



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 122

NEW YORK, N. Y., WEDNESDAY, DECEMBER 22, 1937

FIVE CENTS

# New High Seen for CBS

## CBS PLANS TO AMPLIFY INFORMATIVE PROGRAMS

CBS next year will present the most thoughtfully planned schedule of informative broadcasts in its history, declares William S. Paley, president of the network, in a year-end interview on plans for 1938.

While admitting the importance of cultural and informative broadcasts, however, Paley points out that "entertainment of the highest standard and widest variety must be pre-

*(Continued on Page 3)*

## New Barbasol Program With Godfrey on CBS

Barbasol on Jan. 24 will start another program featuring Arthur Godfrey over 24 CBS stations, Mondays through Fridays, 7:15-7:30 p.m.

A repeat to seven Pacific coast stations will be aired each Friday night, in addition to the early show. Godfrey will speak from WJSV, Washington. Erwin, Wasey & Co. has the account.

## Atlas Radio Christens Chicago Branch Office

Concluding the organization of the four territorial divisions, Atlas Radio Distributing Corp. yesterday held official opening of its Chicago offices at 333 North Michigan Blvd., with Dan Blank, director of Central Division.

*(Continued on Page 3)*

## Alsweet Adds Stations

Chicago—Swift & Co., Chicago, has added WDEV, Waterbury, and WQDM, St. Alban's, Vt., to its Alsweet Margarine list, bringing the total to 40 stations. J. Walter Thompson is agency.

## Santa Brings Downey

Cincinnati—Morton Downey, off the air for some time and just recently back from London, will emcee and sing Christmas night in a special WLW program aired coast-to-coast via Mutual. Devore Sisters, The Eight Men and Bill Stoess with an 18-piece orchestra also will be in the show. Downey is playing a night club here.

## Christmas Warning!



THIS being the gladsome season of the year, RADIO DAILY will regale its readers with a special Christmas issue tomorrow. For one day, the serious side of broadcasting will be more or less subdued in favor of yuletide lightheartedness and well-wishing. Watch for your copy.

## RADIO'S TECHNICIANS SEVERAL YEARS AHEAD

The past year's consolidation of knowledge gained through NBC's 11 years as an entity into standardized equipment and engineering practices will meet the most exacting of tests for several years to come, according to O. B. Hanson, NBC vice-president.

*(Continued on Page 3)*

## White Rouge Planning Radio Campaign in 1938

Chicago—The White Rouge Co. of this city has appointed Kirtland-Engel Co. as its advertising counselor, with plans for using radio in 1938. G. B. McDermott is account executive.

## "Popeye" on the Radio

"Popeye" comic strip, has been sold for radio by King Features to Blackett-Sample-Hummert agency to be used in the Joe Lowe Corp. (Pop-sicle and other frozen stick confections) network program starting in the spring.

## Elliott Roosevelt, Grabhorn May Move Up in Hearst Setup

### 8 Additional Accounts Signed by Tom Fizdale

Tom Fizdale Inc. has added eight accounts for publicity service, it is announced following the return of Tom Fizdale to New York from Chicago.

Business in the agency class includes "Attorney at Law," new John-

*(Continued on Page 3)*

## Billings for December Will Set Record in Network's History---Year's Gross 24 Per Cent Over 1936

### 66 COMMERCIALS SIGNED BY MUTUAL WEB IN 1937

As compared with four commercials carried by Mutual System in 1934, when the network was formed on Oct. 2, in the past year a total of 66 advertisers used all or part of the 74 stations in the web that now stretches from Bangor, Me., to Honolulu, it is revealed by the network in a year-end report.

In the beginning, Mutual serviced

*(Continued on Page 2)*

### Libby, McNeill & Libby Using Liberty Stories

Chicago—"That's My Story" series, based on Liberty magazine short stories, will be used by Libby, McNeill & Libby starting Jan. 24 on WLW Line, including WHN and WFIL. Transcriptions to be used on WLS, KNX and KYA. J. Walter Thompson Co. is agency.

### Christmas Bonuses

The Christmas bonus checks are beginning to fill the pocketbooks of the personnel in the advertising and station rep field. McCann-Erickson, William Esty & Co., John Blair & Co. are the latest firms to distribute bonuses. Lord & Thomas gave a month's salary.

December monthly billings for CBS will total \$2,900,000, the all-time high for the network, according to an estimate released by the web yesterday. CBS figures that its 1937 receipts will total \$28,828,058, an increase of 24.4 per cent over 1936.

Assuming the CBS December estimate to be fairly accurate, the January billings will reach over the \$3,000,000 mark. Addition of the

*(Continued on Page 5)*

## KELLOGG BUYS SERIAL FOR NEW ET CAMPAIGN

Chicago—"Howie Wing," saga of aviation by Capt. Wilfred G. Moore, author of "Air Adventures of Jimmie Allen," has been bought by Kellogg and is being transcribed by World Broadcasting System here for distribution in Canada starting Jan. 31 and later in U. S. in spots where firm is not using baseball. Moore will write and produce show, which features Billie Rose, Audrey McGrath, Bill Bouchey and Hugh Studebaker.

## Kellogg Loses Exclusive On Chi. Baseball Games

Chicago—Because of protests by Phil K. Wrigley, Chicago Cubs president-owner, American League deal with Kellogg which would give concern exclusive rights to White Sox broadcasts to be aired on two local

*(Continued on Page 3)*

### Extend to 5 A.M.

NBC's Red and Blue networks will stay open until 5 a.m. on New Year's Eve. A continuous cross-country parade of dance orchestras will be carried from 10 p.m. to midnight, at which time the Red and Blue networks will synchronize and continue to broadcast dance music until 5 o'clock in the morning.



Vol. 2, No. 122 Wed., Dec. 22, 1937 Price 5 Cts.

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. Mercereau, 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. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood 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

(Tuesday, Dec. 21)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	149 1/4	148 1/4	148 1/2	.....
CBS A	17 3/8	17 1/4	17 3/8	+ 1/4
CBS B	17 1/8	17	17	.....
Crosley Radio	8	7 5/8	7 5/8	- 3/8
Gen. Electric	45 3/8	44 3/4	45	+ 1/8
RCA Common	6 3/4	6 1/2	6 1/2	.....
RCA First Pfd	50	48 1/4	48 3/8	- 1 5/8
Stewart Warner	10	9 7/8	10	.....
Westinghouse	112 1/2	111	112 1/8	+ 1 1/4
Zenith Radio	15 1/4	13 1/2	13 3/4	- 1 1/2

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/4	16	16	- 1/4
Majestic	1	1	1	.....

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7	8

### Sauter on Committee

James E. Sauter, producer and publicist, has been appointed chairman of the General Events Committee for celebration of the President's birthday on Jan. 29.

### Writers for Whiteman

Joe Langan, Henry Garson and Al Lewis have been signed to write the new Paul Whiteman-Chesterfield program which is scheduled to get under way Dec. 31. Connie Boswell will appear on the Jan. 7 and 28 broadcasts. Program is definitely set to move eastward following the Jan. 28 broadcast, and shows Feb. 4 and thereafter will emanate from New York. Deems Taylor joins cast with Feb. 4 airing.

## 66 Commercials Used Mutual Network in '37

(Continued from Page 1)

its founder-stations with but two broadcasts a week, while this year program service to member stations increased to 16 hours weekly.

