



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 120

NEW YORK, N. Y., MONDAY, DECEMBER 20, 1937

FIVE CENTS

1938 Brings Batch of New Shows

EX-LAX IS RETURNING WITH SPOT CAMPAIGN

Ex-Lax contemplates returning to the air with a test campaign after being off the ether for some time. Queries through the Joseph Katz Co. agency of Baltimore indicate that an extensive series of chain-break and one minute transcription announcements will be used in the South and on the West Coast. Several spots daily, at least three times weekly, will probably be used on each station used. Starting date is set at Jan. 10.

Warner Bros. to Supply Film Gossip to Stations

West Coast Bureau, RADIO DAILY

Los Angeles—Starting early next month, Warner Bros. film studio will supply a semi-weekly gossip, news and feature service to 160 stations throughout the country. The plan was developed under supervision of Bob Taplinger, studio publicity chief.

WHA1, Greenfield, Mass. Expected to Join Network

Greenfield, Mass.—New station being built here by John W. Haigis, with headquarters at the Mansion House, will probably join one of the networks after it opens early next year. Call letters are WHA1, and work of installing modern equipment, including provision for television, is under way. Station will operate from 6 a.m. to 7 p.m. John W. Haigis Jr., now a junior at Amherst, will be associated in operation of the station and will assume full charge on graduation.

Stymie

Kansas City—John Schilling, WHB 9.m., is puzzled over how to get rid of fast accumulating daily prize money on "Bank of the Air." Daily prize of \$3 goes to listener whose phone number is drawn—provided he calls WHB within two minutes. But some other listener always calls the lucky person and ties up his line until too late to call station.

G. E. Cuts Melon

Schenectady — General Electric will distribute \$1,050,000 to 16,072 employees here under the company's profit-sharing plan. Payment, the largest since the plan went into effect in April of 1934, represents the workers' share in profits for the last six months of the year.

FIVE NEW COMMERCIALS SET FOR MUTUAL NETWORK

Five accounts are included in new national business signed by Mutual to start between Dec. 28 and Feb. 8. Elizabeth Arden (cosmetics) begins Dec. 28 at 10-10:30 for 26 weeks over coast-to-coast network of 31 stations. Cecil, Warwick & Legler is the agency.

General Shoe, "Famous Fortunes," signed last week on limited network. (Continued on Page 2)

New England States Get Canadian Shows

Montreal—With recent opening of CBF, the 50,000-watter at Vercheres, and the Christmas Day opening of the CBC sister station at Hornby, dialers in New England states are in for steady programs in both French and English from this side of the border.

Santa Claus on Air

Santa Claus, Ind.—The Remailing Corp. of this Indiana hamlet is using WIRE, Indianapolis, to ballyhoo business of remailing Christmas mail postmarked from Santa Claus.

★ THE WEEK IN RADIO ★

... Web Renewals Hold Up

By M. H. SHAPIRO

THE 1937 legacy of shows to the coming year will be no slump over the year before, all things considered, the renewals being in order for the vast number of shows that usually want to retain their time and discounts . . . as a matter of fact the current season holds a strong lead over its predecessor . . . apart from the renewals, expansion of such accounts as National Biscuit and increased 1938 budget by Bristol-Myers helps . . . and again the base-

Numerous Network Commercials Will Start Over the Year-End, Plus Revivals and Switchings

U. S. AND CANADA NAME DELEGATIONS TO CAIRO

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—Appointment of Senator Wallace White of Maine to head the U. S. delegation to the International Radio Conference which convenes Feb. 1 in Cairo has been approved by President Roosevelt. White is one of the sponsors of radio-probe legislation, and his appointment is expected to help put off the FCC investigation.

Other delegates approved by the President include Captain Stanford C. Hooper, U. S. Navy; E. K. Jett, acting chief engineer of FCC, and Fran-

(Continued on Page 2)

WBRK, Pittsfield, Mass. Makes Debut in February

Pittsfield, Mass.—WBRK, now under construction, plans to be on the air about Feb. 1 as a CBS affiliate. New station, a 250-watter daytime and 100 watts night, on 1310 kcs., is owned by Harold Thomas, president of WATR, Waterbury, Conn., and will be known as the "Voice of the Berkshires". Studios are in the Pittsfield Coal Gas Bldg., with an auditorium seating 500. Western Electric equipment is being installed throughout, with a 170-ft. vertical radiator. Sears & Ayer has been appointed national rep.

After several weeks of low activity, the year-end will see a spurt in the launching of new major network commercial programs, in addition to revivals and shifting of networks in several instances.

New sponsored shows already set to open between this week-end and Feb. 8 total 12. Nine programs are switching and at least a couple are set for revival.

In addition, NBC last week had renewals on 12 programs by six advertisers, including General Foods, Household Finance, Kellogg, Philip Morris, Standard Brands and Standard Oil of California, while three

(Continued on Page 2)

ATLANTIC CITY APPROVES SALE OF WPG TO BULOVA

Atlantic City—Following favorable report by Norman Reed, Manager of WPG, city-owned station, the City Commission has okayed sale of the outlet to Arde Bulova for \$75,000. Station is a 5,000-watter on 1,100 kcs.

Sponsors Get Free Ride On KIDO Promotion Show

Boise, Ida.—A "Sunday Salute to Sponsors", half-hour variety show including summary of sponsors' programs, products and the fact that they use time on the station, is clicking over KIDO. Program is departmentalized into "Did You Know?"; "Today's Editorial", gen-

(Continued on Page 2)

Sunday Television

London—Next television development will be Sunday shows, BBC states. At present broadcasts are confined to a couple of hours on weekdays. Recent spurt in receiving set sales places the total owners now at about 9,000. Transmission in color also has been achieved by John Logie Baird, using a Popeye cartoon for experiment.

(Continued on Page 2)



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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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

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

FINANCIAL

(Saturday, Dec. 18)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE OVER THE COUNTER

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

WAAW Sale Set

Lincoln, Neb.—Sale of WAAW in Omaha to Central States Broadcast- ing Co., owned 50-50 by Sidles Co. and Journal-Star here, was confirmed last week, pending FCC approval. Station, operating on 600 kcs. with 500 watts, was formerly sold to Omaha World-Herald, but deal col- lapsed. Price then was \$155,000, while present sale involves \$55,000. CSBC owns KFAB-KFOR here and KOIL, Omaha. WAAW will con- tinue rural policy. It is daytime operated and will make outlet for CBS and Mutual programs.

Du Mont Television Sets

Montclair, N. J.—Du Mont Labora- tories, which has applied for an ex- perimental television broadcast li- cense, also plans to put out a receiv- ing set costing about a third as much as present tele receivers, according to Allen B. Du Mont.

Don Haynes in Hospital

San Francisco—Don Haynes, CRA executive, was rushed to St. Francis Hospital last week for an appendix removal.

WOPI 'The Voice of the Appalachians' BRISTOL - TENNESSEE VIRGINIA

THE WEEK IN RADIO ... Web Renewals Hold Up

(Continued from Page 1)

with Transamerican, another Warner affiliate, much in the picture... IRNA and the AFM appear to be making fairly good progress... with over 200 contracts now being held in escrow and the deadline extended to Dec. 22... closed shop angle does not seem to go so good with numer- ous broadcasters, especially those in the deep south around Louisiana way... NBC added 41 stations the past year according to its report, CBS took on 21 in the same period... Chicago stations may have to take most of their late hour remotes from out-of-town if the local AFM scale after Jan. 15 actually goes to \$100 per week.

