



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 119

NEW YORK, N. Y., FRIDAY, DECEMBER 17, 1937

FIVE CENTS

9 NBC Shows Renewed

Looking On ... AND LISTENING IN

AT RANDOM Radio has a far bigger audience than movies or the legitimate theater, and presumably more persons interested in it, yet radio fan news is comparatively neglected by daily newspapers. Publishers should wake up to the march of progress.

Announcements of "new steps forward" in television are becoming more frequent. Though the demonstrations don't always bear out the claims, each fraction of progress adds something toward eventual realization of the goal.

As if the "singing mice" tourney wasn't a big enough joke to radio listeners, somebody has to promote a coast-to-coast "talking parrot" contest. And with so many worth while things that could be done!

G. L. Price of Mertens & Price offers a thought on why sustaining shows are hard to sell. He says that listeners, after taking a fancy to a sustaining program, resent a sponsor who gets aboard the wagon, and look upon him as an interloper.

Everybody should join in the move to encourage giving of radio sets for Christmas presents—also donating old sets to the poor when the more well-to-do get a new one.

The search for good dramatic material, written specially for radio, is gaining momentum.

What ever happened to that movement to get stations to sign off with the national anthem?

—D. C. G.

Stop-Over

Springfield, Mo. — Phil Brown and Ed Long ("Phil and Ed"), formerly of KTUL, Tulsa, were on their way to a Kansas City station for an audition when car trouble sidetracked them here. They visited the local stations, KWTO-KGBX, liked them so well, and were so well liked, that they have decided to stay.

AGENCY ASSUMES BLAME FOR MAE WEST EPISODE

In a letter to President Lenox R. Lohr of NBC, made public last night, J. Walter Thompson Co., agency for Chase & Sanborn, assumed responsibility for last Sunday night's Mae West skit which has kicked up a rumpus. The agency's letter read:

"On behalf of our client, Chase & Sanborn, we wish to express our
(Continued on Page 3)

Warn Traveling Bands On Non-Union Talent

Widespread publicity in the daily papers anent a reported order from the AFM that all vocalists on radio, sustaining or commercial, must join the American Federation of Actors
(Continued on Page 3)

Full Control of WCOL Taken Over by Johnston

Columbus, O.—Kenneth B. Johnston, local attorney, will take over full control and management of WCOL. Although stock of the company has always been in his name,
(Continued on Page 3)

Tapioca Expands

General Foods (Minute Tapioca) will increase Mary Margaret McBride program to five-a-week effective Jan. 3. Program, heard Monday, Wednesday and Friday, will add Tuesday and Thursday. It airs over 44 stations of CBS network.

Deadline on Musicians Is Extended to Dec. 22

Chi. Stations May Pipe Bands From Out of Town

Chicago—Unless remote orchestras pay the \$100 weekly to be charged by network stations starting Jan. 15 to help cover cost of airing these sustainers, stations may turn to New York, Los Angeles and other points and pipe in music just as good at no extra cost. Stations feel that the
(Continued on Page 3)

Standard Brands, Kellogg, Gen. Foods, Household Finance, Philip Morris, S. O. of Cal. Signed Up

Frank Fay Back

West Coast Bur., RADIO DAILY
Los Angeles—Frank Fay returns to radio Sunday at 5:50-6 p.m. PST over KHJ-Mutual in a new variety show including star KHJ talent. Probably a feeler on format for show being readied for Fay as regular Mutual feature after first of year.

CLAIROL INC. EXTENDING COAST-TO-COAST IN JAN.

Clairol Inc., which now has its half-hour "Let's Go Hollywood" program airing on Friday evenings over a California network, plans to extend the show coast-to-coast after Jan. 1. The show is directed by Harry Maizlish of KFVB, the Warner Bros. station in Hollywood.

Agency is William H. Rankin Co., with William H. Rankin Jr. as account executive.

Sales of Receiving Sets 6,000,000 in 9 Months

With third quarter radio receiving set sales amounting to 2,604,000, up 274,000 as compared with same period last year, total for first nine months
(Continued on Page 3)

Radio continues to hold its 1937 lead. Nine NBC shows, sponsored by six advertisers, were signed for renewals yesterday. Standard Brands, Kellogg, General Foods, Household Finance, Philip Morris and Standard Oil of California are the clients signed up.

Standard Brands has signed 52 week renewals for the Rudy Vallee hour on 59 Red network stations, Thursdays, 9-10 p.m., effective Jan. 6 and the "Bakers' broadcast" on 61 Blue stations with Feg Murray and Ozzie Nelson's orchestra, Sundays, 7:30-8
(Continued on Page 3)

NBC NETWORKS ADDED 41 STATIONS IN 1937

NBC station relations added 41 stations to the Blue and Red networks in the past 12 months, a summary of the year's activities reveals. Network now totals 143 stations.

Durkee Foods Program On Eight Coast Stations

San Francisco—Durkee Famous Foods Ltd. on Dec. 26 will start "My Secret Ambition" on eight Pacific coast stations (KNX, KSFO, KOIN, KIRO, KFPY, KVI, KSL, KOY), 7:30-8 p.m. (PST).

Sponsor will sign off the present Tuesday and Thursday series after the Dec. 23 broadcast. Botsford, Constantine & Gardner is the agency.

Singing in the Rain

Oklahoma City — The "show must go on" tradition was upheld at WKY the other day when a water pipe burst on top of Marty Hall and the orchestra during the Cains Coffee Co. program. Marty kept warbling and playing his guitar, while the orchestra continued its playing throughout the drenching.



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MARVIN KIRSCH : : : Business Manager

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KGFF 7th Anniversary Observed With Ceremony

Shawnee, Okla.—Seventh anniversary of KGFF was celebrated Wednesday with open house all day and three special broadcasts. The Mayor and other notables were interviewed by Ross Porter, station manager, in one of the programs, while another brought KGFF advertisers to the mike and they told of the station's service and results.

In the evening a 30-minute program was fed to the eight stations of the Oklahoma Network, of which Porter is president. Program reviewed outstanding events in KGFF's history and saluted former staff members now working at other O-N stations. Leroy Moses wrote the script.

WOR, New York, and WGN, Chicago, sister stations in the Mutual web, also saluted KGFF.