Program plans for 1938 call for presenting seasoned performers and new radio personalities blended together in original production ideas, the network states. Eddy Duchin, Benay Venuta, Gabriel Heatter, Alfred Wallenstein, George Jessel, Jean Paul King and other standard artists will share the air with a group of newcomers including Vic Erwin, Ernie Fiorito, Marcella Hendricks, the Gotham String Quartet and others.

The 74 Mutual stations are located in 28 states.

### Pete Monroe Dead

Louisville — Herman F. (Pete) Monroe, 29, chief announcer of WHAS and known to thousands of radio listeners for his famous "send a boat" appeals during last January's flood, died Monday night in the Baptist Hospital. An infected blood stream was the cause. Funeral services will be held today.

### "Goldbergs" Triple in N. Y.

"The Goldbergs," Procter & Gamble script show which switches to CBS on Jan. 3, will be heard via disks over WHN beginning the same date. Addition of WHN gives program three New York outlets, as WOR is broadcasting transcribed version daily at present. WHN show will be heard at 7:15-7:30 p.m. Blackett-Sample-Hummert, Chicago, has the account.

### KFDM Transfer Approved

Beaumont, Tex.—Voluntary assignment of license of KFDM by Magnolia Petroleum Co., owner, and Sabine Broadcasting Co., licensee, to Beaumont Broadcasting Corp., of which C. W. Snider is president, has been approved by the FCC examiner.

### "Big Town" to New York

Edward G. Robinson, Claire Trevor and the entire cast of the "Big Town" program, will move to New York for approximately three weeks the latter part of January it was announced yesterday. Program, under sponsorship of Lever Bros., is heard Tuesdays, 8-8:30 p.m. over CBS network.

### WCAE, Pittsburgh

WCAE is broadcasting midnight mass on Friday from Sacred Heart Church, with Clifton Daniel, program director, again interpreting the services.

Frank Siedel, special WCAE writer, has sold a script for use on the network.

More than 100 attended station's annual Christmas party for the staff, held in the Fort Pitt Hotel.

Jack Wentley of the sales staff is ailing. A bad cold.

## ARTA Moves to Enlist All Employees of Radio

American Radio Telegraphists Ass'n yesterday distributed pamphlets to all CBS employees as they entered for work. Literature declared that the ARTA is "organizing all those who are employed by radio broadcasting companies. Here in New York it will include all the unorganized employees of NBC, CBS MBS and every independent station."

Pamphlet included an application blank. Heretofore the CIO affiliate has confined its activities to the technicians' field. A mass meeting for radio personnel is scheduled for the near future according to the hand-out.

### KTHS Sale Up to FCC

Little Rock, Ark.—With the Arkansas Supreme Court handing down decision Monday affirming a lower court decision validating the right of the board of governors of Hot Springs Chamber of Commerce to contract to sell KTHS to Radio Enterprises, the next step is for FCC approval of applications on file. The applications seek permission to transfer license and remove station to Little Rock. Application for boost in power to 50 kw. also is being filed, according to G. E. Zimmerman, v.p. and g.m. of Radio Enterprises and who has charge of KARK here.

Radio Enterprises is headed by Col. T. H. Barton, Eldorado oil man, who owns KARK.

### WGY Christmas Sellout

Schenectady — WGY advertisers have taken advantage of Christmas Day regular rates, with all time from 11:45 a.m. to 5:30 p.m. sold for special programs. Leighton & Nelson agency handled deals.

### Re-Sign Monroe Upton

Monroe Upton yesterday was resigned as writer for the Ford-Al Pearce program for an additional 52 weeks. Program has also just been renewed over CBS web.

### Offices Burglarized

Los Angeles—Jerry King's Standard Radio offices were burglarized last week. Only loss was "petty cash" and stamps.

### Stranger Than Fiction

Infinitely more dramatic and fascinating than fiction are the true stories surrounding 200,000 cases handled by the only agency in the country specializing in the location of missing persons. Material for a program that will interest everyone.

SKIP TRACERS COMPANY  
515 Madison Avenue  
New York City

## COMING and GOING

REG. M. DAGG, assistant manager of CKWX, Vancouver, B. C., plans a trip to New York early in January.

SHANDOR, NBC violinist, will spend Christmas in Lawrenceville, Va.

RICHARD BARTHELMLESS and wife returned from Europe aboard the Manhattan yesterday.

MISCHA ELMAN, violinist, also was a passenger on the Manhattan.

H. S. GOODMAN, president of the advertising agency bearing his name, leaves today for Chicago, returning to New York on Jan. 3.

## Ascap to Distribute \$1,296,000 Dividend

Anticipating its final quarterly dividend as is the usual custom, Ascap will distribute a record-breaking dividend of \$1,296,000, the proportionate shares to be paid to members in time for Christmas. This crosses the \$4,500,000 mark for the year 1937, and is an all-time high.

It is estimated that approximately 60 per cent of the total Ascap collections the past year were from radio stations. About \$200,000 in dividends is believed to have been lost to Ascap as a result of anti-Ascip legislation.

## STATION



NEW YORK  
Serving New York  
and New Jersey



HOURS A DAY



## Radio's Technicians Several Years Ahead

(Continued from Page 1)

and chief engineer, in a year-end statement on the company's technical accomplishments of 1937.

Various new items of equipment installed during the year are cited by Hanson. These include new field transmitters and receivers, field amplifiers, directional antenna arrays and other equipment.

The network also opened new studios in Washington and launched construction of new plants in Philadelphia, Schenectady, Cleveland and Hollywood, all providing space for future expansion and probable television installations.

In the television line, advancements were made in increasing the image of 343 lines to 441 lines, enlarging the receiver to 7½ x 10 inches, changing color of image from green to black-and-white by use of RCA's experimental Kinescope, and delivery by RCA to NBC of the first complete mobile television unit for outdoor pickups of sports and other news events.

At the year-end, however, "television is still an unfinished product," says Hanson.

## Atlas Radio Christens Chicago Branch Office

(Continued from Page 1)

sion, in charge. New York, Los Angeles and Dallas offices already have been in operation. Detroit and Minneapolis branches are to be next.

Herbert R. Ebenstein, president of Atlas; Claude C. Ezell, director of southern division, and Ray Coffin, western head attended the Chicago opening.

Additional franchise deals for the Atlas programs have been signed by Blank with WTCN, Minneapolis; WHB, Kansas City, and KSO-KRNT, Des Moines. Deals involve 28 releases and give stations two-year exclusive rights in their territories.

## 8 Additional Accounts Signed by Tom Fizdale

(Continued from Page 1)

son's Wax show; "Woman in White," Pillsbury; "Mickey Mouse Theater of the Air," Pepsodent; "Double Everything," Wrigley, and the Dale Carnegie show for Colgate.

Personal accounts added are Jack Haley, Phil Baker and Gina Cigna.

A press-sheet service on new shows has been instituted by the Fizdale office on behalf of clients.

## NEW ORLEANS

Harold Wheelahan, manager of WSMB, is leaving here this week for Detroit, Chicago and New York, seeking a sponsor for the Sugar Bowl football classic New Year's Day.

Chez Paree, night club owned by local musicians, will toss out the local boys after the New Year and bring in name bands, which will also go out over WDSU if musician troubles are settled.

## NEW PROGRAMS—IDEAS

### "Slay Ride" Burlesque

"Radio's best" in the Cleveland area will be subjected to lethal burlesque in a special one-hour broadcast slated for Friday evening over WCLE under the title "Slay Ride."