Song Writers Protective Ass'n brought two suits in its effort to get a ruling from the courts on copyright matters... no complaint filed as yet... Continental Radio Press started a series of experiments by radio telephony by way of test-

ing the matter of sending out news cheaper... Hearst Radio discussed expansion plans at a Fort Worth conference... The Philly outlets took licenses from the NAPA for the purpose of playing its phonograph records, due to the recent court decision upholding the NAPA in the state of Penn... Neb. court orders Ascap to answer some questions.

Mae West-Charlie McCarthy show- down and the biblical travesty ran afoul of a few legitimate squawks and a great many professional agi- tator squeaks... Popular music publishing code will have another hearing on Jan. 4 at FTC offices and fair trade practice pact will soon after become law... Treaty at Havana was agreed upon and the Americas will present a solid front at Cairo, Feb. 1... list of recom- mendations will be acted upon... Movie exhibits yelled to Jimmy Fidler's sponsor...

U. S. and Canada Name Delegations to Cairo

(Continued from Page 1)

cis Colt de Wolf, Treaty Division, State Department.

Also from the FCC will be E. M. Webster, acting assistant chief engineer; Gerald C. Gross, chief of inter- national section; Marion H. Wood- ward, senior telegraph engineer and William G. Butts, chief of tariff sec- tion. Secretary-general of the dele- gation will be Joseph C. Satterth- waite, second secretary of the Amer- ican Legation at Bagdad, and secre- tary to the delegation will be Arthur L. Richards, American Vice-Consul, Cairo.

Technical advisers include Lieuten- ant-Colonel David M. Crawford, Sig- nal Corps, War Department; Com- mander Joseph R. Redman, Navy De- partment; Commander J. F. Farley, Chief Communication Officer, U. S. Coast Guard; L. H. Simson, commu- nications specialist, Radio Develop- ment Section Department of Com- merce.

Montreal — Laurent Beaudry, as- sistant under-secretary of state for external affairs, will head Canada's delegation to the radio parley in Cairo. He will be accompanied by W. A. Rush, G. C. W. Browne and J. A. Holmes of the radio branch, Department of Transport; Col. P. Earnshaw, Signals Branch, Depart- ment of National Defense; Augstin Frigon, Canadian Broadcasting Corp., and J. H. Thompson, Canadian Mar- conico Co.

Motor Boat Show Shots

To promote the motor boat show, the National Ass'n of Engine & Boat Mfrs. have bought a quarter-hour spot on WJZ, Jan. 7, 7:45-8 p.m., for a one-time shot. On WEAJ, the 6:15-6:30 p.m. period will be used on Jan. 10, 11, 12, 13. Charles J. Cutajar is the agency.

Sponsors Get Free Ride On KIDO Promotion Show

(Continued from Page 1)

eral radio promotion, and "Salute to Our Advertisers."

Dose is sweetened with tales of KIDO's showmanship from old sta- tion files, plus success stories and tall ones that really happened. Noth- ing laborious, and continuity rolls along with dance and vocal music.

Listener reaction, according to Manager C. G. Phillips, indicates that audience apparently does not feel exploited by the painless but obvious local-sponsor promotion.

Batch of Commercials Starting Over Year-End

(Continued from Page 1)

major cigaret accounts, Chesterfield, Lucky Strike and Camel were among the advertisers signing over on CBS.

Tabulated list of coming network programs will be found on page 7.

Mayhew Back at KASA

Elk City, Okla.—F. E. "Tiny" May- hew has resumed managership of KASA after an eleven months so- journ in California, where he was connected with several radio sta- tions. Mayhew replaces John Esau.

Rev. Rand Dead

The Rev. Nelson Royden Rand, ra- dio commentator for WOKO, died Friday night of a heart attack. Rev. Rand had been associated with radio for the past five years.

Spent yours Where the Money is! WABY ALBANY, N.Y. COVERS THE CAPITAL DISTRICT

COMING and GOING

TOMMY DORSEY returned Friday from a Ber- muda cruise.

FRED ALLEN and his entire radio company leave Hollywood after their Dec. 29 broadcast for New York and will arrive in time for the Jan. 5 show from Radio City.

JOHN MAJESKI, publisher of Musical America, leaves Wednesday on cruise to West Indies, returning Jan. 3.

PERRY LAFFERTY, WBRY music director, has been granted a two weeks' leave, to spend the holidays with his family in Davenport, Ia.

ALVIN AUSTIN, head of the advertising agen- cy of that name, handling Pilot Radio and other accounts, flew to the coast late last week. He will be gone about two weeks.

ELLIOTT ROOSEVELT of Hearst Radio ar- rived in New York last week for conferences.

E. C. MILLS, chairman of ASCAP adminis- tration committee, is expected back today from a Nassau trip.

HOWARD E. REINHEIMER, attorney, has left for the coast on SPA matters.

EDWARD KLAUBER, CBS executive v.p., who has been looking things over in Hollywood, went to Del Monte last week for a rest be- fore spending a couple of days in San Francisco, then back to New York.

CECIL B. DE MILLE will be in Boston on Jan. 11.

DON SERVICE, attorney for Broadcasting Ser- vice Assn. Ltd., Sydney, Australia, is due in on the S.S. Monterey next Monday. He will re- main here a month or so dividing time between N. Y. and Hollywood.

SANDRA GALE arrived from Europe on Satur- day aboard the Champlain.

JACK CURTIS of Curtis & Allen returned from Europe on Saturday.

MAURICE EISENBERG, cellist, and his wife, are back from Europe.

EDITH LORAND, Hungarian violinist, is in town.

KATHRYN CRAVENS flew to Chicago on Fri- day to gather material for two shows.

COLLETTE LYONS left for Boston yesterday to holiday with her folks.

Five New Commercials Set for Mutual Network

(Continued from Page 1)

added Don Lee network stations to network Saturday, bringing total number of outlets to 24. Program begins Feb. 8 at 7:45-8 p.m.

Vadsko takes over sponsorship of "Court of Human Relations" Jan. 9 and will use coast-to-coast network of 21 stations. Program heard at 4-4:30 p.m.

Wheeling Steel Corp. offers "The Musical Steel Makers" beginning Jan. 2 at 5-5:30 p.m. on five stations.

J. B. Williams Shaving Cream, be- ginning Jan. 3 at 10-10:30 p.m., pre- sents a quiz program over WOR, WGN and WLW.

LEE GRANT AND HIS ORCHESTRA SIX-STAR REVIEW MUSIC AS YOU LIKE IT DAILY WMCA 2:30-5:30

THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

PROGRAM REVIEWS

"Hello, Peggy"

The Ralph H. Jones agency of Cincinnati, advocate of added emphasis on daytime script shows through the medium of having the same guest star appear on the program several times as a part of the script, started a policy of this kind last Friday with "Hello, Peggy" over NBC-Red at 11:45 a.m., when Del Casino, tenor, appeared in the show. The idea is okay, and Casino acquitted himself very nicely. Having won his spurs as a singer, Casino now is showing ability in the handling of spoken lines, aided by a generally likeable personality.

Briefly

It was good to hear Shep Fields and his Rippling Rhythm again last Thursday night at 8:30 over WOR-Mutual in the first of a series of half-hour sustainings from a Chicago hotel. The distinctive Fields music was never better, and pleasing numbers were contributed by vocalists.

