Y. C. BRyant 9-8265

WMCA New York's Own Station

★ **NEW!** ★
HOWLERS
 ... Boners as they have been "pulled" in all walks of life! 13 Five Minute Scripts \$10.
STAR RADIO PROGRAMS, Inc.
 250 PARK AVENUE NEW YORK CITY

GUEST-ING

MRS. FRANKLIN D. ROOSEVELT on Kate Smith program, Dec. 9 (CBS, 9 p.m.).

KIRSTEN FLAGSTAD, on Andre Kostelanetz program, Dec. 8 (CBS, 9 p.m.).

ETHEL COLT and BEVERLY SILLS, child soprano, on Bide Dudley program, today (WOR-Mutual, 11:30 a.m.).

BEN BLUE, on "30 Minutes in Hollywood", Dec. 12 (Mutual, 6 p.m.).

LEO CARRILLO and OLYMPE BRADNA, on Bakers' Broadcast, Dec. 5 (NBC-Blue, 7:30 p.m.).

Radio-Film Cooperation Is Urged by W. B. Lewis

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popularizing others, and also improving film production.

Citing CBS time sales, Lewis pointed out that film companies are not among the advertisers. This, he reminded, is "because radio and audio advertisers do your advertising for you in the one major medium best suited to your needs."

Radio has raised the entertainment level, he maintained, by popularizing classical music and artists, not offered on the screen until the airwaves established their acceptability.

Lewis added that where name talent is required, radio will continue to call on Hollywood. On its part, he said, radio is more than willing to contribute its own stars to the movies. He urged close cooperation between the industries.

Classical Broadcasts

Daily broadcasts throughout December of most of the world's greatest and best-loved music, based on listener selections, have been arranged by WQXR. Live talent and recordings will present the great literature of symphonic and choral music, piano concertos and violin concertos, opera, chamber music and lieder. The programs will be heard during the station's regular symphonic periods, 4 to 5 p.m., and 7 to 9 p.m.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

December 3

Connie Boswell Rosaline Greene
Bill Slater Kathleen Stewart

December 4

Helen Bayliss
Elsie Mae Gordon

December 5

Archer Gibson Grace Moore
Lyn Murray



● ● ● Little Shots About Big Shots:—Haven MacQuarrie, whose "Do You Want To Be An Actor?" show returned to the NBC Red net last Sunday, nearly fainted when he learned that his program was to be conducted in an eighth floor studio... Haven can't ride elevators because he suffers from claustrophobia (had to look it up) and heights scare him to death—so he reached the studio on the eighth floor via the stairway WALKING!... Some years ago Zeke Manners, the hillbilly, was inveigled into buying some stock at \$4.65 per share. You guess it—they went down to four cents in a short time and Zeke gave the bundle to his dad who wallpapered the bar in their California home... However, the firm re-organized and the other day Manners received a notification that the present value of the stock is \$40 per share—that's why those on the coast are complaining that a house is being wrecked. His pappy is cutting the certificates off the wall—without bothering to remove the plaster!

● ● ● Jack Light, ass't manager of WTAR, Norfolk, was in his apartment with the lights turned out listening to the "Lights Out" NBC thriller—when a burst of light streaked through the house as flames shot out of the wall—caused by lightning. He was uninjured though the apartment was greatly damaged... In cooperation with local merchants advertising over KFRO, Longview, Tex., that station offered a "Turkey throwaway" contest. Every ten minutes throughout the day, a large live turkey was thrown from the roof of some advertiser's place of business. Result necessitated the calling of police to handle crowds. Prexy James R. Curtis said: "Never again. There's such a thing as TOO much 'pulling power'." ... Arthur Boran was set by Bernie Foyer for a shorts series at Educational... Garnett Marks, one of the better newscasters in our midst, says: "A certain crooner, who gets a big salary, spends all his money on foolish things—but they MUST be young and beautiful!"

● ● ● At yesterday's CBS Day at the Ampa luncheon in the International Casino, where V. P. Bill Lewis delivered a swell digest of the relationship between radio and the picture industry, Ted Husing emceed the show gotten up by Ed Cashman, CBS' "vice president in charge of benefits." Al Pearce took over for Ted when the latter discovered that there were a FEW Harvard men present. Oliver Wakefield's take-off on Lewis' forthcoming talk was a gem... Arline Harris did her chatter-box routine, Three Syncopaters offered "So Rare," and Buddy Clark sang... Mutual was well represented with Fred Weber, Lester Gottlieb, Ted Streibert, C. A. McLaughlin, visiting from WHK-WCLE, Cleveland... From CBS we spotted James Appell, Mack Davis, V. P. Lawrence Lowman, Hugh C. Boice, Fred Willis, Paul White, and Ed Suppel, with David Ross, Guy Lombardo and Andre Baruch getting up for bows... The place was so jammed with radio people—that we spotted a president of a picture company—trying to find a seat.