Ad Club Honors Dr. Pepper

Dallas—The Ft. Worth Advertising League held a Dr. Pepper Day on Wednesday and celebrated the occasion at its weekly luncheon. W. V. Ballew, sales manager of Dr. Pepper Co. and president of the National Federation of Sales Executives, addressed the club on the "Advertising History and Policies of Dr. Pepper Co." Representatives of the "Pepper Uppers," Dr. Pepper-Dixie Network Sunday radio program, who rounded out the entertainment were Jimmie Jefferies, Ludi Maisen, Ruth Salter and the Pepper Trio. The program was broadcast over KTAT. Miss Ishmael Grant represented Tracy-Locke-Dawson, advertising agents for Dr. Pepper.

Special guests of the Advertising League were members of the Rotary Club and Sales Managers Club of Ft. Worth.

Party for May Robson

Chicago—May Robson is to be entertained at a pre-Christmas party here Monday as guest of her sponsor, Bauer & Black. Her transcribed show, "Lady of Millions," is aired locally through WGN. Blackett-Sample-Hummert handles.

Wrigley Titles New Show

Wrigley's new show which begins over CBS network Dec. 26 at 6-6:30 p.m. will be titled "Double Everything".

WBEN on Short Wave

Buffalo — Buffalo's Community Christmas Sing on WBEN, with 300 voices, will be short waved tomorrow at 9-10 p.m. via W8XH and the two General Electric stations in Schenectady.

WPG, Atlantic City

"Daily Birthday Party", conducted by Ethel Rattay and dedicating various features to listeners on their birthdays, has replaced the Steel Pier "Tea Time Topics".

Frank Imhoff, singing announcer for the Hotel Morton, has arranged daily Christmas features for the luncheon broadcasts from the hotel.

Heckle of the Century Had 30,000,000 Ears

Young & Rubicam yesterday revealed that there were over 30,000,000 listeners to the Jack Benny-Fred Allen broadcast early this year which climaxed the Benny-Allen feud. Check was made by phone calls.

Benny and Allen will meet again on Dec. 22.

"Candle in Forest" on Magic Key

"The Candle in the Forest", Temple Bailey's famous Christmas story which first appeared in Good Housekeeping and since has been included in a number of story anthologies, will be presented in a dramatized version on the Magic Key of RCA program this Sunday afternoon. William C. Lengel, Miss Bailey's literary representative, negotiated the sale.

"Uncle WIP" Quits

Philadelphia—James A. Willard Jr., known to the city's kids as "Uncle WIP", has resigned from WIP, effective Jan. 2. He has held the job for over six years and has built up a big following with his daily program. After taking his first vacation in six years, he will decide future plans.

Pillsbury's New Show Cast

Chicago—Cast for Pillsbury's new "Woman in White," shortly to replace "Today's Children" on NBC, is to be headed by Luise Barklie, who has changed her name to Luise Barclay. Others in lineup will be Toni Gilman, 17-year-old sister of Lucy, 13-year-old star of Sunbrite's "Junior Nurses," Bill Farnum and MacDonal Carey. Show is written by Irna Phillips and produced by Carl Wester agency. Switch takes place Jan. 3 at 10:45 a.m. on Red network.

Bankers to Carol on WMCA

There's a group of bank employees in Brooklyn, who have formed a Glee Club and each year at Christmas time, gather around a large lighted tree outside the Dime Savings Bank Building on De Kalb Avenue in Brooklyn to sing Christmas carols. This year, WMCA will broadcast the carol singers when they assemble on the day before Christmas at 1:15-2 p.m. to give their annual Yuletide concert.

Cormier Changes Break

Albert A. Cormier, newly appointed manager of WINS, yesterday announced the first of a series of changes in station policies to be injected as part of his re-organization plans. Effective today, WINS will use a new station break, namely: "Station WINS Wins New York".

COMING and GOING

MORTIMER C. WATTERS, of WCHS, Charleston, W. Va., is in New York.

JOHNNY GREEN and his bride, BETTY FURNESS, have returned to Hollywood from New York.

BURYL LOTTRIDGE, director of advertising at KTUL, Tulsa, is making a ten-day business trip to Chicago, Omaha and Kansas City.

JOHN VAN CRONKHITE of Van Cronkhite Associates Inc., Chicago, arrived in New York yesterday.

EMILY HOLT, executive secretary of the AFRA, has arrived on the Coast from New York; second visit in past month.

KATE SMITH leaves Dec. 24 for Washington to spend Christmas with her family and will return to New York the following Tuesday.

KAY and BUDDY ARNOLD leave Dec. 24 for their first vacation in two and a half years. They'll spend it in Lakewood, N. J., until after the first of the year.

Molly Picon-WMCA Show For Maxwell House Coffee

Molly Picon, Yiddish comedienne, will be starred in a new half-hour variety show starting Jan. 13 on WMCA at 7:30-8 p.m. under sponsorship of Maxwell House Coffee. Contract is for 13 weeks. Miss Picon's Second Avenue Theater company will appear in the cast of the show.

KGFX Daily Crime Bulletin

Pierre, S. D.—KGFX recently made a deal with the Attorney-General of South Dakota for the broadcasting of a daily crime bulletin. The information, aired at 11:30 a.m., is intended primarily for all law enforcement officers in South Dakota. A remote has been installed in the office of Attorney-General Roddewig, who does his own broadcasting. Mrs. Ida A. McNeil is owner of KGFX.

Undertakers in Duet Program

St. Paul—Welder Quist Co. and Listoe & Wold, Minneapolis and St. Paul undertaking firms, respectively, share a 15-minute Sunday night spot on KSTP, called "Beauty That Endures." Recently they placed their account with an agency. Handling the funeral show from now on will be Ivan Graves.

Harold E. Smith Laid Up

Albany—Harold E. Smith, g.m. of WOKO-WABY, has been laid up again due to recurrence of effects of injuries received in an auto crash last summer. He expects to be back at his desk before Christmas.

Imperial Tobacco Co. Ltd. OF CANADA

OF CANADA

presents

KEN SISSON

Director, "Canada, 1937"

With a 30-piece orchestra 16-voice choir and soloists

Over a coast-to-coast network of Canadian Stations

Fridays, 10 to 10:45 P. M., E.S.T.

FINANCIAL

(Thursday, Dec. 16)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Bid, Asked. Values: 17 1/8, 14 3/4, 17 1/8, 7, 8.

OVER THE COUNTER

Table with columns: Stromberg Carlson, Bid, Asked. Values: 7, 8.