Folks who sit up late to read or indulge in any other activity of a relaxed nature will find very conducive accompaniment in the "Music to Read By" aired over WHN for an hour at midnight throughout the week. Classical selections are played, with no interruptions.

M-G-M's show for Maxwell House, over NBC-Red, showed some slight further improvement last Thursday night. Fannie Brice and Hanley Stafford, in the "Baby Snooks" bits, are doing swell work in the comedy end.

"Old New York Town," half-hour of oldtime song hits of the 1890-1930 vintage, heard Fridays at 8-8:30 p.m. over WHN, is an exceptionally enjoyable affair. Not only the quality and sentimental interest of the musical selections, but also the colorful though simple manner in which the program is presented.

General Mills to Test

Chicago — General Mills to start testing a new serial on WGN tentatively titled "Magnificent Lady" starting Jan. 3. Show is written by Sandra Michael, wife of Ed Giebisch. Milwaukee agency man.

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 20

Ted Fiorito Andre Kostelanetz
Joseph Littau Cheri McKay
Patti Pickens Bob Prescott
Marion Talley



PETTY CASH VOUCHER

Week ending Dec. 17th

● ● ● Saturday... On Martin Block's "Make-Believe-Ballroom" we hear the Andrews Sisters' recording of "Bei Mir Bist Du Shan" and later rave to Tommy Dorsey about it just before he sails for Bermuda... Lee Nungesser, Mass. snake lecturer, did a show over at KTFL, Twin Falls, Idaho—and one of his snakes went astray in the studio causing every one to worry for 15 hours in a hunt, tearing pianos, etc., apart—until it was found sleeping beneath a sofa!

● ● ● Sunday... Of course we listened to Mae West. Later at Leon & Eddie's and far into the dawn at Reubens with Benny Davis, Milton Pickman and Jesse Block and Eve Sully—the discussion centers on this appearance with dividing factions. Goodman and Jane Ace refuse to become drawn into the debate and depart.

● ● ● Monday... At Dave's for dinner with Harry Link, coins are tossed as to going to the Schmeling-Thomas bout and heads win, so Jack Robbins, Harry (MPPA) Fox and Mickey Alpert start fighting their way into the Garden for seats. Robert Taylor is there and doesn't get a tumble, while Eddy Duchin does.

● ● ● Tuesday... This amusing incident at WDGy, Minn., supplied us with a howl: Service was being switched from an old transmitter to a new one and MBSHOWS were being piped in for the work to be done. However, some one forgot to tell Kate Clelland, who does an a.m. show there, about the cancellation. She arrived at the studio for her stint, was announced in the usual manner by Dick Day and proceeded to work via a dead mike... Ralph Borgan, account exec, walked in whistling a song, which distressed Kate, who read a line from her script, "his brain should be examined," which prompted Ralph to loudly reply "Yours should be examined, too"... Bill Maloney will act as contact man between Kate Smith and Tom Fizdale's office.

● ● ● Wednesday... We examine Herb Rosenthal's new offices after the Pilot luncheon while Ed Cashman tells us a cute story... That midnite to the surprise stag which the boys in Lee Gran's band tender Bert Lebharr of WMCA because they were renewed on their show. Bert gets a beautiful ciggie case; Nat Brusiloff gets a hot-foot and Dick Fishell imitates Richman while Zeke Manners tickles the ivories.

● ● ● Thursday... For a final hearing of Mitzi Green singing "Lady's a Tramp" in her show and find about 150 people in the orck besides James Cagney and Frank McHugh... W. Winchell starts pumping Abe Lyman on a news lead later that nite—but we hear that Morton Downey will go into the French Casino... To the Famous Door with Barry Wood where the crooner goes wild over Louis Prima and so are Georgie Price, Eddie (Hudson) DeLange, who admits he'll never be as good, Russ Morgan, and Andre Baruch and his fiancee, Beatrice Wain, who admit not having set a date yet. The place is so jammed that the check-room ruins our hat!

● ● ● Friday... Hear that Larry Clinton was signed for a year with Robbins Music—arrangements only... Patsy Flick, a very funny guy, is in town after completing 13 picture-writings for WB, appearing on the Jack Benny and Jack Oakie shows. Wonder if Ted Collins would like to meet him sometime?

TOTAL EXPENSE: (Might as well ask for a new hat—what can I lose) \$1.15 for hat.

AUDITOR'S REMARKS: Request denied. You don't need a hat. Putting a hat on your head is like putting earrings on a pig! (That sqweeking you just heard is a pig sqwacking—on account of the comparison!)

GUEST-ING

GEORGES ENESCO, violinist, and MRS. FRANKLIN D. ROOSEVELT interviewed by Linton Wells from New York, on "Magic Key of RCA", Dec. 26 (NBC-Blue, 3 p.m.).

CHARLES MacARTHUR, on "Daily Information Service", today (WOR-Mutual, 11:45 a.m.).

LUM and ABNER, on "Hollywood Mardi Gras", Dec. 28 (NBC-Red, 9:30 p.m.).

JOHN CHARLES THOMAS, on "Vick's Open House," Dec. 26 (CBS, 7 p.m.).

RICHARD BONELLI, on Ford Sunday Hour, Dec. 26 (CBS, 9 p.m.).

NOLA DAY, interviewed by Nellie Revell, Dec. 28 (NBC-Red, 5 p.m.).

BILL ROBINSON, interviewed by Radie Harris, Dec. 22 (WOR, 6:45 p.m.).

PAULIST CHOIR, BETTY GARDE and RAY COLLINS, on Kate Smith program, Dec. 23 (CBS, 8 p.m.).

Ruling Won by WNEW In Barney's Inc. Suit

In the first radio suit testing the right of a sponsor to use records of announcers on commercial programs, WNEW last week was awarded ruling in Supreme Court by Judge Valente in the action against Barney's Clothes Inc. to recover \$147,000 for use of records and transcriptions of announcements by Martin Block, who is in the exclusive employ of WNEW Artists Bureau Inc. Emil K. Ellis was counsel for WNEW.

ARTA-WQXR to Resume Talks

American Radio Telegraphists Ass'n is expected to resume negotiations with WQXR some time this week. One conference has already been held with the station executives.

WOV and WBIL last week signed with the ARTA for a 40-hour six-day week with the lunch hour included in the day's working time. Contract calls for a closed shop.

Laurette Peterson Quits Elman

Laurette Peterson has resigned from the Dave Elman-"Hobby Lobby" staff. Miss Peterson resigned from the WOR press department some months ago to join Elman as his executive secretary.

She plans to spend the holidays in Detroit returning here around Jan. 1.

WALT FRAMER

Freelance originator of

RADIO SWAPS HEARD DAILY OVER WWSW
Pittsburgh, Pa.

PROMOTION

"Shopping Via Radio"

Radio activities of Malcolm Brock Co., Bakersfield, Cal., department store, received heavy play recently in one of store's series of editorialized advertisements in the Bakersfield Californian, newspaper. Piece was headed "Shopping via Radio" and told how store was using the airwaves over Station KPMC. Included were pictures of Lois Burke, KPMC, air personality who conducts the store's daily "Women in the News," and of "Uncle Mel" Dreyfus, skipper of the "Kid's Club", airing weekly for the same sponsor.