● ● ● Floyd Farr, inquiring reporter for KDYL, Salt Lake City, reports the fruition of an unusual radio romance as a direct result of his program... During one street interview a nurse from a local hospital was asked which of her patients she remembered best. She described the patient—male—who was now recovered and out of the hospital—and listening. Finding that he had made so good an impression, he looked up the nurse and now the two are engaged.

PROMOTION

Samples for Guests

The five-thousandth person appearing on WTMJ's daily "Sidewalk Reporter" shows for Quality Biscuit Co. was surprised with an enormous fruit cake presented by Russ Winnie who conducts the feature.

Every person who appears on the show is "sampled" by letter with a box of Keebs, new crackers which have been given tremendous sales impetus by the radio programs.

George Grabin, in charge of Neisser-Meyerhoff's Milwaukee office, co-operates with Winnie in handling the broadcasts from a densely populated downtown spot.

Reception Room Give-Away

Aircasters Inc. has just completed a reception room give-away for WJR, Detroit. A 12-page folder in colors takes the visitor to the microphone and follows through in picture and script to control room, master control, transmitter and antenna to the receiving set at home. The story is in non-technical terms for the layman. The folder also contains pictures of well known WJR artists. Stanley S. Boynton, president of Aircasters, made layout and art work.

"Feminine Viewpoints"

The familiar "Man on the Street" becomes a woman in new sponsored series over KDYL, Salt Lake City. Only women are interviewed, with object of getting "Feminine Viewpoints," which is title of the show. Sponsor is Mode O'Day Shops, fixed for a Saturday a.m. fifteen-minutes. Special gift from store goes for best answer to selected question of the day.

WHK, Cleveland

Cleveland Railway Co. has signed for a commercial series on WHK Wednesdays which will bring "graduate amateurs" to the microphone each week. The series is tagged "New Names" and aims to provide professional opportunities for talented individuals who have had some stage experience.

The UBC Modernaires, novelty mixed sextet, made its air debut on WCLE and the Mutual Network on Thursday. The Modernaires will be a regular feature of WHK and WCLE. There are three men and three women in the group, including Jimmy Bettis, Wayne West, Dick O'Heren, Dolly Davis, Rea Matey, and Grace Williams.

Photographs by
HAROLD STEIN
The Ideal Xmas Solution
COSMOPOLITAN STUDIOS, INC.
145 WEST 45TH ST. NEW YORK

Program ☆
Reviews ☆

"MAGAZINE OF THE AIR"
H. J. Heinz Co.
WABC-CBS, Thursdays, 3:30-4 p.m.
Maxon Inc.

GOOD AFTERNOON VARIETY SHOW WITH SEVERAL DISTINGUISHING FEATURES.

New edition of "Magazine of the Air," with Channing Pollock as genial commentator, Mark Warnow wielding the baton, Sheila Barrett contributing some of her mimicry and Morton Bowe vocalizing, makes an excellent show for afternoon listeners. Pollock has an ingratiating manner and his philosophical observations are likeable stuff. His highlight talk on opening program dealt with "Happiness."

Miss Barrett did an entertaining impression of W. C. Fields in Shakespearean roles. Warnow's music was right up to his well known high standard, and the same goes for Bowe's singing.

Heinz also continues "Carol Kennedy's Romance" five mornings weekly.

"Melly Drammers"

Al Barrie writes, produces, acts and sings well in a satirical modern version of those villainous dramas of yesteryear which he calls "Melly-drammers" via WNEW on Wednesdays at 8:45-9 p.m. (but will switch to Sat. at 4:30 p.m. on Dec. 11). Program heard this week was a take-off on the present day situations such as a silk salesman who has designs on a fair maiden who is saved at the last moment by the hero who solves the case and saves the girl because he is studying to be a "Junior G-Man" and this experience will aid him in his test. It was a very amusing and entertaining 15 minutes. Barrie sang "Don't You Know or Don't You Care" rather well in a baritone delivery as an added extra attraction.

Arthur Godfrey

Latest stint to be started by Arthur Godfrey, in the 8-8:15 a.m. spot over WABC on behalf of Musterole and Zemo, is an amiable potpourri of singing, chatter, organ and ukelele playing, and commercials handled in an intimate and friendly manner. Godfrey is very adept at this sort of thing. He refers to his products as "Auntie Musterole" and "Cousin Zemo." Between singing and gagging, he also hands out a bit of safe-

'ORCHESTRAS - MUSIC

RED NICHOLS and his ork will play at the second in a series of benefit dances Sunday at Krueger's Auditorium, Newark.

Johnny Johnson and his crew are now airing from the Village Barn on Tuesday and Wednesday at 1 a.m. over WOR-Mutual.

Arpad Sandor, pianist, starts a weekly recital series over WQXR at 6:45 p.m. on Monday. Ashley B. Miller, young organist, will be heard over the same station on Mondays at 8:30 p.m. during December, with programs originating from the Skinner organ studios.

Emil Coleman's son, Harry, who recently was graduated from Bucknell University, is writing musical arrangements for his dad's orchestra at the Iridium Room of the St. Regis.