Station Lists Set

Campbell soup will use 44 NBC-Red stations for the Amos 'n' Andy series Mondays through Fridays, 7-7:15 p.m. which comes under its sponsorship on Jan. 3.

For the Mickey Mouse program, Pepsodent will use 54 NBC-Red stations, Sundays, 5:30-6 p.m. Program debuts Jan. 2. F. Wallis Armstrong has the soup account and Lord & Thomas has Pepsodent.

Catholics Protest

Washington Bureau, RADIO DAILY Washington—Father Maurice S. Sheehy, head of the department of religion of Catholic University, has written the FCC members protesting against the Garden of Eden take-off on Sunday's Chase & Sanborn Hour.

"Rhyme Doctor" on WMCA

"The Rhyme Doctor", inspirational series featuring Peter Maxwell, starts Dec. 20 at 8:30-8:45 a.m. over WMCA, daily except Sunday.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE 1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

WAKO ALBANY, NY Under One Tent POWER MARKET POPULARITY Newly Equipped for Super Power

NINE NBC PROGRAMS RENEWED BY CLIENTS

(Continued from Page 1)
p.m., effective Jan. 2. J. Walter Thompson Co. is the agency.

Kellogg has signed a renewal effective Jan. 3, for the Irene Wicker show on 14 Blue stations, Mondays through Thursdays, 5:30-5:45 p.m. Also the "Girl Alone" program Jan. 10 on the Red network, Mondays through Fridays, 12 noon to 12:15 p.m. N. W. Ayer placed the account.

Household Finance, through Batten, Barton, Durstine & Osborn, on Jan. 4 renews "It Can Be Done" with Edgar A. Guest for a year on 23 Blue, Tuesdays, 8:30-9 p.m.

General Foods has signed a 39-week renewal for the Robert (Believe It or Not) Ripley show on 57 Red stations, Saturdays, 8-8:30 p.m., effective Jan. 15. The MGM show on 72 Red stations, Thursdays, 9-10 p.m., has had its time contract extended to the first week in February. Benton & Bowles has both accounts.

Philip Morris on Feb. 1 will renew the Russ Morgan show for another 52 week run on 50 Red stations, Tuesdays, 8-8:30 p.m. The Biow Co. is the agency.

Standard Oil of Calif. will continue the "Standard School Broadcasts" through the 1938 school year. Program is heard over six Pacific Red stations, Thursdays, 11-11:45 a.m. (PST). Renewal is effective Jan. 6 and runs until April 21 signing off for the summer. It will return on Sept. 29 and run until Dec. 15. April 14 and Nov. 24 are holidays, hence no broadcasts will be aired. McCann-Erickson, San Francisco, has the account.

Within the next few days more renewals will be announced by NBC and CBS. Contracts have been approved but must await the formal signature.

Sales of Receiving Sets 6,000,000 in 9 Months

(Continued from Page 1)
of 1937 is approximately 6,000,000 sets, according to December issue of Radio Today. Twelve-month sales will be slightly under 8,000,000, though current prices are 8 to 10 per cent higher.

Tube sales for the first nine months of this year are 9.4 per cent ahead of 1936.

Principal importers of U. S. sets, the publication states, are the following countries, in order: Mexico, United Kingdom, Canada, South Africa, Brazil, Argentina, Cuba, New Zealand and France.

NEW PROGRAMS—IDEAS

Music for Holiday Parties

Dance music to furnish background for Christmas parties in homes will be aired almost continuously over WNEW on both Christmas Eve and New Year's Eve from 5 p.m. to 7 a.m. The innovation is expected to be welcome in view of the numerous choral programs usually offered.

Next Thursday the station will air a half-hour of Christmas Carols from the open air building lot at 74th St. and New York Ave.

Warn Traveling Bands On Non-Union Talent

(Continued from Page 1)

or one of its affiliates, was termed a misconception by Jos. N. Weber, AFM president, who pointed out that the letter in question was sent solely to traveling bands, calling their attention to a Standing Resolution of the AFM. Letter which is strictly an AFA proposition and jurisdiction, in no way concerns the American Federation of Radio Artists. Exact wording of the letter, to "traveling bands," and signed by Weber is as follows:

"Kindly be advised that if actors, singers or other entertainers are carried by your orchestra, they must be members of the American Federation of Actors. If they are not, they must immediately become such if they desire to continue to perform with your orchestra.

"Union orchestras cannot carry or play with non-union entertainers.

"This order conforms to Standing Resolution No. 13 of the American Federation of Musicians. The matter is very important, therefore your attention is called to same."

Agency Assumes Blame For Mae West Episode

(Continued from Page 1)

deepest regret that the program broadcast Sunday night, Dec. 12, gave offense to anyone. Obviously, the whole purpose of these broadcasts is to afford wholesome entertainment. These programs, over a period of eight years, are evidence of this. The script of this feature of the broadcast was our responsibility. It was a mistake, and we can assure the public at large that the same mistake will not be made again."

Lohr replied:
"We appreciate your expression of concern about the broadcast of Dec. 12, against which criticism has been directed. We share with you the regret you express as we share also the responsibility in this incident.

"Our interests are entirely mutual in striving to give to the American public the type of wholesome entertainment which it wants, and which it has every right to expect. The National Broadcasting Company can be counted upon to intensify its efforts to this end."

Xmas Nickelodeon

James Griffith, KVSO, Ardmore, Okla., has a different Christmas charity program idea, that is "ringing the bell". Transcribed music aired daily in cooperation with Salvation Army which gets the money for Xmas work. Music comes from an imaginary nickelodeon. Nickels dropped in with characteristic ring start record playing. Audience responding generously with money to keep the machine going.

Chi. Stations May Pipe Bands From Out of Town

(Continued from Page 1)

remote airings are almost commercial, while hotel men reply that they cannot pay the fee and will have lines removed if the rule is put in effect. WBBM, WMAQ, WENR, WLS and WGN are involved.

KFYR, Bismarck

Fay Brown, veteran sports commentator, has resumed his popular "Sports Review" every Thursday. Brown has been doing sports for the past eight years over KFYR.

Latest addition to announcing staff is Wayne Griffin, formerly of WMIN, Minneapolis. Griffin plans a holiday vacation trip to his home in Woodville, Wis., about Jan. 1.

DEADLINE ON MUSICIANS IS EXTENDED TO DEC. 22

(Continued from Page 1)
and in quite a few cases adjustments remain to be made.