Guiding light of stunt was James Stevens, store ad manager, who is keenly interested in radio. At one time he handled his own program for the outfit.

"Around the Dial"

Something different in station info-dispensers has just been issued by WDGY, Minneapolis-St. Paul. New mailing piece measures 3½ x 8 and has sixteen pages. "Around the Dial with WDGY" is the title, and at top of each page is a small clock, each set at half-hour intervals of day. Under the clocks, type of program airing at that time is listed, plus dope on sponsor, mail-pull, etc. Last page has clock without hands, where special programs can be shown. Job enables time prospects to tell instantly type of stuff station is airing, and when. Reprints every three weeks are planned, according to Edward P. Shurick, ass't gen'l m'gr who devised the mailing piece.

KIDO Supplies Column

KIDO, Boise, Idaho, has produced "Ben Peekin" who writes a weekly column in the state's leading newspaper, The Statesman. Column is slugged "Thru the Kiddo Keyhole." "Kiddo" is nickname for KIDO in Boise as well as for manager C. G. Phillips—and column title clicks.

National network as well as local sponsors are given healthy plugs under cover of Ben Peekin's comments. High spots in week's dials are condensed into "Cheering Section" which praises in terse vignette.

Large space given to major programs, which are rotated through the weeks. "Thru the Kiddo Keyhole" is written by a member of KIDO's promotion staff.

Gen. Elec. Appointments

Charles E. Wilson has been elected executive vice-president of General Electric. Philip D. Reed becomes assistant to the president, Gerard Swope.

ATTENTION VOX-POPPERS!

Would you give a dollar a week for 50 real questions and gags? 107 leading broadcasters are using them. You get exclusive rights in your territory. May we send audition? Thanks.

SCRIPT SERVICE
Karl Zomar, director
Springfield, Missouri.

NEW PROGRAMS—IDEAS

News for Passengers

Passengers on Illinois Central Train No. 27, Chicago to Waterloo, Ia., are now being furnished with a special newscast by WROK, Rockford, Ill. The news is edited especially for train travelers bound for Iowa and is included in the 10 a.m. newscast, when the train is approaching Rockford some fifty miles away. Arrangements also are being made to supply a similar special newscast for passengers on the Burlington's Zephyrs between Chicago and Minneapolis.

Piano Moods

A popular 15-minute piano shot, aired daily over WAAF, Chicago, features Estelle Barnes at the keyboard under title, "Soliloquy"—The Melody-Musing of Estelle Barnes." All numbers are played uninterruptedly, and attempt is made to convey a definite mood. Unusual arrangements and technique have won this airing considerable comment.

Agricultural News

"Agriculture in the News" is proving one of the most popular farm programs on KFYZ, Bismarck, N. D. Show is aired Monday through Friday in early morning fifteen-minute

spot by Earl Hodgson of North Dakota Agricultural College.

Traffic Safety Stunt

Cooperating with the Cleveland Automobile Club and the Police Department campaign to eliminate rolling wrecks from the streets of Cleveland, WCLE sent Carl Mark in the United Broadcasting Co. mobile unit to give an eye witness description of a parade of ancient automobiles and their subsequent burning on a vacant lot.

During the noon rush hour period the cars were driven through the downtown section of Cleveland to a vacant lot at 18th and Superior where they were burned. Deputy traffic commissioner Martin A. Blecke and Captain John L. Weiss of the traffic department explained to the WCLE audience the effort being made to pass laws regulating the age, mechanical condition and sale of "junk" used cars. This is part of a plan to lessen Cleveland's traffic toll which stands at 238 for this year.

"Carrying the Torch"

This new transcribed sustainer over KCMO, Kansas City, is devoted entirely to torch tunes requested by listeners. Produced and announced by Larry Sims, thirty-minutes weekly.

FORT WORTH

Eloise McDonald succeeds Paula (Prissy) Fraser, who is to be married Jan. 1, on the Cosden Oil Co. program on WBAP. Advertising Business Co. is the agency.

The Pepper-Uppers Radio Show from Dallas sent over the Pepper Trio, Jimmie Jeffries, emcee; Lou Salter, and Ludi Maisen to entertain at Fort Worth Advertising Club's luncheon last week. Program was given 45-minutes on KTAT.

Silver Cup Xmas Show

Chicago—Silver Cup Bread, through Young & Rubicam, which recently took over account, planning one-hour Carol of All Nations and Christmas music program over Mutual, 2-3, Dec. 25 from WGN studios. Also goes to WOR, CKLW and others. Show is goodwill gesture with no commercial copy. Will feature recording of Schumann-Heink singing "Holy Night"; songs by Gunther Decker, her protegee; Bob Trendler's ensemble, Wayne Van Dine, Phylliss Norton and others. Account handled by Harry Ackermann.

Award to Phil Spitalny

Phil Spitalny adds to his laurels today when he will be given the Radio Guide award of merit on his "Hour of Charm" broadcast over NBC-Red at 9:30-10 p.m.

RCA Christmas Party

RCA Christmas Party will be held Thursday at 3-7 p.m. in the Rainbow Lounge, 67th floor of RCA Bldg.

OKLAHOMA CITY

Cremo Treasure Hunt, local live talent show, taking two 15-minute spots over KOMA on Saturdays.

"Your Sunday Serenade" is a new WKY program sponsored by Local Federal Savings & Loan Association, first time on air for sponsor. Features Ken Wright at organ and Polly Tollison and Josephine Albes on pianos, Lee Norton singing and Ben Bezoff reading poetry. Perry Ward, chief announcer, doing commercial.

Pat Perrin doing Uncle Cy—Hi-lo and Paul Duncan doing Sam the Janitor, blackface, as well as emcee in natural voices on Texas Tune Tusslers program over KVSQ (Ardmore).

W8XK Resumes Short Waving

Saxonburg, Pa. — Following completion of work on new directional rhombic antennas, Westinghouse's short wave station here, W8XK, today resumes international broadcasts over all four frequencies, namely 6140, 21540, 11870 and 15210 kcs. Considerable gains in power will result from the new antennas.

U. S. Weatherman on WTMJ

Milwaukee — WTMJ has arranged with F. H. Coleman, U. S. meteorologist here, to give daily weather talks starting today at 1:05 p.m.

Van Loon Adds Program

Hendrik Willem Van Loon, who does a Tuesday program at 7:30-7:45 p.m. over NBC-Red, will add a Friday show at same time and on same network starting Dec. 31.

ORCHESTRAS MUSIC

HORACE HEIDT, leader of the Brigadiers, is back at the old stand in the Hotel Biltmore after a week's sojourn in the south. The hard-working Horace, who has a weekly CBS commercial besides three weekly sustainings on Mutual, was prevailed upon by sponsor and hotel to take a week's holiday to conserve his health. He had intended to spend the time at Sea Island, Ga., but on the way down he met Ben Bernie, enroute to Miami for golf doings, so Horace cut his Sea Island visit short and joined his fellow maestro in Florida.

Dorothy Byton's Girls have been set by CRA to open at Stevens Hotel on Dec. 25.

Hollywood Songs Inc. has been selected to publish the musical numbers featured in 20th Century-Fox's super film, "In Old Chicago." Songs include "I've Taken a Fancy to You," "I'll Never Let You Cry" and "Take a Dip in the Sea," all by Lew Pollack and Sidney Mitchell, and sung by Alice Faye. Nationwide plans have already been set to exploit the tunes prior to the roadshow release of picture in January.