The Louis Rich string quartet provide the No. 1 victim, with H. C. Carpenter, v.p. of United Broadcasting Co. directing from the (improved) string bass. Other members of the squad will be John T. Vorpe, piano; Mendel Jones, first violin, and C. A. MacLaughlin, viola. Their titles are production manager, program director and sales manager, respectively.

"Boy Meets Girl" comes next with Jim Sands as Kosher Kasey and Gene LaValle as Miss Oh-Me-Babble-On slated to perform the dissection. "Songland," a program of harmony by the Golden Girls and Jimmy Ague, will then be tortured by Don Dewhirst, soprano; Carl Mark, assistant soprano, and Guy Wallace, contralto, aided by John Garvey of the basso profundo.

The end will come peacefully(?) when the announcers' chorus sings "We Are the Blah Blah Boys," composed especially for the occasion. Louis Rich's ork will furnish serious music during the broadcast.

### Add Sidewalk Novelty

WORL, Boston, already airing a number of sidewalk interview features, has added another under the direction of Marshall Shantz, staff announcer. Logged as "Fishing Time at the Repertory," show finds Shantz in front of Repertory Theater every weekday in the early afternoon, gathering group of prospective subjects and asking them to produce certain unusual articles. Payment of twenty-five cents or forty cents, for example, is made for each item pro-

## CBS Plans to Amplify Informative Programs

(Continued from Page 1)

duced by the audience. Typical article might be a 1915 penny, a pocket dictionary, or, in one case, a blond hair, offered by a male onlooker directly from his coat lapel. Pulling power: one woman came all the way from Lowell for the program, carrying a suitcase full of articles which she hoped would be requested. She sold three of them.

sented to American listeners if vast and alert audiences are to be won and held. "Headlines and Bylines", "World Economic Cooperation," "Current Questions Before the House", "Current Questions Before the Senate", "Labor and Industry", and many other educational, scientific and spiritual features will be included in some 3,000 broadcasts dealing with politics, labor, news, and national and public affairs to be aired in the coming year.

Special attention also will be given to children's programs and to better class music. In serious music alone, CBS plans to broadcast more than 600 network programs next year.

First in local accounts  
in Chicago  
**WGES**

(In the heart of Chicago)

## Kellogg Loses Exclusive On Chi. Baseball Games

(Continued from Page 1)

stations has been amended so that all five stations which aired baseball last year from both parks will be given same opportunity this year. This revision means that Kellogg will have to accept new contract with exclusive feature eliminated in Chicago area. Wrigley's fight to maintain status quo baseball broadcasting here expected to be debated by 16 club owners at next session with Judge K. M. Landis.

### KSLM, Salem, Ore.

Herb Johnston, announcer, formerly of KXL in Portland, has joined the KSLM announcing and production staff, succeeding "Boots" Grant, who took a job in the jewelry business.

Tommy Hoxie, production and local manager, recently became the father of a boy.

Harry Read, president and g.m. of Oregon Radio Inc., owners of the station, returned recently from an eastern trip. Hoxie is now acting as Read's assistant, along with production management.

Clarice Kolbe, continuity chief, resigned to enter the world of business, but didn't like the routine and is back at the station.

## Season's Greetings



## D'Artega



### ADMIRACION SHAMPOO

Charles Dallas Reach Advertising Agency

SUNDAY

6:30-7 P. M., E.S.T.

WOR-MUTUAL BROADCASTING SYSTEM

BOOKING DIRECT

1441 Broadway, New York City

CH. 4-5155

## AGENCIES

DICK MARVIN, radio director J. Walter Thompson, Chicago, in charge of talent for Christmas party of Chicago Federated Advertising Club at Hotel Sherman today. Proceeds go to Off the Street Club and vocational bureau of organization.

ROE FOWLER, copywriter with Charles Daniel Frey Agency, was named winner in sales promotion competition conducted by Advertising Managers Club in co-operation with Chicago Federated Advertising Club.

RUSSEL T. GRAY INC. Chicago has been named to handle advertising of Diesel Equipment Corp., Chicago.

HARRY P. BRIDGE CO. has been named advertising counsel for National Association of Credit Jewelers, Chicago, which plans to use radio in 1938.

WALKER G. EVERETT, formerly with Roche, Williams & Cunningham agency, Chicago, has joined Studebaker Corp. at South Bend as editor of the Studebaker Wheel, house organ.

CAMPBELL-MITHUM INC., Minneapolis, now has the account of Purity Bakeries Inc., Chicago, formerly handled by Blackett-Sample-Hummert.

K. L. MATHEWS, who headed the agency by that name here, has been named sales promotion and advertising manager of the American Decalcomania Co., Chicago. He was formerly with Erwin-Wasey.

L. W. RAMSEY CO., Chicago, has been named advertising counselor for Rolscreen Co. (venetian blinds).

LEIGHTON & NELSON AGENCY, Schenectady, has placed a contract with WGY for six programs for Fitzgerald Brothers Brewing Co. of Troy. Bill Sheehan vocalizes.

## Fishface-Figsbottle to Return

"Senator Fishface and Professor Figsbottle," whose NBC-Blue Sunday afternoon variety show winds up its present series Dec. 26 to make way for the new Armeo commercial, may return soon thereafter either under sponsorship or on a continued sustaining basis. The boys (Elmore Vincent and Don Johnson) have built up quite a following.



● ● ● Thinking Out Loud (and sometimes talking out of turn)—Monday nite we heard Kay Kyser's sustaining show via MBS for the first time while waiting on a cold street for a street car. Never have we been so entertained in the cold as when Prof. Kyser asked his musical queries—in fact, our fellow-freezers became chummy trying to beat each other with the correct reply.... This is a different remote—and entertaining enough to be sponsored!... Eddie Garr has a grand suggestion for the sale of Tuberculosis Stamps. Why not leave the glue off envelopes bearing Xmas cards—and in order to seal the envelopes to ascertain some form of privacy, what could be better than licking a charity stamp for this purpose?... A correction for Jimmy Fidler: Last week in your syndicated column you stated that Mae Murray looked on in contempt as Myrna Loy was mobbed by autograph hunters on Hollywood Blvd. when she left a bank. Miss Murray has been in N. Y. appearing daily on WMCA's Six Star Revue for the past TEN WEEKS... Rudy Vallee will present New Yorker's "Education of H-y-m-a-n K-a-p-l-a-n" on his show tomorrow. ... NBC had three separate sets of actors read the Mae West-Charlie McCarthy skit for records to prove that the script wasn't at fault—but the delivery.

● ● ● Telegram traffic has become so heavy on WIL's "Dawn Patrol", all-nite request show in St. Louis, that Western Union has found it necessary to install receiving and sending equipment in the studio.... Bob "Skipper" Chase, *spieler* for the stay-up-lates, has the teleprinter next to him all night and as the wires come in he reads them and plays the request tune with appropriate dedication.... Quick service has "upped" the number of wires considerably and some 37 states are represented in Bob's collection of telegrams. ... Outside of local messages, New York City leads in total number of requests by wire.

● ● ● Talking of all-nite shows, as we were a paragraph back, we think that the greatest addition to the invention of radio is the auto-radio. ... This contraption has almost as many users as the cabinet house sets. ... Auto-radio plus the all-nite recorded shows have supplied many stay-outers who reside in the outskirts of the business area with entertainment plus.... Fact of the matter is that some awfully bad shows sound much better while driving than sitting in the parlor listening.... In the days of the build-up of Crosby, Kate Smith, the late Russ Columbo, etc., the networks employed good horse-sense by having their embryo stars appear on the air every day at the same time—week in and week out. It got so that people were saying it's "a quarter past Kate Smith" or "half-past Crosby", etc. That's consistent advertising, punching away at one theme like G. W. Hill plugs "Luckies are kind to your throat". However, sustaining artists being given spots by stations today are just used as filler-inners, plugging every gap which presents itself in the program traffic depts.