Although optimistic on the final outcome, Weber reiterated that the one standard upon which the IRNA deal would be judged and declared operative is the total amount of money to be expended for musicians. The main thing, he said, was that the total sum be not too far behind the amount agreed upon, or at least the sum lacking should be in process of actual negotiation.

Full Control of WCOL Taken Over by Johnston

(Continued from Page 1)

station has been operated in conjunction with WBNS, owned and operated by the Wolfe interests.

In taking over full control of the station, Johnston says all connections with WBNS will be severed. WCOL now has its own switchboard, and the two stations are separated by a newly-constructed partition.

Ernest Lowe has been promoted to acting chief engineer. Neal Smith is in charge of advertising, with Jack Kelly handling national advertising.

George C. Banning, a former radio man now associated with Johnston's real estate activities, may shortly be connected with the station.

a tested daytime program formula
FEATURING
IDA BAILEY ALLEN
... for 12,000,000 Women!

TWELVE million is a whole bunch of anything . . . but twelve million food buying, meal-planning housewives is a rich market any alert advertiser might covet . . . whether he's vending victuals, vitamins . . . or vehicles!

TWELVE million housewives daily consult IDA BAILEY ALLEN'S famous Cook Books for guidance in food selection . . . meal-planning and economy. She has earned the confidence of these millions of home-makers . . . and by radio can sway their opinions in favor of YOUR product.

ACTUAL records reveal Mrs. Allen's radio supremacy to be unchallenged! . . . She can sell YOUR goods economically in a tested daytime program formula tailored to meet YOUR marketing problems.

FOR INFORMATION ADDRESS EARL THOMAS

HENRY SOUVAINÉ
Incorporated
30 ROCKEFELLER PLAZA
NEW YORK Circle 7-5666

POSITION WANTED

Cultured, versatile young lady, knows radio thoroughly, excellent stenographer-typist, experienced radio author's assistant, wishes position.

Write Box A-121, RADIO DAILY
1501 Broadway New York City

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Jan. 10: Floyd A. Parton, San Jose, Cal. CP for new station. 1170 kc., 250 watts, daytime.

George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Carl Latenser, Atchison, Kan. CP for new station. 1420 kc., 100 watts, daytime.

Jan. 11: J. T. Griffen, Fort Smith, Ark. CP for new station. 880 kc., 1 KW., daytime.

Colonial Broadcasting Corp., Norfolk. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Jan. 13: Earle Yates, Las Cruces, N. Mex. CP for new station. 930 kc., 500 watts, daytime.

Valley Broadcasting Co., Youngstown, CP for new station. 1350 kc., 1 KW., unlimited.

Genesee Radio Corp., Flint, Mich. CP for new station. 1200 kc., 100 watts, 250 watts LS., specified.

Jan. 14: Conn. State College, Storrs, Conn. CP for special station. 100000, 110000, 200000, 300000 kc., 250 watts, unlimited.

Piedmont Broadcasting Corp., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

APPLICATION RETURNED

Cascade Broadcasting Co., Inc., Everett, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

NEW BUSINESS

KFDM, Beaumont, Texas: Mrs. Tucker's Shortening.

WJJD, Chicago: Brown & Williamson Tobacco Co., "Daily Sports Edition", through BBD&O; Western Union, spots; Volupte, spot announcements on Women's Exchange, through Abbott Kimball, Inc.; Procter & Gamble, (Camay), ETs, through Pedlar & Ryan; Neura Soap, announcements, through John Barnes, Inc.; American Popcorn Co., through Coolidge Advertising Co.; Scott Products, hillbilly program, through First United Broadcasters.

WIND, Gary and Chicago: Western Union; Vick Chemical, through Morse International, Inc.; Alfred Johnson Skate Co., "The Man on the Ice"; Hartz Mountain Products, through George H. Hartmann agency.

WNEW, New York: A. W. Pickett, Inc. (autos), announcements.

WMCA, New York: Chevrolet, "Musical Moments."

Pilot Cup for Jack Benny

First annual award of merit by Pilot Radio Award Society, which makes weekly presentations, goes to Jack Benny. The silver cup was presented to Alvin Austin, on behalf of Benny, who is on the coast, at the Pilot Awards Society luncheon this week.

THE SONGBIRD OF THE SOUTH

KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



● ● ● Little Shots About Big Shots: Last Friday a Ford dealer from down south came up to N. Y. for a few days visit and decided to look up Al Pearce because the latter, while down yonder, told the former that he'd be glad to show him around if he ever got into town. . . . Mr. Dealer called CBS and was told to call Fanchon & Marco, who in turn switched him to some other firm who switched him back to CBS. Here he was told to call the local Ford office and there he was told to call the Hotel Astor, which switched him to the Hotel Lexington. . . . By this time he was frantic—especially when he gave his hotel operator this number: "Wi. 2-4400" . . . "But you are at that number now," replied the wrong-number-giver at the hotel. "Well, I want to talk to Al Pearce," he replied in disgust. His call was switched elsewhere and a voice said that Al Pearce should be reached at a CBS number—which he had tried a few times before. . . . "Oh, no, you don't give me that again!"—and at the top of his voice shouted "I want to talk to Al Pearce!" . . . Al got on, asked the man where he was—told the Lexington—what room. . . . "I'm in 1219" came the Southern's reply. . . . "And," said Pearce, "I'm in 1220"—which is next door.

● ● ● Ostensibly from the northern home of Santa Claus came a phone call to 2½ year old Joan Glade, granddaughter of the managing director of KSL, Salt Lake City. . . . Queried on her wishes, Joan replied she wanted this and that, was a good girl, thought Santa a swell feller. . . . When the phone conversation ended, young Joan hung up, and to her mother's question, "Who was that?" replied: "Aw, it was just Gwanpa Glade, but I had to be p'lite over the phone!" . . . Kelvin Keech will be emcee tomorrow nite at the Women's Advertising Club affair.

● ● ● A few weeks ago, in the wee hours of the morning, Rudy Vallee was snatching a sandwich at Reubens when word reached him that Jack Whiting had taken sick on the eve of the opening of Ed Wynn's show. . . . Though it was 'way past an ordinary person's bedtime, the crooner offered to remain up all night learning Jack's lines and songs—to go on in Whiting's place, thus saving a much postponed show. He offered to do this service gratis, but for some unknown reason his gesture was rejected. . . . The past week Rudy, doing a p.a. at the Paradise, was suffering from an ailment in his throat. Though not singing, he has appeared at every show, knowing that people came to the cafe to see him due to the advertising—and also because his not appearing might deprive work to members of his company. However, so as not to cheat the management and the public, Vallee has had some prominent personality get up on the floor and do a routine. On nite we were there, Rubinoff tore the place down with a few solo renditions.