Billy Swanson, heard from the Edison via Mutual, has completed a library of all of George Gershwin's published music.

Bob Crosby and his crew off to fill date at Alamos Ballroom, San Antonio, and then on to Houston. Music Corporation of America is handling.

Del Courtney and band moves into Wilshire Bowl, Los Angeles, Dec. 5. Set by Rockwell-O'Keefe.

WATL, Atlanta

Para Lee Brock conducts an imaginary Journey Through Bookland on her "Adventures in Literature," which is meeting with much favorable comment.

B-B Headache Powder, sponsoring the "Dance 'Till Dawn," six-hour show, is giving away a free radio to the person who writes the best sentence of no more than 25 words on "why to buy the product."

ty advice for the kids. Show is an all-live affair, sans the recordings with which Godfrey has been so long identified, and he is assisted by an organist. Program is heard Tuesdays, Wednesdays and Thursdays.

NBC String Quartet

For those listeners who have cultivated musical tastes, this new Wednesday night, 9-9:30, program of string music on WJZ-NBC-Blue, offers a pleasing half-hour of musical relaxation in a different vein. Quartet is composed of Mischa Mischakoff and Edwin Bachmann, violins; Carlton Cooley, viola, and Oswaldo Maz-zuchi, cello. Lisa Sergio is the commentator, and a very suitable one, doing something of a feminine Deems Taylor. Initial program was devoted to works of Brahms and Haydn. Show is in a tough spot, bucking Fred Allen and Andre Kostelanetz.

The talented Sutro sisters, Rose and Otilie, who are believed to have first developed the technique of concertizing on two pianos and for whom the term "piano duo" was coined during the closing years of the nineteenth century, will make their radio debut over CBS on Dec. 10 at 3-3:30 p.m., EST. Three of the five numbers on their program were written especially for them by famous composers.

Milton Rettenberg, accompanist and musical director for the Kellogg Singing Lady, has been appointed a receiver in supplementary proceedings by the N. Y. State Supreme Court. Rettenberg is a lawyer as well as one of the best known musicians along Radio Row.

Shandor, romantic violinist, has been engaged to play in the Bar of Music of the Hotel Buckingham. Shandor played for NBC via WEAFF six days each week at midnight during the last year and is expected to return to the networks within the month.

Neil York, baritone, has joined the Emery Deutsch orchestra as vocalist.

Ray Block gets an average of 300 nominations a day for his "Six Swell Tunes" request program on WABC.

WGPC, Albany, Ga.

A new nightly feature is the sustaining program which originates from the Savoy Ballroom, where name bands on tour do one-night stands.

Music lovers of Albany are now enjoying the new program "Classic Moods" presented by the WPA Concert Orchestra.

In co-operation with the many Church Missions in Albany, station is presenting "Morning Devotional Services" daily.

A new Sunday morning feature, fast becoming a favorite with kids, is "Uncle Tom Reads the Funnies." Comics in the Sunday papers are dramatized.

"Music—To Read By"

Title expresses the thought of this program. If music can lend atmosphere to the movie—why not to a book at home? Milton Kaye of WHN's program department provides the answer to this question in a new full-hour of classical music opening regularly at midnight. No announcements are made during broadcast—perhaps to avoid interruption of a mood.

CARL BIXBY

Creator, author, director or producer of successful network radio programs—
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CLUB ROMANCE
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☆ **F. C. C.** ☆
ACTIVITIES

APPLICATIONS RECEIVED
George B. Peeler, Taylor, Tex. CP for new station. 1310 kc., 100 watts, daytime.

APPLICATION RETURNED
Woodrow Wilson Walker & Oliver Kenneth Mixon, Brunswick, Ga. CP for new station. 1310 kc., 100 watts, daytime.

EXAMINER'S RECOMMENDATION
Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited, be granted.

Minnesota Industries
Join in State Program

(Continued from Page 1)
Duluth; WMFG, Hibbing; WHLB, Virginia; and KROC, Rochester.

Three-column headlines on the front pages of local papers greeted the first announcement of the series which features 85 members of the Minneapolis Symphony Orchestra, with Daniele Amfitheatrof as conductor, and Cedric Adams, columnist of the Minneapolis Star. Adams will interview citizens in leading cities of the state. The object of the full-hour broadcasts is to develop a better understanding and appreciation of the state's resources by the public at large.

The program is being handled through the Minneapolis office of B.B.D.&O. In town to assist with the first broadcast were Arthur Pryor Jr., vice-president and head of the agency's radio department John Driscoll and Kenneth Fickett. The latter will remain in Minneapolis for several weeks, working with the WCCO production department.

"The March of Minnesota" series is being promoted with advertisements in all of the daily and weekly papers throughout the state. In addition, special letters have been sent to high schools, churches, Rotary, Kiwanis and Lions clubs, calling attention to the broadcasts. Other special publicity tieups will be used later in the series.