Ray Noble, maestro on the Burns and Allen show, had a birthday Friday.

Oscar Bradley celebrates his first anniversary on the Phil Baker CBS series this week.

George Duffy and his orch have proven so popular at the Marine room in the Mayo Hotel, Tulsa, that they are to be held over for an extended engagement. Blanche LaBow is featured vocalist.

Mark Warnow has installed a Hammond electric organ in his new home at 80 Beverly Road, Kew Gardens. He is using it to illustrate chords when he is writing new arrangements.

Ken Sisson is featuring the entire score from "Love and Hisses" on the "Canada 1937" program which he directs over the Canadian Broadcasting System tonight at 10 p.m., EST. Sisson is dedicating the medley to Ben Bernie, whom he helped organize his first orchestra. Sisson was Bernie's right hand man for five years.

Emil Colman's brother, Gregory, who plays guitar in his St. Regis Hotel orchestra, was quietly married to Muriel Wechsler, of uptown Manhattan, last Thursday.

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY

CI 6-2200

★ F. C. C. ★ ACTIVITIES

APPLICATIONS GRANTED

KVOS, Ardmore, Okla. Granted CP to install new equipment and increase day power to 250 watts.

SET FOR HEARING

Mollin Investment Co., Huntington Park, Cal. CP for new station. 1160 kc., 100 watts, daytime.

King-Trendle Broadcasting Co., Grand Rapids, CP for new station. 1010 kc., 250 watts, unlimited.

HEARINGS SCHEDULED

Dec. 20: Colonial Broadcasters, Inc., Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

Seaboard Broadcasting Corp., Savannah. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Dec. 21: WKBZ, Muskegon, Mich. Vol. assignment of license to Ashbacker Radio Corp. 1500 kc., 100 watts, 250 watts LS., unlimited.

Jim Ameche Signed

Chicago — Jim Ameche has been given a long-term contract by Campana Sales, making him permanent head man of "Grand Hotel." Jim also will play in the new S. C. Johnson show, "Attorney at Law," with June Meredith, Grace Lockwood and Lucy Gilman.

CRA Signs Lizzy Hoy

Lizzy Hoy, Pennsylvania Dutch character comedienne who was in New York for auditions at the three networks last week and made several personal appearances, has been signed by CRA. She is regarded as a comedy find.

ET's for Utica Brewing

Utica Club Brewing Co. has signed 13-week contract for "Radio Short Stories" ET series over WIBX, Utica, with additional stations in New York and Pennsylvania probably being added later. Charles Michelson, who placed the disks, also has set "Chandu" on WTIC, Hartford, and "Count of Monte Christo" on WNBH, New Bedford.

Jumping Interest

When it comes to jumping listener interest, Mexican jumping beans have an argument. They're used as giveaways on Col. Irving "Speed" Wallace's "Dakota Maid" flour program, fed twice weekly by KFYR, Bismarck, N. D., to the six-station web of the Dakota Broadcasting System. So far, it is estimated, 150,000 beans have been given, with requests from listeners still pouring in. Original supply was quickly depleted, and several extra shipments were needed.

By Matchlight

St. Louis—Neil Norman and Bill Durney, WIL mikers, are nursing a couple of badly burned thumbs. They were airing a soccer game when darkness fell. In order to read commercial copy for sponsor, Hyde Park Brewery, they alternated in lighting matches and holding them for each other.

★ Programs That Have Made History ★

WRKO's "Man on the Street."

FIRST on the air August 26, 1933, during the Illinois state convention of the American Legion, Leath's "Man on the Street" program of WROK, Rockford, Ill., on Dec. 16 was presented for the 1,000th time under the same sponsor, A. Leath & Co., which Lloyd C. Thomas, general manager of WROK, claims is some sort of a record.

The Leath store in Rockford, signed for the program on October 1, 1934 and is still the sponsor. In addition, the Leath store, one of a chain of 32 in Illinois, Wisconsin, Iowa and Michigan, sponsors a one hour Musical Clock program daily.

Lynn Brandt, now NBC announcer in Chicago, handled the first "Man

on the Street" here. Program at present is handled by Bill Traum, with the assistance of Kaye Kreamer, and the program actually has become the Couple on the Street. Traum also handles the Leath Musical Clock program.

The program is a series of interviews with passersby on Rockford's busiest downtown corner, with brain twisters and sometimes merely interesting chats, thrown in. Traum questions the women and Miss Kreamer the men.

Incidentally Leath's in Rockford spend 90 per cent of their advertising budget in radio.

(EDITOR'S NOTE: KTRH, Houston, claims to have started the "man-in-the-street" idea with its Vox Pop program in 1932.)

KANSAS CITY

Frank K. Lott, treasurer and past president of the K.C. Musicians' Ass'n, has been elected president of the group for a year, succeeding Floyd D. Zook.

Larry Proctor, KCMO announcer, is back at his duties after an appendectomy.

A 30-minute Saturday morning kid revue has been sold by KCMO to the Jones Store Co.

Zeke Manners' ET's are on KCKN for Isia Shoe Co.

WLBC, Muncie, Ind.

E. Pierre deMiller, WLBC news editor, now riding in a hearse as police ambulance has been hauled in for repairs.

Ottis Roush, chief announcer, announcing a new farm bulletin service for rural listeners.

Donald A. Burton, station owner, handled six basketball play-by-play accounts last week.

Earl Kirk, singing auditor, now practicing his whistling proclivities.

C. X. Castle, engineer, has become a rabid basketball fan.

Don Russell, salesman, acting as official scorer for the station this season at all basketball games.

Bill Craig, commercial manager, busily engaged in lining up several new accounts.

Hank Marks, announcer, has developed character known as Cactus Pete on Bordertown Barberque.

Ken Williams, announcer, and Happy Apple, the Old Ranger, receiving rabid fan mail from listeners.

Francis "Jake" Higgins, sports announcer, parading basketball players of yesteryear before the mike on his "Sports of Today" program.

Fred Packhorse Ayer, merchandising director, suffered fall few days ago, but is recovering nicely.

Pilot Award for "Shadow"

Cast of "The Shadow", Mutual network serial, was presented yesterday with the Pilot Award for "excellence in thrilling drama presentation", Orson Welles and Agnes Moorehead head the cast.

SAN ANTONIO

Jack Mitchell, former KTSA baseball miker, has gone to KOMA, Oklahoma City, in a production capacity.

Bernie Cummings' ork has succeeded Bob Crosby at Olmos Night Club. Band remotes through KABC.

Tom Dickey's Show Boys are now playing over both KMAC and KTSA.

Phil Alexander is back from Dallas readying a new backstage drama soon to go on a local station.

Getting the Bird

Three listeners will "get the bird" for a change, in a promotion by WAAF, Chicago. What's more, they're actually competing for it.

Idea is a "canary contest", in which listeners of station's "Breakfast Express" morning program attempt to name Announcer Ken Nelson's canary. The bird is of the same variety as the six songsters who furnish background for the program. Prize to each of the three listeners who submit best list of names is a canary. Reason for name-choices must be given, with limit of twenty words to the letters.

WELI, New Haven

Newcomers on the lists include the popular Bigelow twins, Mary Morrissey, Dargan Brothers, and Mrs. William Philips with a new children's program.