● ● ● Robert E. Lee, youngest member of the announcing staff at WHK-WCLE, Cleveland, will never again try to adjust a velocity mike during a show. During a recent airing Lee got a signal from Bert Koebnitz, engineer, to lower the mike he was using. There are two screws on the mike which he wasn't able to play with—so instead of lowering the mike, which he couldn't do, Lee raised it, hoping to loosen the screw-hold. By this time the program had ended—but the mike was two feet above Bob's head so he had to stand on a chair to make the closing announcement.

● ● ● At the Pilot luncheon aired over WMCA the other day—CBS was mentioned four times, NBC twice, WOR five times—Bayer Aspirin once, CBS prexy Bill Paley three times—BUT no WMCA! . . . Our blunder dept.: Crediting Pepsodent as sponsor of "Hilltop House" in yest'y's pillar—instead of Colgate-Palmolive! How the phone DID ring!

PROGRAM REVIEWS

"It Happened Yesterday"

A series of dramatized sports events of the past decade, entitled "It Happened Yesterday," is Bill Williams' latest vehicle heard thrice weekly over WBZ-WBZA airwaves at 6:15 p.m. Flying the banner of Hanley's Ale, Bill as narrator turns back the clock to events of yesterday that remain indelibly impressed upon the minds of sports devotees. Figuratively, he takes his microphone to the point of action, and reports the re-enactment in a vivid and picturesque manner, typical of all of Williams' airings.

On the show reviewed (Wednesday) Bill recalled the sensational reverse run, made by the badly bewildered Roy Reigals in the Rose Bowl game played by Southern California and Georgia Tech several seasons ago. The program has definite appeal to the male listener, which would seem to be just what the sponsor ordered.

Don Albert Orchestra

Over WHN and the WLW Line at 2:30 p.m. yesterday, the Don Albert Orchestra offered something of a novelty by using two male vocalists whose voices were pretty much alike. Singers were Bob Murray and Joe Martin. Murray was heard in "Santa Claus is Coming to Town", "Thrill of a Lifetime" and some other pieces, all of which he put over very nicely, while Martin sang some "Heaven" numbers among others. Both boys have stuff. The orchestra is an efficient staff unit.

OKLAHOMA

Irwin "Drake" Bingham, newscaster on KWKY, recovering from minor operation.

Ralph Webster and his orch, newest at Blossom Heath niterie, to be carried by KTOK fifteen minutes each nite except Sunday when aired 30 minutes. Monday-Friday-Sunday spots go to Oklahoma Network.

Eugene Potes newscasting on WNAD (Norman).

BARRY MCKINLEY

IN

"CHEVROLET ROMANTIC RHYTHM"

SUNDAY 6:30-7 P.M. EST

WABC-CBS Network

**ORCHESTRAS
MUSIC**

WINGY MANNONE, one-armed trumpeter, headlines the Martin Block-Merle Pitt WNEW "Swing Concert" this Sunday at 11 a.m. Midge Williams, torch singer, and the Slim Gaylord brothers, latest swing sensations, will also be heard, in addition to Pitt's popular swing band.

A rare occurrence in radio transpired this week when Carl Hoff signed a contract to continue directing the music for the Al Pearce CBS broadcasts for the next 52 weeks, or one whole year continuously. Hoff's contract is unique among bandleaders in that it does not contain the customary 13-week or 26-week option clauses. The batoneer will continue to banter comic dialogue with Pearce, who recently discovered Hoff's latent ability to read lines.

If there's a fresh note in dance music, Vincent Lopez aims to extract it from his new "Suave Swing" band, which opens at the Gibson Hotel, Cincinnati, tomorrow with a Mutual wire. Lopez is attempting to refine swing, give the public a more polished form of the swing technique. It may be a step toward swing coming of age. For it has long been patent that before swing could realize its fullest possibilities, it must divorce its excessive noise.

Fifty-second Street's never-ending search for a novelty song to follow the "Ise a Muggin'" and "Music Goes Round" of other seasons has resulted in the composition of "Where's the Waiter?" by Wingy Mannone. Robbins Music is publishing the veteran trumpeter's piece, while the latter is attempting to popularize at the Swing Club, where he is currently stationed.

All Negro Show on KTUL

Tulsa—The Ambassador Shoe Builders & Dyers is sponsoring an all-negro show over KTUL titled "Dixie Land Jamboree" which is broadcast from the Crystal Palace Ballroom in Greenwood, Tulsa's colored section. Two negro bands are participating, the emcee is a negro and the commercials are read by a negro announcer. The entertainers are selected by auditions from the ranks of amateurs, and to attract these amateurs prizes are offered. The first show featured the deep, rich, colorful bass voice of one of the shoe shine boys at the Ambassador.

George H. Field Recovered

George H. Field, sales manager of National Transcription Features, is back at his desk after having been out for almost a week. Field and his daughter were injured when the car in which they were riding struck another vehicle on the new Express Highway.

☆ **PROMOTION** ☆

Station Plugs During Breaks

KFRO in Longview, Tex., is using station breaks as a means of publicizing the facilities of the station. For example, such announcements as "This is KFRO in Longview, the Shopping Center of East Texas"; "This is KFRO in Longview, Texas, giving wings to words the eyes might miss"; "This is KFRO in Longview, covering the rich East Texas area as no other single medium can"; and "This is KFRO in Longview, Texas, the station that saves you money when you go shopping." With the same idea of station promotion in mind, KFRO presents the "Concert Hall of the Air" each Sunday evening, a program which reminds adver-

tisers of the value of radio advertising.

Sponsor—Aid

Officials of WKY, Oklahoma City, are finding their out-of-way efforts to help sponsors in putting on shows are paying dividends. Station policy is to make every effort to give the sponsor of a show as many newspaper breaks as possible, promotion in the station's regular newspaper advertising, display cards and posters for merchants' use and ballyhooing the programs in every way possible. Actual tests made by the station management have shown that sponsors appreciate and are much quicker to renew options.

DENVER

Students from the five Denver high schools are taking to the air daily in fifteen-minute broadcasts over KLZ. The programs are directed and produced by the students and center on the problems which face the high school graduate.