WOV "Mirrors on Manhattan"

Mary C. Tinney, WPA director for the City of New York, will inaugurate a series of dramatic true life stories on Sunday over WOV, entitled, "Mirrors of Manhattan", intimate glimpses of people uncovered from thousands of authentic records assembled by the WPA. Program will be heard every Sunday at 5:45 p.m.

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Latest Technical Developments and Activities in Radio and Television

KDKA Is Installing Unit for Emergencies

Pittsburgh—On recommendation of Walter C. Evans, manager of radio for Westinghouse Electric, KDKA will install a new power unit, to serve in case of flood or other emergency. Unit consists of a four-cylinder, 25-horsepower Diesel engine, driving a 10 KVA, 110-220-volt generator, capable of furnishing sufficient power to light 100 100-watt lamps and run the control room, and the air-conditioning fans. Fully automatic, it will start operation the instant power fails.

Cathode Ray Book

Upper Montclair, N. J.—"The Low Voltage Cathode Ray Tube and Its Applications," a new book by G. Parr, Radio Division, The Edison Swan Electric Co. of England, is now available through Allen B. DuMont Laboratories, Inc., who have been granted exclusive U. S. rights, the company has announced.

The laboratories also made public development of two new cathode ray tubes especially for television reception. The 54-10-T has a 5-inch diameter screen and a maximum third anode rating of 3,000 volts. The 144-10-T has a 6,000 volt rating and a 12-inch diameter screen. Both employ unique design which prevents defocusing of the spot when the video signal modulates the tube.

Television Cell Patented

Irvington, N. J.—Kolorama Laboratories Inc. has obtained a patent on a Light Modulating Cell for high definition television. This type cell is an important component in the Kolorama television system. The inventors are Stewart L. Clothier and Harold C. Hogencamp, who assigned the device to Kolorama.

Station Studios Combine

Springfield, Mo.—KWTO - KGBX will combine their studios in one building within the next few weeks, it is announced by C. Arthur Johnson, business manager of the stations. Work on the KWTO Building is progressing rapidly, he said. No other concerns will be in it, making the building 100 per cent radio.

NEW PATENTS

Radio and Television
Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

- 2,100,348—Light Beam Transmission System. Alexander McLean Nicolson, New York, assignor to Communications Patents Inc.
- 2,100,367—Electric Discharge Device. Frank E. Ward, Williston Park, N. Y., assignor to Bell Telephone Laboratories Inc.
- 2,100,394—Reception of Frequency Modulated Waves and Circuits Thereof. Raymond A. Heising, Summit, N. J., assignor to Bell Telephone Laboratories Inc.
- 2,100,402—Multiband Inductance Unit. Walter Lyon, Flushing, N. Y., assignor to Hazeltine Corp.
- 2,100,458—Electrical Circuit with Modulating or Rectifying Devices. Hans Walter, Berlin-Siemenstadt, Germany, assignor to Siemens & Halske, Aktiengesellschaft.
- 2,100,460—Electric Gauge and Method for Controlling the Current Output of Grid Controlled Glow Discharge Tubes. James E. Specht, Orrville, O., assignor to John M. Hopwood.
- 2,100,605—Radio Receiving System. Alfred A. Linsell, London, England, assignor to RCA.
- 2,100,609—Control Means. Frank A. Mitchell, London, England, assignor to Electrical & Musical Industries Ltd.
- 2,100,606—Superheterodyne Receiving System. Percival D. Lowell, Chevy Chase, Md., assignor to RCA.
- 2,100,618—Cathode Ray Apparatus. Rudolf Urtel, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,100,643—Radio Antenna for Automobiles. Harvey D. Geyer, Dayton, Ohio, assignor to General Motors Corp.
- 2,100,659—Radio Apparatus. Leslie A. Gould, Bridgeport, Conn., assignor, by mesne assignments, to Columbia Phonograph Co. Inc.
- 2,100,697—Braun Tube and Method of Producing Braun Tubes. Siegmund Loewe, Berlin, Germany.
- 2,100,700—Relaxation Oscillation Generator. Kurt Schlesinger, Berlin, Germany.
- 2,100,701—Braun Tube. Kurt Schlesinger, Berlin, Germany.
- 2,100,702—Arrangement for Producing Relaxation Oscillations. Kurt Schlesinger, Berlin, Germany.
- 2,100,703—Braun Tube and Method of Producing the Same. Kurt Schlesinger, Berlin, Germany.
- 2,100,723—Electron Discharge Device. Bernard Salzberg, East Orange, N. J., assignor, by mesne assignments to RCA.
- 2,100,733—Automatic Frequency Control. Nelson P. Case, Great Neck, N. Y., assignor to Hazeltine Corp.
- 2,100,746—Gettering Vacuum Tube. Henry J. Miller, Maplewood, N. J., and Elmer W. Schafer, New York, assignors, by mesne assignments, to RCA.
- 2,100,747—Recirculating Water Jacket. Ilia E. Mourontseff, Wilkinsburg, Pa., assignor to Westinghouse Electric & Mfg. Co.
- 2,100,755—Photometer. Francis H. Shepard, Jr., Rutherford, N. J., assignor, by mesne assignments, to RCA.
- 2,100,756—Alternating Current Control. Francis H. Shepard, Rutherford, N. J., assignor, by mesne assignments, to RCA.
- 2,100,765—Photo-Sensitive Apparatus. Dewey D. Knowles, Wilkinsburg, Pa., assignor to Westinghouse Electric & Mfg. Co.
- 2,100,769—Tuning Indicator Circuits. Rudolph H. Siemens, Richmond Hill, N. Y., assignor, by mesne assignments, to RCA.
- 2,100,797—Electric Discharge Apparatus. Walter Dallenbach, Berlin-Charlottenburg, Germany.
- 2,100,841—Image Analysis Tube. Philo D. Farnsworth, San Francisco, assignor to Farnsworth Television Inc.
- 2,100,842—Charge Storage Tube. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television Inc.
- 2,100,863—Electric Valve Circuit. Harold W. Lord, Schenectady, N. Y., assignor to General Electric Co.
- 2,101,009—Radio Tuning Apparatus. Donald H. Mitchell, Chicago, Ill., assignor to Galvin Mfg. Corp.