● ● ● Entire facilities of KSTP, Twin City, were put at the disposal of an 82-year-old woman, Mrs. Anna Armstrong of Savage, Minn., for a show which she wrote and which was aired Monday, "A Program for One Listener"... Bed-ridden, the woman's friends decided to produce her story in flicker-form at a local studio, but it was discovered that she couldn't hear the sound track. Her friends appealed to the station, which rewrote the scenario and aired it. Thomas D. Rishworth, continuity writer and educational director, produced the show, which the woman was able to hear.... It proved a "natural" for the newspapers which gave it pictures and a lengthy yarn of the woman's reactions.

## GUEST-ING

HEATHER ANGEL, with Tyrone Power in "Beauty and the Bite," on "Hollywood Playhouse," Dec. 26 (NBC-Blue, 9 p.m.).

UPTON CLOSE, journalist, and CHARLES C. BATCHELDER, former commercial attache in China, on "Town Meeting of the Air," Dec. 30 (NBC-Blue, 9:30 p.m.).

DR. ELIAS LIEBERMAN of Poetry Society, on Norman Corwin's "Poetic License," today (WQXR, 9:45 p.m.).

WALLACE FORD, on Bide Dudley's "Theater Club of the Air," Dec. 24 (WOR-Mutual, 11 a.m.).

DOROTHEA LAWRENCE, on "Hobby Lobby," tonight (CBS, 7:15 p.m.).

LOTTE LEHMANN, on "Let's Talk It Over," Dec. 30 (NBC-Blue, 2:15 p.m.).

LEONARD WARREN and CAROLYN URBANEK, on "Rising Musical Stars," Dec. 26 (NBC-Red, 10 p.m.).

ETHEL BARRYMORE and DUDLEY DIGGES in "Ghost of Yankee Doodle"; LOUIS SORIN, ADELAIDE KLEIN and KENNETH ROBERTS in "Education of Hyman Kaplan," and OLIVER WAKEFIELD, on Rudy Vallee program, Dec. 23 (NBC-Red, 8 p.m.).

LOTTE LEHMANN, on "Your Hit Parade," Jan. 1 (CBS, 10 p.m.).

ANN SOTHERN, GENE RAYMOND, VICTOR MOORE and HELEN BRODERICK, in scenes from "She's Got Everything," on "Hollywood Hotel," Dec. 31 (CBS, 9 p.m.).

WALTER CASSEL, ELIZABETH LENNOX and JOE HOWARD, on "Hammerstein Music Hall," Dec. 31 (CBS, 8 p.m.).

CECILIA FL. ZUNG, Chinese actress and author, interviewed by Clifford Adams on "Theater Guide," Dec. 23 (WINS, 11 a.m.).

**NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY . . . \$149<sup>00</sup>**  
**PRESTO RECORDING CORP.**  
 135 W. 19th St. New York · N. Y.



**UNIVERSAL MODEL "A" MICROPHONE**

List \$15.

Single Button with fully protected diaphragm. Furnished with two outputs—40 db. or—45 db. Most highly developed and scientifically constructed single button microphone.

Microphone Division  
 UNIVERSAL MICROPHONE CO. LTD.  
 424 Warren Lane, Inglewood, Calif., U. S. A.

## ORCHESTRAS MUSIC

**P**HIL SPITALNY, Maxine, Evelyn and Her Magic Violin, the Three Little Words, the startling new 10-year-old sensation, Mary-Ann, and the 32 members of the famous all-girl ensemble begin a new vaudeville tour on Jan. 21 when they open for a week's engagement on the stage of the Chicago Theater, in Chicago. The regular "Hour of Charm" broadcast heard on WEAF-NBC every Monday night will emanate from Chicago on Jan. 24 at 9:30 p.m.

*Jimmy Dorsey winds up at Congress Casino, Chicago, Jan. 5 and goes to Nicollet Hotel, Minneapolis.*

Hollywood Songs Inc., publishers of the musical numbers from the last Smith Ballew cowboy musical, "Roll Along Cowboy," will publish and exploit the new tunes from "Hawaiian Buckaroo," another Smith Ballew western produced by Principal Pictures and released by 20th Century-Fox. The two featured songs are "Hawaiian Memories" by Albert Von Tilzer and Eddie Grant, and "Ridin' To The Rhythm Of The Round-Up," by Albert Von Tilzer and Harry MacPherson.

*"Christopher Robin is Saying His Prayers," a new tune brought back from London, will be sung by Morton Downey on his special Christmas night broadcast from WLW, Cincinnati, over Mutual network.*

Charlie Barnet, ork leader recently back from Hollywood film work, is being booked for dance dates by CRA, starting Dec. 25 at Arcadia Ballroom, Providence.

### Equity Duties for Dullzell

Failure of this week's Actors Equity meeting to elect a president to succeed Frank Gillmore, who was induced to retain the title but was given a leave of absence until the next annual meeting in June, leaves Executive Secretary Paul Dullzell to handle the executive and office duties of the association. Dullzell is understood to have stepped out of the running for the presidency. He has been in poor health for some time.

Burgess Meredith was elected first vice-president, a non-salaried post, to fill the vacancy created by recent death of Osgood Perkins.

Dullzell will probably be provided with a salaried assistant.

Gillmore is now handling the Four A's activities.

**SALES MANAGER WANTED**  
1,000,000 shopping area  
5,000 WATT CHAIN STATION  
Write Box A-122, Radio D-ily  
1501 Broadway New York City

## ☆ PROMOTION ☆

### Regular Newspaper Ads

In a planned promotion effort to keep its listening audience constant throughout the daytime hours as it is at night, WTMJ, Milwaukee, will carry a regular schedule of newspaper advertising during 1938.

The advertising will promote specific daytime shows over periods of a week to ten days, but during the entire year's campaign all features will receive their share of ballyhoo. All will be treated indiscriminately, whether commercial or sustaining.

Advertising will be carried daily, with "radio page requested," beginning Jan. 2.

### Welcome to Dayton

A "Welcome to Dayton" letter is received from WHIO by every family that moves to Dayton. This letter invites them to become members of the great family of WHIO's listeners. Also inclosed is a guest card, personally signed by the manager, extending an invitation to them to visit WHIO's studios. Approximately 30 letters are sent daily.

### 2,500 Orders Weekly

Angelo Palange, airing over WPEN, Philadelphia, in a two-hour Sunday spot for a New York mail order house, has been averaging 2,500 orders weekly, with sales made right over the telephone at 50c apiece. Program is called "The 920 Club," with Palange dubbed "The Gloom Chaser," and style is of the Martin Block variety.

### Weather Calendars

Miles Laboratories, Elkhart, Ind., through Wade Advertising Agency, will use 150 radio stations as part of the promotional setup for the distribution in the next two weeks of twenty million Dr. Miles Weather Calendars. Last year, about 18,500,000 were distributed.

### Dorsey Records for Coupons

Under arrangements just concluded with the Victor Recording Co., records of the Tommy Dorsey orchestra will be made available to tuners-in of the bandsman's cigaret program. Disks will go for 75 cig coupons each.