The fourteenth annual series of Good Fellows Club auctions has started over station KFEL, with more than \$1,500 already donated in goods and services by Denver merchants.

Normal School on WMFF

Plattsburgh, N. Y.—The State Normal School here is finding a new medium of expression via WMFF, which has installed a line directly to the school from its broadcasting studios. Through the remote facilities of Plattsburgh Broadcasting Corp., the Normal School now brings to the listeners of northern New York such events as basketball games, assembly programs and other entertainment.

The school assembly program every Wednesday, with music by the girls' glee club, the P.S.N.S. Symphony orchestra under direction of Prof. L. R. Street and soloists from the student body, has become a regular feature of WMFF.

No "Broadway" Exam

Libel suit filed by Arnold & Frese, stock brokers, on grounds of alleged defamatory remarks made on one of the "On Broadway" programs, did not materialize in a motion to have certain defendants examined yesterday in Supreme Court before Justice William Harman Black. Attorneys for the stock brokers, Dwight, Harris, Kagle & Kaski, withdrew the motion to examine in court the heads of RCA, General Foods and Benton & Bowles. Program is sponsored by Diamond Crystal Salt, Sundays on the NBC-Blue network. Understood that the information desired has already been obtained and status of the case is not affected.

Merry Macs at Roxy

The Merry Macs, NBC vocal group, will double between radio spots and Roxy Theater for one week beginning today.

PITTSBURGH

Charles Urquhart, production manager of KDKA, again confined to his home by illness.

Herman Middleman's Band angling for Bluebird records.

All local organists in this city hired by local department stores to play Christmas hymns. Lois Miller at Rosenbaum's, Bernie Armstrong at Kaufmann's, Joe DeOtto at Mellor's.

Lawrence Welke, now in St. Paul, succeeds Dick Stabile at Hotel William Penn on New Year's Day. Welke has style similar to Orrin Tucker.

Henry Busse, Herbie Kaye, Dick Stabile—"The Three Musketeers"—wined and dined together the last two days.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

- 2,101,891—Tuning Meter. George L. Beers, Collingswood, N. J., assignor to RCA.
- 2,101,896—Capacitor. Leslie G. Burlingame, Eriton, N. J., assignor to RCA.
- 2,101,976—Television System. Otto B. Blackwell, Plandome, N. Y., and Joseph Herman, Westfield, N. J., assignors to American Telephone & Telegraph Co.
- 2,101,985—Electrical Condenser. Stanley S. Cramer, Haddon Heights, N. J., assignor to Radio Condenser Co.
- 2,102,045—Electron Discharge Tube. Alfred G. Thomas, Lynchburg, Va.
- 2,102,070—Remote Control System. Floyd M. Harris, Merchantville, N. J.
- 2,102,145—Automatic Regulator. Jean Fal-lou, Montrouge, France, assignor to Compagnie pour la Fabrication des Compteurs & Material d'Usines a Gaz.
- 2,102,165—Radio Circuits. Klaas Posthumus, Eindhoven, Netherlands, assignor to RCA.
- 2,102,168—Radio Receiving Set. Stuart W. Seeley and Garrard Mountjoy, Jackson, Mich., assignors, by mesne assignments to RCA.
- 2,102,401—Superheterodyne Receiver. Jon Joseph Yolles, also known as Jack Yolles or Jacob Yolles, Paris, France, assignor to RCA.
- 2,102,410—Antenna System. George W. Fyler, Schenectady, N. Y., assignor to General Electric Co.
- 2,102,419—Oscillation Generator. Fritz Klutke, Berlin-Johannisthal, Germany, assignor to Allgemeiner Electricitats Gesellschaft.
- 2,102,421—Cathode Ray Oscillograph. Hans P. Kuehni, Schenectady, N. Y., assignor to General Electric Co.
- 2,102,426—Frequency Control. Nils E. Lindendblad, Port Jefferson, N. Y., assignor to RCA.

WBIL, New York

Dr. Frederick B. Robinson, noted educator and president of City College, will appear on Sunday's "Public Service Forum" at 4-4:30 p.m. Charles Henry Ingersoll will introduce him. Uncle Robert will be guest of F. N. T. at 2:15 p.m. today. They'll talk over old times of radio.

"First as Usual"

Wishing you a very
Merry Xmas and a

Happy

New Year



New York's No. 1 Showmanship Station
Affiliated with Loew's Theatres and
the Metro-Goldwyn Mayer Studios
15 40 Broadway, New York City

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

WGY Porcelain Insulator Tested to Destruction

In one of the most unusual tests ever conducted at the Bureau of Standards at Washington, a huge 1600-pound porcelain insulator, built for General Electric's radio station WGY at Schenectady, was tested to destruction by compression.

Manufactured by Locke Insulator Corp. as the base support for the new 625-foot antenna tower for WGY, the mammoth insulator was designed for a maximum permanent load of approximately 500,000 pounds with a factor of safety of four. A duplicate insulator had been proof-tested to 800,000 pounds prior to the destruction test. This insulator will be used to support the tower.

The four-foot high insulator, dwarfed in size by the gigantic 10,000,000-pound hydraulic testing machine, successfully withstood continuously increasing pressure up past the two-million-pound mark until at 2,180,000 pounds it exploded with a crack like a cannon. The hollow porcelain shell was completely shattered.

As a part of the complete program of insulator tests prior to the construction of the tower, guy insulators were proof-tested at the General Electric Laboratories and one of each type to be used on the tower was tested to destruction in the Russell Sage laboratory of the Rensselaer Polytechnic Institute at Troy. These units, of an entirely different construction from that of the base insulator, were tension-tested in the Institute's large Olsen machine.

WGY's new antenna, which is expected to make a great improvement in the station's signal, will be guyed by two sets of guys, four attached at the 250-foot mark and four at a height of 500 feet. The upper guys will be broken up by eight insulators, seven small units and one of greater insulating capacity to be placed near the tower where the greatest electrical stress will be encountered. The lower guys will be broken up by seven insulators, making a total of 60 units in addition to the base support.

Station Improvements

Uniontown, Pa.—Application of WMBS here for modification of license to increase power and time of operation from 250 watts daytime only to 100 watts night, 250 watts day, unlimited time, has been set for hearing by the FCC.

Everett, Washington—Following changes are being sought by KRKO: frequency shift from 1370 kilocycles to 1420; installation of new transmitter and vertical antenna; power boost from 50 watts to 100 watts night, 250 watts day; and shift in

hours from Share-KEEN to unlimited time.