WKY Gets Mobile Unit

Oklahoma City—New mobile transmitter unit for WKY will be ready for use Jan. 7, according to chief engineer Earl Hull. Unit includes several original ideas and embodies all latest design technique.

Organizes Distributing Co.

Indianapolis—Tom Hall has organized the Allied Distributing Co., to handle servicemen's supplies and amateur equipment. He was formerly with Kruse Radio Co. and the State Distributing Co.

Actors Get Own Studio

Salt Lake City—To facilitate increased production and auditions, KSL dramatic artists have a new studio—"E"—designed exclusively for dramatic work, with sound effects equipment and new piano added.

Engineer as Auto Expert

Kansas City, Kan.—For years, Leonard Brann, assistant chief engineer at KCKN, has made a hobby of automotive engineering, watching and studying the latest developments. The knowledge served him in good stead recently at the Automobile Show. Taking the role of "KCKN Master Mechanic", Brann undertook to answer questions on the auto gadgets, directed to him by laymen visitors, providing a unique broadcast angle for the widely covered event. Owen Balch, special events director, emceed the job.

Announce Audio Limiter

Quincy, Ill.—Gates Radio & Supply Co. has announced its new Model 17-B Audio Compressor, a device for limiting the audio output of the broadcast signal above the given level desired.

New Studios Started For WICC, Bridgeport

Bridgeport, Conn.—Work has been started on the new WICC studios, and the layout will be ready for occupancy early in January, it is announced. Location is 1110 Chapel Street, New Haven, and completely modern renovation is planned, both inside and out. There will be two studios, one of two-story height; a transcription room; circular observation room; audition room; operators' room; business offices, and inner and outer reception rooms.

Complete Master Control Desk

Norfolk—Chief Engineer J. L. Grether of WTAR has announced completion of new master control desk at the transmitting station. Only one of its kind ever built, it provides facilities for switching to either of two antennae in non-directional system, or for operating on all three antennae in directional set-up. It also gives fingertip control to turning on and off both main and auxiliary transmitter, and can be used to switch the antennae lead to either.

KFVS Moves in 3 Weeks

Cape Girardeau, Mo.—KFVS will move into its new home in about three weeks. New location, a two-story building adjacent to present headquarters, will house two large studios, reception halls, and news room. It is of American Colonial architecture. Plan is to hold annual Christmas Studio Party in the new building.

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NORMAN NESBITT, brother of John Nesbitt of "Passing Parade" fame, will debut as a news commentator on KHJ with three daily news periods previously handled by Knox Manning who moves over to KNX on a commercial. Nesbitt only recently joined KHJ in a combination writing-producing capacity.

John Boylan, KFI-KECA continuity writer, was married to Rowena Devine, fan mag writer, last Saturday.

Eddie Lyon, newcomer to the West Coast, has been added to the announcing staff at KHJ.

The KNX "Listeners' Digest", Charles Vanda's "pick of the week" program, now goes coast-to-coast on CBS and has been hooked up with Harry Conn's "Earaches of 1938" to make a sustaining hour on the network spotted opposite the NBC Chase & Sanborn hour. "Hollywood Matinee", another KNX feature, also steps out over CBS Pacific Coast on Dec. 8, with orchestral effects by Lud Gluskin.

KEHE presents a great parade of dance bands on its Saturday night schedule, leading off with Jan Garber at 9 p.m., followed by Larry Kent, Tommy Tucker, Bernie Kane, Billy McDonald and Chuck Fody.

Don Wilson, who stepped out of the announcer's spot on Packard's "Mardi Gras" following last night's show and will function in that capacity in future only with Jack Benny for Jell-O, under a new arrangement with General Foods. Ken Carpenter takes over the vacated berth.