## NEW HIGH MARK IS SEEN FOR COLUMBIA BILLINGS

(Continued from Page 1)

Procter & Gamble and United States Rubber business next month will do the trick.

Industrial break-down revealed that automotive, tobacco, toilet goods,

petroleum products and foods accounted for about 80 per cent of the total receipts. All five fields showed large gains over the 1936 break-down.

Resume follows:

	1936	1937	% Inc.
Automotive	\$2,533,971	\$3,918,775	54.6
Tobacco	3,052,924	5,026,376	64.6
Confectionery, Soft Drinks	1,191,366	1,490,810	25.1
Drugs, Toilet Goods	4,885,770	5,037,070	3.1
Financial, Insurance	100,009	450,105	350.1
Foods, Food Beverages	5,216,744	6,441,120	23.5
Home Furniture	395,146	422,555	6.9
Oil and Gas	1,599,034	2,048,354	28.1
Machinery	82,365	113,780	38.1
Radios	774,010	817,520	5.6
Cleaners, Household Supplies	1,308,098	2,401,237	83.6
Stationery, Publishers	76,060	158,235	108.0
Travel	15,850	37,708	137.9

### "Let's Visit" Plays Santa

"Let's Visit" will air its full half-hour tonight on WOR from the home of Harold Troeler in Greenpoint. Family of seven was much in the news last month when one of the children committed suicide "so there would be one less mouth to feed."

Dave Driscoll, Jerry Danzig, Uncle Don and Cameron King have bought plenty of trimmings for a big Christmas dinner, tree and all. All four will be heard on the program.

### Ted Healy Dies

Ted Healy, stage, screen and radio comedian, died suddenly yesterday afternoon following a heart attack. Healy, who had been heard on the M-G-M Maxwell House program recently, became the father of a boy only a few days previous to his sudden death.

### WAML Appoints Devine

Laurel, Miss.—WAML recently appointed J. J. Devine & Associates as national advertising representatives.

### CBS Signs Rockwood

John Rockwood, baritone, has been signed under management of Columbia Artists Inc. Rockwood, a veteran of radio, will shortly be heard in his own series over CBS.

### Anthony's Anniversary

John J. Anthony of WMCA's "Good Will Hour" and Mrs. Anthony will celebrate double on Christmas Day. It's their wedding anniversary.

WOR—MUTUAL  
Is Proud to Present  
**JOSEF CHERNIAVSKY**  
"The Musical Cameraman"  
8 P. M. EST.  
Thursdays  
COAST-TO-COAST



## Coming Events

Dec. 20-31: Ohio's Third Annual High School Radio Festival, in cooperation with WOSU, Columbus.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

### Jean Paul King Picks Stories

The ten biggest woman stories of the past year as sized up by Jean Paul King, radio and newsreel commentator, were aired by him on his Hecker "Information Service" program over WOR-Mutual.

Tomorrow King will deliver the year's ten leading stories culled from general events.

### Menkin, Hill with CBS

Lawrence Menkin, formerly associated with WXYZ, WLW and WMCA, and Joseph Hill, for the past two years radio director of Federal Advertising Agency, yesterday were signed by Columbia Artists, Inc., to the recently inaugurated division known as Writer-Director department.

### Deutsch on School Board

Emery Deutsch has been appointed chairman of the admissions board of the School of Radio Technique. George Marshall Durante and Robert Hood Bowers are the other members of the board.

Deutsch's contract at the Book-Cadillac in Detroit has been extended until Jan. 15. He is heard via CBS Tuesday and Thursday at midnight.

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



**PAT FLANAGAN**, WBBM sports-caster, and wife to New York on business.

John Harrington has taken over the WBBM Headliner newscasts for Sinclair oil Mondays through Saturdays.

Stan Thompson, WBBM's assistant program director, and announcer George Watson going to Minneapolis over Christmas.

Ted Morse of the National Barn Dance Novelodeons did his portion of the Alka-Seltzer show Saturday night despite fact that mother had just died.

Sally Agnes Smith of "We Are Four" and other serials and Joseph E. Bell, Chicago, have announced their engagement. They plan to marry in the spring.

Miss Genelle Gibbs and George Watson will be the double talking announcers on the new Wrigley Double Everything show. Leonard T. Holton has been signed to write the show.

Hank Richards is back in town from Chandler, Ariz., and writing such WLS features as Keystone "Barn Dance Party," Gillette "Home Town Memories" and "Voice of the Feed Lot."

Bill Bouchev has joined cast of "Romance of Helen Trent."

Annette King, NBC contralto, and Frank R. Reid Jr., assistant state's attorney of Aurora, Ill., to be married early in January.

Radio Gagster Bob Hawk to be emcee at "A Night in Versailles" ball Jan. 8 at Congress Hotel.

### WBZA, Springfield, Mass.

Mrs. Helen Lyman, music critic on the Hampshire Gazette of Northampton, is now manager of the station. She replaces Miss Josephine Tierney, who resigned when she married.

Annual Christmas party of the Westinghouse Co., owners of the station, saw the return of artists formerly connected here. The Rhythm Girls (Claire and Cecile Descoteau and Frances Lucardi) were present to entertain, and Bob White of the announcing staff of WBZ, Boston, former manager of WBZA, was emcee.

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
8	16	10	14
9	17	11	15
10	18	12	16
11	19	13	17
12	20	14	18
13	21	15	19
14	22	16	20
15	23	17	21
16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

### Greetings from Radio Daily

December 22

Leon J. Bamberger Eunice Howard  
Richard Svihus Deems Taylor  
Mystery Chef

## NEW BUSINESS

KSL, Salt Lake City: Musterole, "Carson Robison", ETs; U. S. Rubber, "Ben Bernie and the Lads", CBS program; Durke Foods; Wrigley's Sunday Show; Union Pacific, ETs.

WHBQ, Memphis: Coca Cola, "Singin' Sam", ETs.

WIP, Philadelphia: Adams Clothes, sports, through Harry Feigenbaum Agency; Elizabeth Arden (cosmetics), music, through Cecil Warwick, and Legler, Inc.

WPEN, Philadelphia: General Baking Co. (Bond Bread), Jewish program.

WMAS, Springfield, Mass.: G. W. Van Slyke & Horton, Inc., "Daytime Story for Ladies Only", spots.

KFYR, Bismarck, N. D.: Durkee Atwood (Frost Shields), announcements, through Graves and Associates; Vick's Chemical (cough drops), chain break announcements, through Morse International, Inc.; Washington State Apples, announcements, through J. Walter Thompson; Lever Bros. (Spry), chain break announcements, through Ruthrauff and Ryan; Horse and Mule Ass'n of America, announcements, through Rogers & Smith; American Tobacco Co. (Roi Tan Cigars), spots, through Lawrence C. Gumbinner; Gladstone & Karr, Winnipeg, Canada (shoes), announcements.

WPTF, Raleigh, N. C.: Carolina Power & Light Co., "Woman's Forum"; Nat'l Biscuit Co., "Dan Harding's Wife"; Alemite, "Horace Heidt"; Pepsodent, "Walt Disney" program; Drene, "Jimmy Fidler"; Quaker Oats, two shows.

WMAQ, Chicago: Quaker Oats, "Dick Tracy", ETs, through Fletcher & Ellis; Washington State Apples, ETs.

KFRC, San Francisco: Lewis-Howe Co. (N-R Tablets), announcements, through Stack-Goble.