Twin Falls, Idaho—KTFI has asked extension of special experimental authorization to operate with power of 1 kilowatt night from Jan. 1 to March 1, 1938, pending completion of tower.

Thomasville, Ga.—Permit to make changes in equipment, change power from 100 watts to 100 watts night 250 watts day and hours of operation from day to unlimited time, is sought by WPAX here.

KSL Adds Equipment

Salt Lake City—KSL has added to its laboratory facilities equipment capable of determining audio amplifier and transmitter equipment performance to a high degree of accuracy. Equipment consists of an audio frequency oscillator and a distortion meter. The performance of each of the radio frequency amplifier stages is determined independently by means of a concentric line brought from a pickup coil in each of the units. These transmission lines are connected to a radial switch in transmitter control room where the monitoring equipment can also be switched to an oscilloscope. By this arrangement, symmetry of modulation as well as frequency response can be determined for each unit, according to Gene Pack, chief engineer.

Hicks Joins Export Co.

Another Philco field engineer has been acquired by the American Steel Export Co. Inc. for Central and South America. He is John DeTarr Hicks, of Tampa, graduate of Georgia School of Technology, who spent some years in South America serving various radio and broadcasting organizations.

Hicks sailed recently for Bermuda, the first stop in an itinerary which will include 24 countries in the Western Hemisphere.

Service Men Organize

Chicago—American Radio Ass'n, designed to eliminate evil practices in servicing radio sets, was formed at a meeting in Hotel Sherman this week. Headquarters will be at 500 S. Dearborn St. Thomas Hoban is president; Felix Sutkin, v.p.; Marcus W. Hinson, secretary.

O.K. KDYL Transmitter

Salt Lake City—Final O.K. has been given KDYL for new transmitter site with power boost from one kilowatt to One-Five. According to g.m. S. S. Fox, this irons out all obstacles in way of construction program, held up for past year by objections to new 400-foot vertical radiator. Construction starts within two weeks on plant to house new transmitter. Job is under direction of chief engineer J. M. Baldwin.

Studio Enlargement

Salt Lake City—KDYL has already started construction on new setup of studio and commercial office facilities, to facilitate increased local programming schedule, it is announced. An auxiliary control room, new rehearsal studio and six new offices will be ready for use early in January.

Engineers Meet

San Francisco—San Francisco Institute of Radio Engineers concluded its bi-monthly dinner-meeting Wednesday with a visit to the new KYA tower and transmitter on Candlestick Point, near the Bay Shore Highway. Paul Schulz, chief engineer of KYA, who supervised transmitter installation, was one of principal speakers at session.

Construct New Antenna

San Antonio—Construction of a new 425-foot vertical radiator antenna has been started at WOAI. It is designed to increase the primary area of this 50,000-watt and to give best possible signal in southwest.

10 Engineers to Operate NBC's Mobile Tele Unit

A crew of 10 engineers will operate the new mobile television unit soon to be used by NBC in televised pickups of outdoor news events. Unit, first in this country, consists of two motor vans, each the size of a large bus. One contains complete pickup apparatus, including cameras, for both picture and accompanying sound. A picture, or "video," transmitter to operate on frequency of 177,000 kilocycles is mounted in the other. A special directional antenna, to be raised on the scene of operations, is used. In the Metropolitan area, where steel framework of many skyscrapers impedes ultra-high frequency transmission, normal working range of the unit is expected to be about 25 miles.

Pickup van is equivalent of a complete television studio. Control room is also there, and engineers, in semi-darkness, are able to see picture as it is actually being transmitted, and also image picked up by second camera prior to transmission. Control engineers may switch at will from one camera to the other. Two Iconoscope cameras are connected with vehicle by several hundred feet of coaxial cable.

New Chimes for CBS

CBS at present installing new chimes in all studios which will be used beginning Jan. 1. New set will sound standard musical A, and will be used exclusively by the network.

THE ANSWER IS

Yes...

We can reproduce your ad with the realism and lustre that makes good engraving the final step in the creation of convincing advertising.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment of Any Kind
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244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

CITY
PHOTO ENGRAVING CORP.
250 WEST 54th STREET, NEW YORK
Telephone COlumbus 5-6741

In the opinion of critical America

WHO WILL BE

the outstanding

**RADIO STAR
COMMENTATOR
SPORTSCASTER**

and what will be
the outstanding

**RADIO PROGRAM
ORCHESTRA**

for

1937

Radio Critics and writers
representing newspapers
and magazines from every
state in the Union are now
sending in their ballots to





Chicago

A CONDITION of the sale of exclusive rights to Kellogg's to broadcast the American League games from Chicago provides that if it does not choose to use two outlets here it may find a co-sponsor, subject to the approval of the league officials. But two stations must be used.

Glenn Snyder, manager of WLS, was elected president of A Company, 365th Infantry, at recent annual reunion held at St. Joseph, Mo.

Annual WLS - Prairie Farmer Christmas Party at Stevens Hotel tomorrow morning, which attracts about 4,000 each year, will provide a lot of food and other needed items for the poor.

It's a boy, named David, at the George Cook household. Cook is assistant treasurer of WLS.

Fran Allison is pinch-warbling for Gale Page, who is in Hollywood screen testing.

Sylvia Clark, NBC comedienne, set for week at Michigan Theater, Detroit starting Christmas eve.

Harry Kogen, NBC orchestra leader, back from a trip to New York.

Marian Crutcher, who played in CBS Shakespeare series in Hollywood last summer, now headlining the "Skelly Court of Missing Heirs" on Sunday evenings. She was formerly on staff of WDAF, Kansas City.

Harry Creighton, ace WAAF sports commentator, has been scoring quite a few scoops on his sports interviews.

Joe Silver, WAAF continuity editor, and Jack Odell, program director, are jointly broadcasting a Sunday morning half-hour show for Raab Tailors. Production is known as "Vaudeville Theater of the Air," featuring unusual musical novelties as well as current hit songs, and includes dramatized commercials.

ONE MINUTE INTERVIEW

DELL SHARBUTT

"Announcers were strictly that in the olden days of radio, but today they have become a part of the show. In fact, in many radio programs the announcer is almost as much of an attraction as the main comedian, singer or the batoneer. Just what the next step after the announcer is, I am not sure, for there is no set schedule to follow. In my own case, however, I'm studying voice and hope to become a concert baritone."