Next two expose-of-rackets scripts for Edward G. Robinson "Big Town" series will be Paul Schofield's inside on racetrack rackets, Dec. 14, and Ray Buffum's lowdown on dance hall hostesses on Dec. 21.

Murray to Leave "Hotel"

West Coast Bureau, *RADIO DAILY* Los Angeles—Ken Murray and his troupe are reported stepping out of "Hollywood Hotel" by the end of the year, with Ken about set for a network show of his own for a refrigerator account. The long-lived Campbell show may undergo some revision and change of format at the same time, it is said, with definite leanings at the moment toward injecting a "name" emcee. Conversations along this line were held between Diana Bourbon, producer, and F. Ward Wheelock, head of the F. Wallis Armstrong agency, during Wheelock's recent visit.

"Big News" Sketches on NBC

Ten biggest news stories of 1937, as selected by Associated Press editors, will be aired in dramatized form by NBC in a full-hour broadcast Christmas night, Dec. 25, at 9 p.m.

RADIO PERSONALITIES

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

GEORGE C. BIGGAR

GEORGE C. BIGGAR, program promotional director of WLS, Chicago, the Prairie Farmer Station, probably is more nearly responsible than any other man in the radio field for the present-day popularity of real American folk music and simple, straightway dramatizations of the everyday incidents and events that interpret the soul of the nation's rural communities.



Pioneer in folk music and simple drama....

The son of a pioneer mother and father, Biggar was born on a farm near Brookings, S. D., in 1899. After completing his early education he attended South Dakota State College, serving the college annual as business manager and editing the school's weekly publication, and getting a Master of Science degree in 1922.

Early the following year he went into the newspaper business as a reporter. His next job was that of assistant publicity director of the Illinois Agricultural Association, where he remained until the spring of 1924.

With the opening of WLS, then the Sears Roebuck Agricultural Foundation Station, Biggar joined the staff as Farm and Market editor.

From the summer of 1925 until July of 1929, he spent varying periods of time in charge of Sears Roebuck Farm and Home programs over WFAA in Dallas, WSB in Atlanta and KMBC in Kansas City.

Returning to WLS in midsummer, 1930, Biggar was continuity editor for a year, then program director for five years. A number of the unit commercial programs of the WLS National Barn Dance were originated by Biggar and a good part of the phenomenal success of the Alka-Seltzer Barn Dance Hour is the result of his constant planning.

Mrs. Biggar—the childhood sweetheart from South Dakota whom Biggar married in 1923—and their three children are Biggar's chief interests—even above farming. He is a Methodist, a Mason, a Legionnaire and a member of the Board of Directors of the Chicago Boy's Club Inc.

VIEWPOINTS

Holds Light Entertainment Will Always Top in Radio

"Granted that the finer artistic products deserve a greater representation in the radio horizon, but it must be admitted that radio's lustiness and health, have and always will depend on the light frothy type of entertainment. The reasons are multiple. Interwoven in the carpet of listeners that lend an ear to an ordinary radio show are as varied a group of humans as you'll find on the globe. The butcher, baker, lawyer, grandpappy and grandson, people of all ages, sizes, and descriptions must be catered to and pleased. Tired men, mothers who are subject to the ordinary annoyances and distractions of household life, youngsters who want to smile and dance, all these constitute the radio audience that controls the dials of the nation. Very few of them have the time, patience, or inclination to concentrate on radio. They want something that pats their spirits. They want something light, breezy—they're getting it. Jack Benny, Eddie Cantor, Joe Penner, Burns and Allen, Major Bowes, Edgar Bergen, and the popular bands like Leo Reisman, Lombardo, Goodman, and Lyman, are the cream of the radio en-

tertainers. They're all exploiters of light entertainment. Sponsors will continue to dish out that type of stuff in spoonfuls, much to the enjoyment of the listeners. It is the lifeblood of radio. It seems to fit the environment of the radio. Regardless of the torch that many of us carry for the more serious thing, we must all shake our heads, and say aye, to the statement—that radio is principally a medium for light entertainment and can never hope to be anything but that." Johnny Messner.

Report Sales Weakness In U. S. Foreign Airings

"European programs place emphasis on national propaganda rather than commercial advertising. Programs from the United States are not particularly effective commercially for several reasons: merchandise is frequently mentioned which is not offered locally for sale or is little known; and listeners might not connect the program with the product being advertised."—Report on short-wave radio by Bureau of Foreign & Domestic Commerce.



HARRY CREIGHTON, for two years WAAF sports editor, has just joined the WAAF staff as full-time announcer. He fills the vacancy left when Virgil Irvin, announcer, departed for Hollywood after a successful screen test.

Joe Silver, who joined WAAF as announcer last July, is now filling the post of continuity editor. In addition to his new duties, Silver has been editing and announcing news for several months.

Studio 1 at WBBM-CBS looks like a fracture ward in a hospital what with Margarette Shanna, leading lady of "Arnold Grimm's Daughter," hobbling about with an injured knee, result of a fall; and announcer Jay Sims with his arm in a sling—he broke his shoulder blade in an auto accident.