Vera Cruse, long headlining at WELI, won first place in the national beauty-talent contest in Havana, Cuba, and was crowned "Queen of the Radio Party."

WELI now signs off at 5:15 p.m., taking on 45 additional minutes of air time, in accordance with its sunset permit.

WKRC, Cincinnati

Francis Pettay, announcer, back on the job after a minor operation.

"Smiles" Davis, wife of "Singin' Sam" (Harry Frankel) and former vaude headliner, was special guest on a three-hour jamboree staged Saturday for the Cincinnati Enquirer's needy families fund.

NEW BUSINESS

Signed by Stations

KSFO, San Francisco: Washington State Apples Inc., spots, through J. Walter Thompson.

WBT, Charlotte, N. C.: Comet Rice Co., ETs for Astor coffee, and commentary for Comet Rice, through Freitag Advertising Agency; Bulova Watch, time signals, through The Biow Co.; Standard Oil Co. of N. J., (Esso Products), "Esso Reporter," through Marschalk & Pratt, Inc.; National Biscuit Co., "Dan Harding's Wife," ETs, through McCann-Erickson.

WJZ, New York: Griswold Mfg. Co., Erie, Pa., (kitchen utensils), starting Jan. 23, musical program, 9:30-9:45 a.m., through Batten, Barton, Durstine & Osborn.

WEVD, New York: Winkelman Shoe, six 15-min. news periods weekly, through Jay Lewis Associates.

WLW, Cincinnati: Groves Bromo Quinine, program, twice weekly, through H. W. Kastor & Sons; American Book Mart, "Barton Rees Pogue's Scrap Book," program, through E. H. Brown Advertising Agency.

WLW, Cincinnati

Peter Grant, newscaster, set for another year by North American Insurance Co. through Franklin Bruck Adv'g Corp., N. Y.

Pa and Ma McCormick, the Brown County Revelers, the Drifting Pioneers and other talent will appear in an additional Consolidated Drug Trades Products series, giving sponsor six hours weekly on station. Benson & Dall, Chicago, is the agency.

Marlin Maine and his ork, Five Novelty Aces and Lynn Cole are the talent on twice-weekly Groves Bromo Quinine show, through H. W. Kastor & Sons, Chicago.

Barton Rees Pogue, Hoosier poet, starts an evening stint Jan. 7 for American Book Mart. An ork is being auditioned.

The new Horace Heidt (Alemite), Elizabeth Arden (Eddy Duchin) and Vitalis ("For Men Only") programs are set for the station.

WCBS, Springfield, Ill.

Excitement was rampant here last week. Having promised to carry all of the local high school basketball games, station found itself with all four teams playing at same time on same night. Engineers solved problem by placing a mike at all gyms, with sportscasters giving alternate descriptions.

Fire in adjoining building last week chased announcers and control men from their posts, but not until Program Director John J. Corrigan's boys had transferred broadcast to the transmitter located on other side of the city.

JIMMY ALDIN

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BEN 6-4759



BILL BACHER bobs into the news again in connection with a persistent Boulevard rumor to the effect that a new "big show" to be headed by the Three Marx Brothers and produced by Bacher is in the offing.

Donald W. Thornburg, CBS vice-president, off to San Francisco last week for a few days on network affairs.

Resignation of Norman Field as executive secretary of the local AFRA last week was withdrawn after the arrival of Emily Holt, national executive secretary, from New York. Field was a prime force in establishing the unit here.

Jimmy Grier's orchestra and Julie Gibson, vocalist, get new 13-week tickets with Joe Penner.

Don Wilson has been cast as a radio announcer in RKO's "Radio City Revels."

Nola Luxford and a stellar radio cast will participate in a Goodwill Christmas show from KFI on Dec. 22 to be broadcast throughout Canada and short-waved to Europe and Australia.

Harry Maizlish, general manager of KFVB, has set Wednesday as the date of the annual Christmas party for all Warner Bros. employes.

All Canada Radio Facilities, Calgary, has taken all Canadian rights to Earnshaw Radio Productions' ET "Crazy Quilt" series.

James R. Fouch, president of Universal Microphone, will spend Christmas at his Palm Springs hacienda.

Manning Ostroff, production manager at KFVB, off to San Francisco on a brief business trip.

Willis Parker, San Francisco writer-producer formerly connected with KSFO KYA and KFRA, has been added to the scripting staff at KFI-KECA under the direction of John Boylan, Harrison Holliday announces.

KFVB has started feeding several additional shows to the stations of the California Radio System. Among them are "Amateur Authors," "Stars Return," "Sing Back the Clock," "Popular Theater," "The Lamplighter," and orchestra remotes from Hawaiian Paradise.

I. O. Witte, formerly with Fitra Productions Inc. but now a free-lance transcription producer, is recovering from a threatened attack of pneu-

New Network Shows Ahead

SATURDAY, DEC. 25
Arturo Toscanini and NBC Symphony Orchestra (sustaining), NBC Red and Blue networks, weekly, 10-11:30 p.m.

SUNDAY, DEC. 26
Wrigley Co., "Double Everything," CBS, weekly, 6:30-7 p.m.

TUESDAY, DEC. 28
Stewart-Warner (Alemite), Horace Heidt Brigadiers, NBC-Blue, weekly, 9-9:30 p.m.
Elizabeth Arden (cosmetics), Eddy Duchin, Mutual, weekly, 10-10:30 p.m.

WEDNESDAY, DEC. 29
Liggett & Myers (Chesterfield cigs), Lawrence Tibbett, CBS, weekly 9-9:30 p.m.

FRIDAY, DEC. 31
Liggett & Myers (Chesterfield), Paul Whiteman, CBS, weekly, 8:30-9 p.m.

SUNDAY, JAN. 2
Wheeling Steel Corp., "Musical Steel-makers," Mutual, weekly, 5-5:30 p.m.
American Rolling Mill, Frank Simon and Armco Band, NBC-Blue, weekly, 3:30-4 p.m.
H. J. Heinz Co., "Magazine of the Air," shifts Thursday afternoon edition to Sunday, CBS, weekly, 5-5:30 p.m.

Pepsodent, Walt Disney's "Mickey Mouse," NBC-Red, weekly, 5:30-6 p.m.

MONDAY, JAN. 3
Pillsbury, "Woman in White," NBC-Red, Monday through Friday, 10:45 a.m.
Procter & Gamble, brings its five shows,

"Ma Perkins," "The Goldbergs," "Kitty Keene," "Road to Life" and "The O'Neills" to CBS, Monday through Friday.

Benjamin Moore & Co. (paints), "Betty Moore," NBC-Red, weekly, 11:45 a.m.
Campbell Soup, "Amos 'n' Andy," NBC-Red, Monday through Friday, 7-7:15 p.m.
J. B. Williams Co. (shaving cream), "True or False?" Mutual, weekly, 10-10:30 p.m.

TUESDAY, JAN. 4
Pond's, "Those We Love," NBC-Blue, weekly, 8-8:30 p.m.

SUNDAY, JAN. 9
Vadco Sales Corp., takes over "Court of Human Relations," Mutual weekly, 4-4:30 p.m.
Glass Container Ass'n, dramatic program, NBC-Blue, weekly, 1:30-2 p.m.

MONDAY, JAN. 10
Bristol-Myers (Vitalis), "For Men Only," revived and switched to NBC-Red, weekly, 10:30-11 p.m.