★ Coast-to-Coast ★

ALICE CORNETT has recovered from her attack of laryngitis and will be heard on the "Song Shop" program over CBS tonight.

Don Kerr, the WMCA emcee, took a drama reading test with Paramount the other day, and now has his fingers crossed.

"Santa Claus Comes Back," a Christmas play by Morrow Krum, will be presented by the cast of the NBC dramatic serial, "Girl Alone," during the broadcast of Dec. 22 at 12 noon over NBC-Red network. The author is the brother of Fayette Krum, creator and regular script writer of "Girl Alone." A former newspaper man, Krum is now associated with a Chicago advertising agency. This is his first effort at writing for radio.

Helen Morgan, who will soon be starred in a musical production entitled "Hollywood Revels," will be the guest of honor at a gala party that Leon and Eddie, the famous Gold Dust Twins of West 52nd Street, will tender in her behalf on Sunday evening at their rendezvous.

Universal Radio Programs Inc. has engaged the services of M. J. Sacks, B.S., M.A., research specialist, to complete the research on its program series, "Canadian Cavalcade," which is the story of Canada from its early beginnings to the present day.

Sid Gary is the star vocalist on the new "Console and Keyboard" series being heard over WOR every Thursday at 10:15-10:30 p.m. Pauline Alpert, "the whirlwind pianist," and Louise Wilcher at the organ, complete the melodic lineup.

"Fifteen Minutes of High Life," sponsored by Herbert J. Wegge, Burlington, Wis. distributor for Miller's High Life beer, will be aired each Saturday night from the sidewalk in front of WRJN's Burlington studio during next June, July and August. The broadcast will be in the form of a sidewalk interview.

William F. Huffman, Wisconsin Rapids, Wis., newspaper publisher, has applied for permission to operate a 580 kilocycle, 250-watt unlimited time radio station.

Jack Hasty, actor, writer, director and/or producer of dozens of radio shows during the last ten odd years will make a double debut on Sunday as a song writer. "Swinging a Nursery Rhyme" on the Sheila Barrett-Joe Rines show will be debut No. 1, and "Riding the Rainbow" on the "On Broadway" show will finish up the double feature.

George H. Combs Jr., commentator heard regularly via WHN on a broadcast known as "Editorial Slant of

the News," has a new time schedule. Beginning next week, Combs will be heard on Mondays at 7:30-7:45 p.m., Thursdays at 7:45-8 and Saturdays at 7-7:15.

Jay C. Flippen's "Amateur Hour" on WHN will have 5,000 toys and 500 pounds of candy, contributed by listeners, to distribute to underprivileged children at Christmas. Flippen, incidentally, is being given a dinner at Hotel Edison tomorrow night in recognition of his contributions to the Nordacs, Broadway charitable organization.

Jocko Maxwell, sports commentator of WLTH, will have Morton Moss, sports poet and scribe of the New York Post, as his guest of honor on tomorrow's "WLTH Sports Parade" at 6 p.m.

Linda Lee has been screen-tested for the role of Scarlett O'Hara in "Gone With the Wind," and the test is now on its way to Hollywood. Herman Bernie arranged it.

The quarter final play-off football game for Texas high school championship was played between Longview and Temple High Schools, and was broadcast by KFRO, Longview, which originated the description for 11 Texas stations. The remote facilities of KFRO were used at the stadium, and the game fed through the KFRO equipment at the studios via direct wire to the stadium. Besides KFRO in Longview, the description was fed to KTEM, Temple; KNET, Palestine; San Antonio, KTSA; Austin, KNOW; Kilgore, KOCA; Waco, WACO; Tyler, KGKB, Houston, KTRH, Corpus Christi, KRIS and KGRV, Weslaco. Game was sponsored by Magnolia Petroleum Co. with headquarters in Dallas. This is the second time that KFRO has fed a large network of Texas stations.

Musketeers Quartet will appear on Anice Ives' "Every Woman's Hour" today over WMCA, 11:15 a.m.

WBRY, New Haven

Thornton Wilder and Isabel Wilder, novelists, with the aid of an unrevealed radio and stage actor in the part of Scrooge, will give excerpts from Dickens' "Christmas Carol" on Christmas Eve.

Si Byers and his orchestra, newly-appointed to the Hotel Taft, succeeding Eugene Jelesnik, will start dance broadcasting on Monday.

Hull Brewing is sponsoring a contest in conjunction with broadcasting of wrestling from the Arena.

Rosa Linda in Series

Rosa Linda, pianist who gained fame as a child prodigy, starts her own series over NBC-Blue on Dec. 23 at 3-3:15 p.m., titled "Today's Piano Impressions".



Los Angeles

GEORGE JESSEL has been appointed radio chairman of the Happy New Year Dinner Club, of which Benjamin E. Neal is founder and president. This unique organization accepts no donations, has no dues or assessments, pays no rent and no salaries. To become a member is a very simple matter. All one must do is to provide a meal on Jan. 1 for some needy person either as a personal guest or through some recognized charity.

Roma Wine Co. (grape juice) last Sunday began a half-hour show on two CBS Pacific coast stations, KNX and KSFO, at 9-9:30 p.m. (PST). Program is entitled "The Toast of the Town." James Houlihan Inc., San Francisco, placed the account.

KWTO-KGBX, Springfield, Mo.

"Five O'Clock Final," recent addition to the KGBX daily schedule, has the distinction of being one program written, directed, and produced by members of the continuity department. Continuity Editor Ralph Nelms, with assistants Lloyd Clay and Jerry Thrailkill, take care of the entire program. It is rapidly gaining popularity.

"Organoturne," a night organ program, is now holding a featured place on the schedule. The name for the program was originated by KWTO Program Director George Earle Wilson. Charlotte Wood, staff organist; Al Stone, narrator; Merriam Dufflemeyer, cellist, and Mary Jane Payne, soloist, are featured. Lee George writes continuity and assists in production.

"Man About Town," known to his intimates as Charles Glenn, is keeping townspeople on their toes listening to see if their names are to be mentioned on the new twice-weekly gossip review. Program is heard at 9 o'clock each Tuesday and Friday evening.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	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 17
Jack Koloed

December 18
Sam Berger Dr. L. Parkes Cadman
Lud Gluskin Harry Kogen
Jocko Maxwell J. Anthony Smythe
Donald Stuart

December 19
David Niles Ray Noble
Jack Rubin Tom Shirley