It's a boy at announcer Phil Libby's household. Phil is at WCFL.

M. H. Peterson, vice president of Van Cronkhite Associates, and Laurel DuFour, secretary of the WBBM-Radio Sales Inc. staff, eloped to Valparaiso, Ind.

Frank Moore, CBS architect, paused at WBBM en route to WCCO, Minneapolis, where he is to remodel the station's quarters.

WAAF has added United Press news service, and Don Bolt has been added to the staff as news editor and commentator.

Red Grange, former football ace, will broadcast sports gossip over WGN at 5:45 Saturdays in the interests of mineral water for Hinckley & Schmitt effective for 13 weeks. Through Baggaley, Horton & Hoyt agency.

With the view of possibly permitting sponsorship of its transcribed noon day symphonic hour WAAF, 1000-watter, recently called for mail. More than 600 letters were received as result of single announcement.

Marek Weber's orchestra, aired from the Stevens, moves into 10 p.m. NBC-Blue spot Sunday being vacated by Zenith telepathy series, which goes to CBS this weekend. Weber takes over Contented Hour on Jan. 3.

The Verne, Lee and Mary Trio, minus Lee who is ill, making a personal appearance tour. Sophie Germanich is filling in.

NBC Xmas Airings

With Christmas still a few weeks off, NBC has already slated more than 20 Yule broadcasts. Among them are an exclusive program from the Vatican; an exchange of greetings between the MacGregor and Holden expeditions, and airings of community sings, church services and Christmas dramas. Arturo Toscanini begins his series of ten concerts as conductor of the NBC Symphony on Christmas night.

BOSTON

Kenneth L. Jaquith, known on the air as Kenneth Lorimer, has joined the WMEX music staff.

Jerry Harrison and Roland Winters will be at the mikes for the eastern finals of the Diamond Belt boxing bouts being aired from Boston Garden on Dec. 9 and 13 by WAAB for Colonial and Mutual webs.

Jack Knell will handle mike for WEEI at airing of ceremonies attending historical "Northwest Passage" celebration at Hamilton, Mass., today.

WAAB will feed Harvard University Victory Dinner to Colonial and Mutual.

PITTSBURGH

Gracie Barrie is expected in Pittsburgh around Thursday, December 23, for her marriage Dec. 26 to Dick Stabile, orchestra leader. There will be a reception in Hotel William Penn.

Either Orrin Tucker or Herbie Kaye, who plays the Stanley here starting today, will succeed Dick Stabile at Hotel William Penn on New Year's Day.

Jimmie Joy departs soon for Hotel Claridge, Memphis. Hotel Webster Hall uses name bands on Saturdays, local bands through the week, in its new Imperial Room, not yet on the air but contemplated.

PHILADELPHIA

Though Pennsylvania's 44-hour-week law has been postponed until Jan. 3, all local stations are now within those provisions. The only real change that had to be made was in office and clerical departments. However, much leeway was allowed by the law, as it defined anyone getting \$25 a week or more as an executive. No Philly stations protested the law.

Anthony Candelori and his WFIL orchestra are now being carried over Mutual network.

Grace Purcell starts a series of recitals over WCAU.

ONE MINUTE INTERVIEW

YOLANDE LANGWORTHY

"Any make-believe should make it possible to live some much-to-be-desired life vicariously. We are living, in radio, for the most part, in to-day and we need to get away, at least some of the time, from the man and woman who think and live like the family next door. Sensational best sellers have usually been 'release' stories. SRO plays in the theater have been, more often than not, in the 'escapist' category. That broadcasting isn't at present using this factor of mass likes and dislikes, means that emotionally and dramatically, we haven't reached the richest vein in our entertainment minds."

★ Coast-to-Coast ★

RUSS PERKINS, Barry Becker and Estelle Barnes, who make up the "Remember with Joy" program heard Sundays on WAAF, Chicago, have given away over 190 pounds of candy in the past eight months or so. The trio guarantee to give a box of the sponsor's candy to any listener sending in a song that Russ and Estelle can't sing and play. Becker is the announcer.

Alice Frost, Jackson Beck, John Brewster and several others who appeared on last Sunday's "On Broadway" program will be on next Sunday's Diamond Salt show over NBC-Blue at 3 p.m.

The success of its "Howlers" feature has led Star Radio to conclude that the five-minute program is the answer to the spot announcement situation. "Howlers" is a series of 13 scripts made up of all kinds of boners from every walk of life.

Jane and John Hemingway in "The Affairs of the Hemingways" are back on the WICC-Yankee network schedule at 1:30 p.m. Saturdays.

Norma Talmadge, following an illness, is scheduled to return to the George Jessel program on Mutual next Sunday.

Marcella Hendricks, singer, will be heard in two WOR-MBS programs, the Pat Barnes show at 8 p.m. on Saturdays and, starting next week in Norman Brokenshire's variety program each Monday and Friday at 12:30 p.m.