WEDNESDAY, JAN. 12
U. S. Rubber Co., Ben Bernie, CBS, weekly, 9:30-10 p.m.

SUNDAY, JAN. 16
J. W. Marrow Mfg. Co., Henry Busse, NBC-Red, weekly, 1:15-1:30 p.m.

TUESDAY, FEB. 8
General Shoe Co., "Famous Fortunes," Mutual, weekly, 6:45-7 p.m.

WJBK, Detroit

Uncle Nick of WJBK's popular "Children's Hour" is now conducting the "Teen Age Amateur Hour" from the stages of neighborhood theaters. The half hour shows are broadcast Tuesday and Friday at 8:30 p.m. Sally Furs is sponsoring.

Bill Sawyer, free lance announcer, has inaugurated a new program he calls "Shoppin," a cooperate quarter hour program with six sponsors. Stunt includes informal style of reading advertising messages, interspersed with news oddities. Heard at 5:30 p.m. Monday through Saturday.

Don Wille is heard each Friday evening at 9:30 in "Reviews of the New Films." Wille sees all new first runs at previews and then tells air audience exactly what he thinks of them . . . no holds barred. His theme song is "You Can't Pull the Wool Over My Eyes." On occasions he interviews local newspaper movie critics on the air. His latest visitor was Jimmie Pooler of the Free Press.

Pet Milk Co. has renewed for 26 weeks its 15-minute daily program on "Polish Varieties" at 10 a.m., Monday, Thursday and Saturday. This is the second renewal for Herbert Mertz and String Ensemble on the Pet program. Gardner Agency places the business. "Polish Varieties" are now beginning their sixth year on WJBK.

monia and will be around and about again in a couple of weeks.

Thirteen of the "Gospel Songs and Hymns" transcribed by Homer Rodeheaver, singing evangelist long associated with Billy Sunday, have been taken for his Australian clients by Dr. Ralph L. Power.

Walter Biddick, president of the Walter Biddick Co., station representatives, will spend the holiday season at his Palm Springs rancho, commuting daily.

KFYR, Bismarck

Hazel Johnson, popular songstress, receives many fan pictures as well as fan letters. So that she can become better acquainted with her listeners she asks that they send their pictures to her. In return the picture sender receives a likeness of Miss Johnson, who now has several large books filled with fan pictures.

Tuesdays and Thursdays at 5 p.m., KFYR feeds "Dakota Maid" flour program to the six-station network of the Dakota Broadcasting System. Program features Colonel Irving "Speed" Wallace explorer, lecturer, athlete, and author of "Mexico Today."

Manager Frank Fitzsimonds is back from New York, where he held confabs with several NBC officials and representatives of leading agencies.

Dick Burris, program director, now presenting "Breadwinners" every Thursday at 1. Burris brings someone in a different job or profession every week before the mike for an informal interview to reveal the little known and human interest angles of the occupations.

Amateur Show craze has not yet hit the skids in Bismarck. Local show which has a radio tie-up with KFYR is promoted by Sam Kontos and is staged every Saturday in Bismarck's World War Memorial Building, seating 2,500. One hour of amateur acts is followed by three-hour Barn Dance to music by Maestro Kontos' band. KFYR does a remote pick-up of the dance music, 10:30-11 p.m.

Jack and Loretta Six Weekly

Beginning this week Jack and Loretta Clemens will be presented six times weekly by NBC. The singing brother and sister team start a new series of 8:45 a.m. broadcasts via WJZ tomorrow morning which will be heard every Tuesday, Thursday and Saturday. Jack and Loretta will have to clear, prepare and sing 90 tunes each week.



W. H. STEIN, vice president of MCA, suffered several attacks of appendicitis, and is under scrutiny of physicians.

Morey Lipsey of MCA radio department, recovering from a stomach ailment, is back at work part of each day.

Dick McBroom will motor west starting Wednesday to take over new post as director of new John Blair office in Seattle.

Harriette Widmer (Aunt Jemima) and her two comedians, Buck and Wheat (Vance McCune and Forrest Lewis), are giving a benefit program at the Chicago Municipal Tuberculosis Sanitarium on Dec. 22.

Franklyn MacCormack, Poetic Melodies verse reader, is recovering from a session of reading a 40-page fan letter from Texas. Message required 36 cents postage.

Kurt Kupfer has joined "Romance of Helen Trent" in the role of Director Steinblock. Alice Hill has also joined this cast.

Ben Kanter, musical director WJJD and WIND, to Springfield over weekend to get his certificate entitling him to hang out a lawyer's shingle.

Philadelphia orchestra under Eugene Ormandy due here for concert at Opera House on Jan. 5.

Ronnie Kogen, son of Harry Kogen, NBC orchestra leader, makes his bow as a fiddle player on his fifth birthday Dec. 20. Papa Kogen will give him daily lessons on his new Mittenwald.

Ken Ellington and Hal Burnett off to Kenosha to transcribe a salute for that city to be broadcast later on WBBM.

Pliner and Earle, duo-pianists, and their band now on CBS from Tally-hoo Room of Medinah Athletic Club.

Thomas J. Horan, who rose from page boy to member of the junior production dept. at NBC, has been appointed supervisor, replacing M. W. Wood, who resigned. Robert J. Graham has moved up to fill Horan's vacancy.

When Roy Brower failed to show at Cabin of the Crossroads broadcasts because of illness Forrest Lewis, who plays another part in same show, doubled for him—and neatly, too.

Janice Porter, young soprano of the Chicago City Opera Co., has joined floor show at Edgewater Beach and is singing with Orrin Tucker's orchestra, heard nightly over CBS.

RCA-Hazeltine Deal

RCA has entered into agreements with Hazeltine Corp. whereby it has acquired simple non-exclusive licenses in all radio fields under the Hazeltine patents applying to receiving sets. These agreements effect termination of long pending litigation between the parties.



ARTISTS MANAGEMENT

SEASON'S GREETINGS

17 EAST 45th ST., New York MU 2-1888

BOSTON

Christopher B. Sykes has joined NBC sales department here.

Bradley Kincaid, hillbilly heard daily over WBZ-WBZA, has left for WTAM, Cleveland.

Jackie Heller did his NBC airings from the WBZ studios perched on a phone book.

Lynne Sherman, Mayfair songstress, is now doing a weekly half-hour show with Rakov's Orchestra to the NBC-Blue network on Wednesday.

WDGY, Minneapolis

George W. Young, owner and g.m., has recovered from accident while deer hunting in N. D.

Station has sold Mutual's New Year broadcast on East - West football game to Chevrolet dealers.

New Western Electric high fidelity wide range transmitter was completed recently, greatly increasing the station's signal.

WDGY programs are being received clearly in the Texas Panhandle, fan mail shows.

Howard Wilson, head of the rep firm, was a recent visitor.

WMEX, Boston

John E. Reilly, program director, tomorrow starts the first "Dance Parade" of continuous music from local hotels and night clubs. Music of Jimmy McHale, Marshall Morrill, Perley Stevens and Don Julio will be heard.

Starting today, station will feed Inter-City programs, plus some of its own, to the new WLAW, Lawrence, which opened yesterday. Various orchestras, the Murray Twins, Federal Theater directed by Kendall Weston, and other items will be piped.

WTAQ, Green Bay

Em Owen is at the console and Sam De Signe does the announcing in a novel and popular organ program being aired direct from Baum's department store at 4 each afternoon.