WGY, Schenectady: Dairy Association Co. of Vermont, program, through Hays Advertising Agency; Jacob Dold Packing Co., spots, through BBD&O; Domino Citrus Assn., spots, through DeRouville Agency; Charles B. Knox Co. (Gelatin), participations in "Market Basket", through Kenyon & Eckhardt; Lamont Corliss Co., participations in "Household Chats", through Cecil Warwick & Legler; Riverbank Canning Co. (Madonna Tomato Paste), participations in "Market Basket", through Sternfeld-Godley Agency.

WHN, New York: B. C. Remedy Co., spots, renewal, through Charles W. Hoyt Co., Inc.; I. J. Fox, spots, through Schillin Advertising Corp.

## VIEWPOINTS

### Edward Johnson Hails Met Radio Opera Auditioning

"Looked at from most any angle, the contribution which the Metropolitan Opera Auditions of the Air program has made and is making to the social and operatic welfare of our country is nothing short of remarkable. Every year through the medium of this radio program and the help of the Sherwin-Williams Paint Company, opera gives renewed assurance of its extraordinary vitality, its constant search for improvement, no matter what conditions it has to meet.

"Some years ago, it will be recalled, there was a notion prevalent that opera was nearing, if it had not already reached, a so-called existence of limbo. This was due I presume to the depression, the great inroads that the motion pictures had made into the arts, and the fact that opera was restricted to a moneyed few. Actually we are farther away from that edge now than ever before. Another notion which the "Met" air auditions have confounded is that opera has passed its peak of spectacular advancement and can be expected to settle down and rest on its laurels of past performances. It was thought that opera had produced about as well as it ever could and that such high points of operatic esteem as Caruso, etc., could never be equalled. Yet through the medium of radio and our hunt for operatic talent we are finding voices that are setting on operatic standard higher than ever before.

"I believe that this method of auditioning young singers for the benefit of the public is one of the greatest steps taken by the artistic

world in general. I believe also that the public and the Sherwin-Williams dealers, who have been the beneficiaries of operatic accomplishments, will continue to profit by the Metropolitan's search for operatic perfection as long as good music continues to inspire the world at large . . . and it will."—EDWARD JOHNSON, Director Metropolitan Opera Association.

### Says Symphony Air Dialers Have "Serious Music Taste"

"The Philharmonic-Symphony listeners are people with really serious taste in music. I have no concession to make to them because they ask none. I merely try to play the best music under the best conditions and they seem to accept it as that.

"The radio symphony program fulfills the need in people for something big in their lives. They show an enthusiasm and interest and a devotion equal to that of the audience which comes regularly to Carnegie Hall. Several listeners in Canada have asked me to notify them far in advance of what my programs will be so that they will have a chance to study the scores beforehand.

"If the listener particularizes at all he discusses the principal work, usually a symphony, that has been played in one of our broadcasts. Often this recalls to him performances of the particular work by other conductors which he had heard before. If he has any request to make, which is infrequent, he asks for the older works."—JOHN BARBIROLLI, Conductor Philharmonic-Symphony



**FIRST** two NBC departments to move to the Sunset and Vine location are personnel and music, with Walter Baker and Meredith Willson, respective heads, now quartered in the Otto K. Olsen building on the NBC "lot."

The Standard Symphony, NBC Coast Red, will originate from Hollywood for 10 weeks, beginning tomorrow. Conductor Henri Svedrosky will utilize the Los Angeles Philharmonic Orchestra.

"Twenty Five Years Ago Today," transcription program, of Titan Productions, San Francisco, processed in Hollywood, has been taken by Dr. Ralph Power for his Australasian clients.

Cliff Arquette is becoming one of the most sought-after supporting comedians in Hollywood radio. In addition to his work with the Hollywood Mardi Gras, he appears with Burns and Allen and Jack Benny regularly.

"Your Letter Box" is a new Sunday morning program on KFI at 10:30, conducted by Elizabeth Swallow.

O-M Tablet Co., Pasadena, will sponsor a twice-weekly 15-minute program, "King Cowboy Revue," on KFI for one year. Lou Sterling and Associates, North Hollywood, handles the proprietary medicine account.

KMPC has changed the former daily except Friday schedule of "Symphonies of the Stars," conducted by Alfred Leonard, to Monday through Friday, eliminating Saturday conflict with the Metropolitan Opera broadcasts.

KHJ's sustainer, "The In-Laws," ends its career on the Don Lee net, with possibility of switching to KNX. Dramatic serial has been written and produced by Hal Berger.

Tom Hanlon will tell KNX listeners all about the Union Pacific streamline train, parked at Exposition Boulevard in University Park, on Christmas morning at 9:45 . . . but won't Dad be too busy enjoying the electric model Santa brought Junior?

Eastern football stars en route to San Francisco for the East-West football game at Kezar Stadium New Year's day will stop off in Sacramento long enough to breakfast with Governor Merriam. Coach Andy Kerr of Colgate, Bernie Bierman of Minnesota, Fred Swan, Pop Warner's assistant at Temple, will all participate in the festivities, which will be broadcast over the CRS from KFBK, Sacramento, and carried by KFWB here.

If you have an old radio in your home and want to feel a little of that glow which comes from Christmas Giving . . . call Dale Armstrong, radio editor of The Los Angeles Times, and donate the unused set to Armstrong's collection for blind residents of L. A. who now have no radio.

**OKLAHOMA**

Lyman Brown, former newspaper man, is now program manager for KASA, Elk City.

Both home and road games of Oklahoma City Indians, Texas League baseball club, will be aired, with General Mills signing over KFXR, Oklahoma City.

Veazey Drug Co., Oklahoma City, chain of 14 local stores, entering eighth year of use on radio over WKY.

**WFBL, Syracuse**

George Reid, former WMCA mickeman, joins WFBL as announcer and production man, replacing Charles "Del" Delaney, who resigned to take a job outside radio.

Addition of Tom Kelly to sales force is announced by Charles Phillips, commercial manager.

A Guernsey bull calf is the prize in a 100-word letter contest conducted on WFBL's early-morning Farm Hour. The calf is donated by Robert G. Soule, station's vice-president, from the thoroughbred herd at his country estate.

Announcer Jimmy DeLine, who celebrated his 22nd birthday last week, hopes he'll get a shaving set for Christmas.

Jack Curran, announcer and singer, m.c.'d the annual Christmas party of Syracuse Trust Co., presented by WFBL talent.

**High School Contest**

History of tomorrow is taking the air over WJW, Akron, in "Current History Exams," feature heard every Friday at 8-8:30 p.m.

Prepared for monthly Current History, program brings to the mike high school students who attempt to answer questions on world affairs.

Winners each week are awarded 2-year subscriptions to the periodical, and listeners are invited to submit suitable questions. A free copy of magazine given for each query used.

Series is set for 13 weeks.

**Communications Receivers**

Los Angeles—Pierson-DeLane, Inc., recently formed to take over the manufacture and distribution of the PR 15 communications receiver has announced a new list price for the complete set. Under the firm's sales policy, the receivers will be sold only through the trade, with Charles Weinberg as general sales and sales promotion manager.

Company has established headquarters at 2345 West Washington Blvd., where it occupies entire building. Facilities include research laboratory.

**Disks for Christmas**

Certificates, redeemable in instantaneous acetate type recordings, are suggested by Advertisers Recording Service Inc. as Christmas presents. The certificates are being mailed to hundreds of friends of the concern with the suggestion that they, in turn, present them in any given sum as Yuletide gifts. The novelty is already reported to have taken hold.

