



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 126

NEW YORK, N. Y., TUESDAY, DECEMBER 28, 1937

FIVE CENTS

E. Roosevelt Heads Hearst

60 TELEVISION TESTS BY NBC IN PAST YEAR

More than 60 television demonstrations have been given by NBC in the past year, while about 300 persons have appeared before the company's television cameras, says Lenox R. Lohr, NBC president, in a year-end statement on the activities of the network.

"We have begun to accumulate operating experience against the day when this art becomes a commercial actuality," says Lohr in commenting on the television developments. Experiments with program material, cooperation with RCA on program

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New Coast ET Producer Finishes First 4 Shows

West Coast Bureau, RADIO DAILY

Los Angeles — Twentieth Century Radio Productions, newest of the transcription companies to enter the national field, has completed its first four programs, which include a wide scope of subjects ranging from home comedy to modern sophisticated drama.

Heading the new firm is Archie

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Searle Succeeds Henry As Central States G.M.

Omaha — John M. Henry, general manager of Central States Broadcasting Co. of this city and Lincoln, has resigned effective Jan. 1. He will devote full time to radio script writing, which he has been doing for 10 years. Don Searle, manager of WIBW, Topeka, Kan., will succeed him. Searle also is part owner of

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MEN WHO MADE NEWS IN RADIO DURING 1937

(Third Installment of a Series)

O. B. HANSON



A titular addition and a vital subtraction occurred in the life of O. B. Hanson the past year. To put it in plain English, the NBC chief engineer added the title of vice - presi-

dent of the network in November, and if you don't mind the reverse chronology, in June, the doctors subtracted an appendix from him. If it's not an even break, maybe he's got some tonsils that can be removed.

ISAAC D. LEVY



Ike Levy of the Philadelphia WCAU - CBS Levys, among whom also is his brother Dr. Leon Levy, is known around NAB gatherings as one of those so-called "stormy pet-

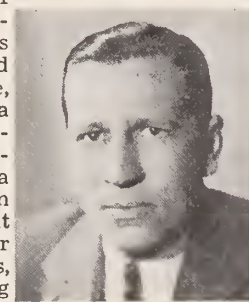
rels." Nevertheless, when Ike "storms," NAB boys as well as others are always glad to listen because there's meat in his words. A defense of FCC members and a warning to NAB to stay with Ascap were among his 1937 pronouncements.

HAROLD V. HOUGH



Though he has plenty to do as general manager of WBAP, Fort Worth, and treasurer of the NAB, Harold V. Hough, known to thousands of pioneer radio listeners as "The Hired Hand," finds time to give a word picture of WBAP's famous Negro Holiness broadcast each New Year's Night and of the Fort Worth Rodeo. His NAB resolution against "dollar publicity" also was roundly applauded.

JOHN BLAIR



Opening of new coast offices in Los Angeles and in Seattle, addition of a flock of stations and formation of a production service unit to better serve clients, were among the 1937 expansion activities of John Blair & Co., explaining why the head of the rep firm, John Blair himself, was kept on the hop throughout the year. Blair's 1937 record marks him as a go-getter.

Becomes President, G.M., Of Radio Interests, Effective Jan. 1

Elliott Roosevelt, who has been head of Hearst Radio interests in the southwest, and lately also on the coast, has been appointed president and g.m. of all Hearst stations, effective Jan. 1. J. V. Connolly, now president of the chain, is expected to become chairman of the board.

With the arrival of Jack Gross, former manager of KWKH, Shreveport, La., to take over duties of general manager of KEHE, Murray Grabhorn, present g.m. will come east to become assistant to Mr. Roosevelt.

WESTINGHOUSE TRANSFERS RADIO END TO BALTIMORE

Chicopee Falls, Mass. — Because bulk of Westinghouse Electric & Mfg. Co. radio business comes from the middle states, the company will remove its radio plant from here to Baltimore, according to Walter C. Evans, radio division manager. Two hundred engineers, technicians, salesmen and office workers will be transferred with the plant, and other em-

(Continued on Page 3)

Lucky Strike Renewing Mutual "Melody Puzzles"

Lucky Strike on Feb. 1 will renew the MBS show, "Melody Puzzles" for another 13 week run. Program is heard on WOR and WNBC. Sponsor has been mulling over the possibility of placing the show on a nationwide NBC network but nothing set as yet. Lord & Thomas is the agency.

Radio Gets Its Man

Jonesboro, Ark.—One year and a half ago the "Police Department Broadcast" presented daily over KBTM from police headquarters here announced the description of a man wanted on a bad check charge. Last week the deputy sheriff in Trumann, Ark., who had remembered the description, caught the culprit in his community.