Christmas Eve midnight mass from National Shrine of St. Joseph, West De Pere, Wis., will be aired.

Lornie Wilkinson's Farmhands, comedy orchestra, plans to entertain the inmates of Hickory Grove sanitarium on Thursday.

ONE MINUTE INTERVIEW

BERNIE CUMMINS

"Orchestras which play popular tunes are primarily interested in playing music for dancing. That is why there will always be bands which feature waltzes and slow fox trots. Swing bands cater to another type of dance, the 'Suzie Q', 'Truckin'', etc. which are also popular. There is, and there always will be, room for both types of bands, sweet and swing. The types of dances that can be invented to go with certain musical styles are what dictate musical fashions."

★ Coast-to-Coast ★

PRESTIGE of twice-a-week safety campaign over KIDO, Boise, has attracted public officials to air their views on motor vehicle problems. There is now a three week waiting list (that's six programs) of state and city officials who crave a chance. Nice thing about it—been sponsored from the start by Campbell-Simpson Motor Co., who find value in public service angle.

A special New Year's program featuring the traditional Watch Night Service from London will be heard over WOR-Mutual on Dec. 31 at 6:45-7:01 p.m. Program will come via BBC and CBC.

The CBS "Buddy Clark Entertains" series shifts its time and date today when it becomes a Monday, 8-8:30 p.m. feature. The program was formerly heard on Thursday nights at 10.

The 75-voice children's choir of the Mormon Church in Portland Ore., repeated over KOIN yesterday the cantata, "King of Christmas," presented successfully last year. Other KOIN Christmas programs include carols by University of Portland Choral Club, and Portland Elementary School orchestra.

Concluding a broadcast schedule of local gridiron affairs consisting of Southwestern University's games, West Tennessee Teachers College contests, all local high and prep school games, and intersectional tilts between Ole Miss and University of Arkansas, University of Tennessee and Ole Miss, and the championship tussle between Chicago's Austin High and The Golden Bears of Jackson, Tennessee, West Tennessee high

WQAM, Miami

Norman MacKay, program director, begins a junior amateur hour from stage of Cinema Casino, Miami Beach.

Miami Biltmore \$10,000 golf open covered for WQAM audience by Dinty Dennis, Johnny Farrell former P.G.A. champ, and Leslie Harris.

Jack Thurston has been appointed musical director in charge of all musical activities.

Station has inaugurated a new type traffic safety program with Lt. Dan Reynolds of the Miami Police department and Leslie Harris, the special events director, cruising around the city in the station's mobile unit and shortwaving their observations of traffic violations as they occur, to the audience. Serious offenders are given tickets by Lt. Reynolds and the conversation broadcast.

Fred Fowles, announcer, did a guest short as emcee for the Empty Stocking Fund show in Miami.

The Brazell Sisters, harmony trio, formerly with WMBR, have joined the warbling staff.

school champions, WHBQ in Memphis selected an All Radio high-school eleven, based upon observance of games broadcast, interviewing the final all-star eleven in the WHBQ studios after concluding game of high school season, and presenting each member of the team with gold footballs awarded by Coca Cola, sponsors of the football broadcast. Bob Alburty, WHBQ manager and sports announcer who voiced the play of all games for Coca Cola, made the selections on the star eleven, conducted presentation interviews with the grid-ders, and awarded the prize footballs.

Nila Mack, CBS writer-directress, will repeat for the fifth time by listener demand her own Christmas fantasy, "The House of the World," when "Let's Pretend" is heard over CBS on Dec. 25 at 10:30-11 a.m.

Jean Ellington's NBC-Red network spot at 1:00 p.m. on Thursdays has been moved to Mondays at the same time and same network.

More than 100 world champions, representing every field of sports, will give their predictions of athletics in 1938 and review achievements of 1937 when the annual Los Angeles Times' "Sports Headliners of 1937" program is broadcast Dec. 29 at 9 p.m. EST. over NBC-Blue network.

Ed Smalle's seven voice chorus, recently renewed on the Leo Reisman WEAJ Thursday night beer series, is being considered for two new commercial programs. The first of these will feature Oscar Strauss and a semi-symphonic orchestra, the second will offer Arnold Johnson's orchestra.

KWTO-KGBX, Springfield, Mo.

Jerry Thrailkill, who syndicates the popular odd-fact program, the "Answer Man," is getting real co-operation from her Ozarks listeners. Hugh Parsons of Jefferson City, Mo., not only sent in information concerning record time for harvesting wheat, making it into flour, and baking it into bread, but also sent in photostatic proof. Incidentally, the time was 4 minutes, 55 seconds.

Jim Simmons, recently of KWK, St. Louis, is back on the KWTO-KGBX announcing staff after an absence of 18 months. Intervening time was spent with KCMO, Kansas City, and KWK.

"Odie and Sue", otherwise Mr. and Mrs. Odie Thompson are the parents of a bouncing baby boy.

WFAA, Dallas

James Alderman, announcer and news commentator, recently completed dialogue on a 15-minute commercial film for Dixie Cultivator Co.

Raymond Le Pere, well-known southwest organist, tomorrow becomes staff organist.

SAN FRANCISCO

Dean (Budda) Maddux, amateur hour pilot of Marin Dell Creamery's amateur program Saturdays at KFRC, also has signed with the Leon Livingston agency to start a vox pop program the first of the year for Langendorf United Bakeries' "Holsum Bread." He'll be assisted by Marcia Miller. KSFO will also originate the new Durkee-Famous Foods program, "My Secret Ambition."

Norman Sper, Hollywood sport-caster and football game predictor, visiting here.

"Tales of California" authored by Sam Dickson gets another 13-week extension.

Hal Burdick's "Dr. Kate" NBC serial has faded.

Tom Breneman, who is returning here in connection with CBS plans to return production to KSFO, will arrive after emceeing his last Durkee show over KNX on Dec. 26. Durkee's new show and Roma Wine's "A Toast to the Town" will be his first assignments.

Joe Hernandez, who recreates Tanforan races nightly over KYA, got a letter signed by 200 Calgary, Canada, dialers of the show.

Bob Dumm, KSFO special events producer, back at work after being bed-ridden for a week.

Dick Deasy, KYA announcer, in bed with flu.

Milt Samuel, NBC press chief, back at work with his throat trouble nearly cleared up.

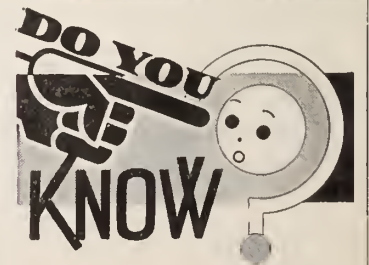
Howard Duff, lead actor of "The Phantom Pilot," five-a-week Mutual serial, and one other member of the cast will go south with the show when it moves Dec. 27. Switch came when Langendorf Bakeries' went from McCann-Erickson to Young & Rubicam.

A new, small studio for news broadcasts exclusively has been built for the NBC-INS news airings handled by Berton Bennett and Hal Gibney. Lee Strahorne produces.

WINS, New York

"Ice Follies of 1938" will be broadcast over WINS direct from Madison Square Garden, Dec. 22-24. Don Dunphy, sports announcer, at mike.

A poetry contest is now being conducted in conjunction with the recently inaugurated series known as "Early American Poets" over WINS.



More than half of all auto radios sold in Canada during the past 12 months were Philcos.