A mail survey of the response to Dr. Shirley W. Wynne's Laboratory of the Air, presented Mondays through Fridays on WMCA from 9:30-9:45 a.m., reveals an average of 1,000 letters per week, according to a compilation announced by WMCA. Analysis of the letters indicates that the radio public is interested in information concerning food and drug products, it was stated. Sixty per

cent of the replies contained requests for such information.

Claire Sherman, Barry Wood and Ray Heatherton are set for Chevrolet transcribed series. Bookings handled by Walter Smith, Columbia Artists, Inc. Victor Arden's orchestra will be used with all three vocalists.

Benay Venuta has rented a three-room apartment in the castle-like four-story building at 107 Riverside Drive.

WMCA is inaugurating an all-star sports guest period on Dick Fishell's "Sports Resume" programs heard Mondays through Saturdays at 6:30-6:45 p.m., and Sundays at 7:15-7:30. Personalities in the sports world or celebrities who have at one time been active in sports are interviewed by Fishell on the series.

Douglas Le Seuer, traffic manager of CKLW, Windsor, Ont., has been missing since Tuesday. Last trace of him was in a Detroit garage, where he obtained a car and drove off.

"Health Wealth," lecture series, will be resumed Dec. 14 at WPG, Atlantic City, with Dr. James Logue, lecturer-author, speaking on "Watch Your Step" at the first broadcast. Charles "Reds" Dooin, singing athlete, also booked as soloist.

L. C. Paul, manager of Westinghouse radio stations press bureau, was a recent visitor in Fort Wayne, Ind., where WGL expects to inaugurate its boost to 250 watts in a few weeks.

Golly the Roving Reporter starts Sunday for Conn. Refining Co. (Benzoline) over WELI, New Haven.

Gretchen Davidson and Carleton Young, leads in CBS "Carol Kennedy's Romance", have been screen tested by 20th Century Fox.

KTOK, Oklahoma City

Bill Simpson is a new announcer. Formerly worked with KNOW and KABC.

Lester C. Harlow added to the engineering staff. Came from KUOA.

Dutch Smith recording a transcription show for daily broadcasts at 3 p.m. Program is a comic feature "Professor Gustave Don Spiegel Garfinkle."

Full United Press radio news service has been acquired, according to Joseph W. Lee, general manager, and station will begin Dec. 13 with six to eight broadcasts daily.

KFRO, Longview, Tex.

Paul Wilson, formerly at KRBC, Abilene, has joined here, working afternoon announcing shifts and writing continuity.

A new Gates remote amplifier has been installed.

A broadcast of the "Red Devil Drivers," who came to Longview to put on their stunts at the baseball park, ended abruptly when Announcers Wally Ford and John MacDonald got too close to the oncoming "Devil" and had to duck quickly, leaving KFRO's control box to be turned into mincemeat.

SAN FRANCISCO

Chauncey McKeever, recently engaged by KYA to announce the program "Symphony Under the Stars", has been permanently retained by Program Director Reiland Quinn.

Six male applicants for a recent radio role here were rejected because they tripped on the word "inalienable."

Cliff Engle, free lance announcer, who broadcasts the "Treasure Island" program over NBC, back from Portland, where he conducted a vox pop program over KGW to check listener reaction there to S. F.'s 1939 International Exposition.

Clarence Myers, KYA publicity chief, threw his annual poker party at his home near Twin Peaks. Present were Lloyd Yoder, Mill Samuel, Bob Hall, Bob Anderson, Eddie Murphey and Dick Holman.

WSPA, Spartanburg, S. C.

Virgil V. Evans, owner and general manager, recently back from New York and Washington, has a batch of new ideas up his sleeves and many of them will be seeing light soon.

Johnny O'Moore, formerly of WGAR, Cleveland, is a new staff member.

Bill Melia left recently to become program director of the new 100-watt owned by Lee Stone in Florence, S. C.

Jimmy Mugford is Santa Claus this year on one department store program, and finds it hard to read all his fan mail and still manage to do a little program director-ing.

Mrs. Robert Wallace, wife of the chief engineer, is vacationing in Moorehead City, N. C.

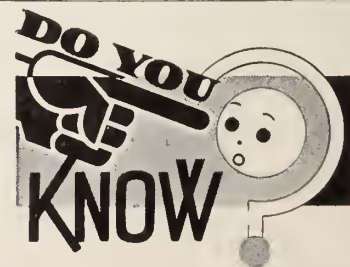
Col. (Hello World) Henderson was a recent visitor.

George Andrews and Elbert Sherman are latest additions to the engineering staff.

Grady Newman, who tells kiddies Bible stories on Sunday afternoons, offered prizes for right answers to three questions. He had to buy so many prizes that he is now hunting harder questions.

Ross Resuming "Poet's Gold"

David Ross will resume his popular "Poet's Gold" series, now in its sixth year, over the CBS on Sundays at 1:45-2 p.m., beginning Dec. 5.



Sam Taub, WHN's fight broadcaster, has given blow-by-blow descriptions of more than 6,000 bouts, which he claims is the country's record.