**RADIO PERSONALITIES**

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

**ELLIOTT M. SANGER**

**T**HE conviction that there is a definite place in the broadcasting picture for a radio station aimed particularly at the civilized and discriminating radio listener led Elliott M. Sanger into the vice presidency of New York's WQXR last year.

An idealist and, at the same time, a successful promotion and advertising man who believes that giving good value brings value in return, Sanger is responsible in large part for the inauguration and growth of the cultural programs broadcast today by WQXR.

Since February, 1936, when he joined John V. L. Hogan, the noted radio engineer who founded WQXR with the idea of featuring quality broadcasts, Sanger, as general manager, has directed its commercial and program policies, with the result that WQXR has grown into one of the nation's most unique radio stations, one which specializes in quality programs in serious music and the other arts.

A well known figure in publishing and advertising circles before his entry into the broadcasting field, Sanger had 19 years of publicity and advertising experience behind him for his work with the station's advertising department. For its program policies, he had his hobbies and his natural taste.

He was born in New York. Sanger attended local schools and Columbia University School of Journalism. During World War, he was in Washington with the Committee on Public Information, later serving with the Naval Intelligence Department and as special aide to the officer in charge of the Liberty Loan campaigns. After the war, he was called back to the Navy to assist in the Victory Loan publicity work. Then he returned to the business world.



*A promotion ace and an idealist .....*

**Union Internationale Discusses Wavelengths**

Nice, France — Convention held here for 10 days by L'Union Internationale de Radiodiffusion, resulted in resolutions being adopted preparatory to the international conference to be held in Cairo next February. Rapid development of the broadcasting industry and the deficiency of the number of bands allotted to the standard type of broadcasting was one of the principal points of discussion. The many bands held in reserve and those allotted to official government services was one of the main reasons given for interference and pirating of wavelengths used by others. In cooperation with both North and South American broadcasters, experiments with directional antennas and synchronization possibilities have made available considerable data to be presented at the Cairo meet. Wireless communication bands also came in for a hearing.

NBC and CBS are among the foreign companies who are members of L'U. I. R. and reports were heard on progress and experiments made by the various affiliated organiza-

**INDIANAPOLIS**

Robert Bausman, WIRE business manager, back from New York.

WIRE has been scheduled for three more Red network shows, Cities Service concerts; the M-G-M show and "Onc Man's Family."

**Pitcairn Islanders Get Completely New Station**

Donated by a group of radio manufacturers, a new, modern radio station will shortly be installed at Pitcairn Island, which is inhabited mostly by direct descendants of the mutinous crew of the famous H.M.S. Bounty. The island heretofore has used an antiquated outfit powered by an old 12-volt storage battery, which, when discharged, was shipped thousands of miles away to New Zealand for recharging, while the station remained silent. A Marconi crystal set of 1910 vintage completed the equipment. The station is used to contact ships, and uses the call letters PITC. Andrew Young is the self-taught operator.

Equipment for the new station will come from the following manufacturers: Aerovox Corp., American Lava Corp., Amperex Electronic Products, Bassett Research Corp., Bliley Electric Co., Allen D. Cardwell Mfg. Corp., Coto-Coil Co. Inc., Eby Mfg. Co., Kenyon Transformer Co., Ohmite Mfg. Co., Par-Metal Steel Products Corp., Parris-Dunn Corp., Pioneer Genemotor Corp., RCA Radiotron Corporation, E. F. Sargent Co., Shure Bros., Triplett Electrical Instrument Co., and Willard Storage Battery Co.

The outfit will permit the islanders, not only to contact passing ships, but to reach the outside world via shortwaves. Although it will receive its primary power from two Willard 300

**KANSAS CITY**

Dr. Fred Schumann, assistant studio manager at KMBC, is the father of a boy.

J. Leslie Fox, KMBC director of sales, is back from a Chicago trip.

Bob Levy, KCMO program director, will do a Santa Claus at the station's Christmas party on Friday. KXBY also will throw a shindig Thursday.

**WOL, Washington**

Frank Young and Frank S. Blair Jr. join the announcing staff on Jan. 1. Young, who was at the station a few years ago, also will be staff pianist. Blair has been program director at WFBC, Greenville, S. C.

Frank Burger, announcer, resigned to return to WIS, Columbia, S. C.

Walter Compton, Mutual's Presidential announcer, also is formerly of WFBC.

**Compliments of the Weather**

Chicago—It blew hot and cold at WAAF recently—as engineer E. W. Alexander will tell you. One morning at six he arrived to start things going on the air. He discovered that a huge steam valve had blown up in front of the Exchange building in Union Stockyards where transmitter is located. Steam, drifting through tunnel beneath the street, filled the building and surrounded the equipment. It was some hot when power company finally shut off the steam heat in the building. But that didn't end it. As the atmosphere cooled, steam condensed on the rectifier units, forcing station off the air a few minutes. Then it froze on the floor, walls, stairs. For the remainder of the operating day, engineers shivered in 30-degree temperature.

ampere hour batteries, there need be no delay for recharging since a 12-volt Parris-Dunn windcharger will keep them up to par. The equipment will also include a Sargent Model 11 MF receiver, covering all bands between 9.5 and 3750 meters; unique mechanical band-spreading on the shortwaves will provide ease of tuning.

The transmitter, designed and built by Coto-Coil Co. has an output of 60 to 80 watts for phone or C.W., and is crystal-controlled on 20-40 and 600 meters. Band switching is accomplished in the oscillator and final stages by ganged Ohmite band-switcher

**Quiz Game**

An attractive and fascinating game called Quizzical Questions is the Christmas souvenir of Professor Quiz, Nash's quizzer on CBS at 9 p.m. Saturdays. The game is played by turning a dial for each new question, then—after contestants have had a chance to guess—moving a knob which reveals the answer. There are 500 questions and answers in the layout, which comes in an illustrated red box.

## SAN FRANCISCO

Bob Roberts, KYA station manager, last week was elected secretary of Northern Calif. Broadcasters Ass'n.

William Ray of Transamerican, Howard Lane of CRS, and Manning Ostroff and Stanley Kops of KFWB, Hollywood, were recent visitors. After a meeting here, they went to Sacramento.

Jessie Woods, formerly of NBC, has succeeded Evalyn Morrison as KJBS traffic chief. Latter leaving to be married.

Alice Tyler, sec. to NBC Chief Engineer A. H. Saxton, will go south to join her boss the first of the year.

Clarence T. Stevens, KSFO engineer, honeymooning with the former Alice Dillon. Joe Walters, KSFO announcer, was best man.

KJBS has five daily sponsored newscasts now.

## CKY, Winnipeg

Uncle Peter, who has a big following among kids, is back on the air with a sponsored show.

To make way for many fine extra programs over the Christmas weekend, station's "Messages to the North" will be aired at 2 p.m. the day before Christmas.

Arrangements have been made with Provincial Dept. of Education to broadcast programs to schools starting early in the new year.

## WISN, Milwaukee

Two outstanding foreign-language programs will be aired this week. Tomorrow an entire Christmas feature in Norwegian will be heard at 10 p.m., and on Christmas day there will be a German broadcast at 11:30 a.m.

Famous Milwaukee Carolers (women's auxiliary of American Legion) will broadcast Dec. 27, and Milwaukee Festival Singers are scheduled for Dec. 29.

## WHIO, Des Moines

The Fair Booking Dept. of the WHO Artists Bureau has increased personnel and extended its field of operations, according to Irving H. Grossman, manager of the bureau. More than 30 feature attractions already are under contract.

Jan Williams, second tenor with Songfellows Quartet, left recently to join KOIN, Portland, Ore.

## ONE MINUTE INTERVIEW

## ARTHUR SCHWARTZ

"Song writers must change their methods if modern music is to prosper and compete with that of pre-radio times. All too often the themes that are introduced over the air have a seeming relationship to the movie 'quickies' method of production. Music, to be outstanding, must be well written and lasting. Until the level of song writing shows a definite uptrend, the American song writers will have to be satisfied with an occasional hit tune instead of a steady procession of these."

## ★ Coast-to-Coast ★

**R**ALPH FOSTER, station manager of KWTO-KGBX, Springfield, Mo., and John Pearson, national accounts manager, will enjoy their Christmas this year — having done their good deed in the promotion of 800 gift baskets for the poor. The KWTO - KGBX Christmas Basket Drive is the special hobby of Foster. It is now in its fifth year, with the latest Christmas Party in the Springfield Shrine Mosque drawing more than 5,000 persons. Admission to the party costs a dime or a donation to the basket fund. All goes to the needy.

Jeanette Nolan, radio actress, and her husband, John McIntire, are coming all the way from their Montana cabin to New York to appear on the Dec. 29 broadcast of "Cavalcade of America," when Mme. Schumann-Heink will be honored. Miss Nolan will do the speaking part, McIntire will portray an impresario, and Helen Olheim of the Met will do the vocalizing.

Two Denver stations will carry the New Year's day football game between Colorado University and Rice Institute to be played at the Cotton Bowl in Dallas. The stations, KOA and KLZ, will broadcast at \$500 each, which goes to the Cotton Bowl association.

Along with Vera Cruse in first place in the international beauty-talent hunt in Havana last week, WELI's second entrant, Mildred Rosenbaum, won second place. Vera has been auditioned with Horace Heidt's band, and both girls are receiving commercial offers.

Carlton Warren has been given the role of "Star Reporter" and Tommy Slater has been assigned as "Editor" in "News Testers," novelty news quiz airing Sunday evenings over WOR at 9:30.

On his Christmas Eve program Raymond Gram Swing will relate the story of a spy experience which befell him in 1915 in the Balkan countries of Europe when he was a correspondent with the Central Powers for the Chicago Daily News.

The Jules Verne series, produced by the WPA Federal Theater Radio Division, having had a checkered career caused by the sale of election time on the air and change of schedules at the broadcasting station, will definitely begin a regular Sunday series over WHN and the WLW Line, starting from scratch with a rebroadcast of Episode No. 1, on Jan. 2 at 5:30-6 p.m.

Forrest Willis, announcer at WOKO, emceed the Cluett, Peabody & Co. Christmas party at the Troy factory.

Reports on the snow conditions in the skiing country around New York

will be broadcast over WNEW each Friday evening and each Saturday noon during the winter.

Dorothy Gordon has been set to head this year's Children's Christmas Carnival which will be held at the Windsor Theater beginning Dec. 27. Miss Gordon will broadcast from the theater, with the audience being invited to stay in theater for the airings.

Dorothy Hart, national president of the "Sunbrite Junior Nurse Corps" (Lucy Gillman off the radio), is becoming known in Europe through short wave broadcasts of the Sunbrite-NBC program. Her most recent foreign correspondent is Mrs. A. Roberts, Whalley, Lancashire, England, who picked up the Junior Nurse Corps broadcast from W8XX (KDKA).

The WPA Federal Theater Radio Division is holding its second annual Christmas Week Radio School for college and high school students who are interested in the various aspects of radio. Microphone technique classes, held for Federal Theater actors who wish to learn radio technique and so increase their opportunities for returning to private industry, are taught by William C. Links, radio mentor of numerous well-known personages, including Dale Carnegie. For the students who are interested in the work of the radio technician, the script writer, the director, the production man, etc., full facilities are available for study. Headquarters are at 1697 Broadway, and all classes are free.

A poll among radio listeners for the five best news stories of the year has been made by Philip Barrison, director of "Five Star Final," who will present a dramatization of the selections over WMCA on Jan. 2 at 9-9:30 p.m.

How industry and government can cooperate is the theme of a new series of broadcasts on WMCA starting today at 8:45 p.m. The purpose of the series is to air the opinion of both industrial and government leaders on methods of straddling their differences of opinion.

## WOAI, San Antonio

Work is about completed on erection of new 425-ft. vertical Truscon antenna.

Ken McClure, news editor, has already received two Christmas gifts from two convicts at Colo. State Pen. Gifts were a hand-fashioned name plate for Ken's dog and an artistic picture frame.

Lew Valentine, emcee of the Safety Department on the "Dial A Smile" program, is getting congratulatory letters from many organizations on his efforts to promote safety.

## CANADA

Augmentation of the staff of artists required to produce "Canada 1937" has necessitated acquisition of a larger production studio. Space has been found in the Associated Screen News building on Western Avenue, Montreal, where the production now originates.

Lady Tweedsmuir, wife of the Governor-General of Canada, has written a Christmas play which, under the title, "Reindeer at Christmas" has been adapted for the radio by Rupert Lucas of CBC, who is rehearsing a cast for the broadcast over CBC's coast-to-coast network Christmas Day at 8 p.m.

## KFOX, Long Beach, Cal.

Harry E. Stricklin returned this week with his radio scrapbook after an absence of several months. Rolly Wray assists him with songs and piano interludes.

Willie Winn, handicapper, is giving daily race selections.

Neil Giannini and his Majestic Ballroom orchestra are being aired five nights weekly for the California Radio System.

George Redman and his band are being heard from Omar's Dome in downtown Los Angeles.

## WPTF, Raleigh

Raymond Cosby of the popular "Children's Birthday Party" is taking a rest in Florida and will be back next month.

D. E. Steed has joined the commercial staff to handle local retail accounts, enabling O. L. Carpenter to concentrate on out-of-town business.

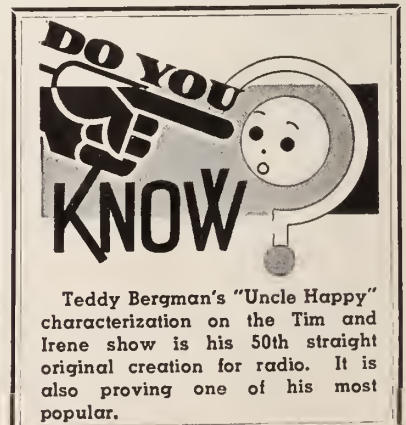
Sam Pridgen, hillbilly guitarist, was shanghaied recently by a hitch-hiker to whom he obligingly gave a lift.

## KGVO, Missoula, Mont.

Manager A. J. Mosby has closed contracts with Montana Power Co. for a special one-hour Christmas Day show with a cast of 15 under direction of James Alden Barber, program director.

Missoula's Park Committee is planning a new "Appreciating Missoula Parks" program for early airing.

"Ronan Boosters", thrice weekly program, is being sponsored by Chamber of Commerce at Ronan, Mont., to extol the merits of that section. Hot Springs, Mont., is sponsoring a similar program.



Teddy Bergman's "Uncle Happy" characterization on the Tim and Irene show is his 50th straight original creation for radio. It is also proving one of his most popular.