Hot Springs Continuing Fight to Retain KTSH

Hot Springs, Ark.—The fight to retain KTSH for Hot Springs will continue in a hearing before the FCC, declares S. A. Cisler, general manager of the Chamber of Commerce station. The Arkansas State Supreme Court last week handed down an opinion in which the right of a board of directors to sign a contract was upheld, thereby clearing

(Continued on Page 8)

U.S. Court Scores FCC on Permit Denial

By PRESCOTT DENNETT
Washington Bureau, RADIO DAILY
Washington—The beleaguered FCC was handed another capital slap yesterday when the Commission was sharply criticized by U. S. Circuit Court of Appeals for "arbitrary and capricious" action in its denial last spring of an application for a broadcasting station filed by Paul R. Heitmeyer of Cheyenne, Wyo.

(Continued on Page 3)

Not Forgotten

Minneapolis — Radio programs are not as quickly forgotten as some folks imagine. Although "Meadowlarks," produced for two years by Luther Weaver & Associates for F. C. Hayer Co., has been off the KSTP airwaves for over a year, Luther Weaver found a blooming white azalia from a "Meadowlarks" fan in his Christmas sock last week.



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MARVIN KIRSCH : : : Business Manager

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FINANCIAL
(Monday, Dec. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	147 1/2	145 1/2	145 1/2	- 3 3/4
CBS A	17 3/8	17	17	- 3/8
CBS B	17	17	17	- 3/8
Crosley Radio	7 3/8	7 1/4	7 1/4	- 3/8
Gen. Electric	43 3/4	42 1/8	42 1/2	- 1 1/4
RCA Common	6 3/8	6 1/8	6 1/8	- 1/4
RCA First Pfd.	47	46	46	- 1
Stewart Warner	95 3/8	91 1/2	91 1/2	- 1 3/8
Westinghouse	106	101	102 1/2	- 4 1/2
Zenith Radio	135 3/8	125 3/8	123 3/4	- 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/8	16 1/8	16 1/8	+ 1/8
Majestic	1	1	1	- 1/8
Nat. Union Radio	7/8	7/8	7/8	+ 1/16

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	63 3/4	73 3/4

2 Lever Shows Adding 26 Canadian Stations

Lever Bros. on Jan. 4 will add 26 Canadian stations on two more of its CBS shows—the Al Jolson and Edward G. Robinson half-hours. Sponsor recently announced the addition of a Canadian web for its "Lux Radio Theater" hour on CBS.

Xmas Exchange at WCAO

Baltimore—Santa Claus came quietly and unannounced to WCAO, bringing all employees a bonus equivalent to a week's pay.

The members of the staff, in appreciation of cordial relations existing in the WCAO family, presented President Lewis M. Milbourne and Executive Vice-President J. Thomas Lyons with handsome desk sets.

School of RADIO TECHNIQUE
America's distinguished school of broadcasting for singers, actors, writers, speakers, announcers. Western Electric Recordings in our studios . . . programs taken off the air. George Marshall Durante, Dir. R.K.O. Bldg., Radio City, New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Dec. 25, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
You're A Sweetheart (Robbins Music Corp.)		33
True Confession (Famous Music Corp.)		31
Once In A While (Miller Music Inc.)		30
I've Hitched My Wagon To A Star (Harms Inc.)		29
Rosalie (Chappell and Co.)		24
Roses In December (Irving Berlin Inc.)		22
Nice Work If You Can Get It (Chappell and Co.)		21
Sweet Someone (Leo Feist Inc.)		21
Vieni, Vieni (Witmark and Son)		21
I Double Dare You (Shapiro-Bernstein Inc.)		20
There's A Gold Mine In The Sky (Irving Berlin Inc.)		20
Bob White (Remick Music Corp.)		18
In The Still Of The Night (Chappell and Co.)		17
Blossoms On Broadway (Famous Music Corp.)		16
Dipsy Doodle (Lincoln Music Corp.)		16
Bei Mir Bist Du Schoen (Harms Inc.)		15
I Still Love To Kiss You Goodnight (Leo Feist Inc.)		15
I Wanna Be In Winchell's Column (Leo Feist Inc.)		15
Mama, That Moon Is Here Again (Paramount Music Corp.)		15
Mission By The Sea (Shapiro-Bernstein Inc.)		15
Santa Claus Is Coming To Town (Leo Feist Inc.)		15
You Took The Words Right Out Of My Heart (Paramount Music Corp.)		15

KTHS Rounds Up Alumni On Its 13th Anniversary

Hot Springs, Ark.—A unique round-up of Arkansas stars of radio and movies, noted citizens of the state and Hot Springs, and Major Lenox R. Lohr, president of NBC, featured last week's 13th anniversary party of KTHS. Via transcription special appearances of Bob Burns, Lum and Abner, alumni of KTHS; Dick Powell of the Lucky Strike NBC program, who also began his radio work on KTHS, and Ross Graham, Hot Springs baritone now appearing on NBC, were made during the hour broadcast.

In a similar manner congratulatory messages from Senators Hattie W. Caraway and John E. Miller of Arkansas, and Representative John McClellan were used, although the individuals were still busy in Washington. Major Lohr's message was transcribed at Radio City.

During the two-day celebration more than 52 quarter and half-hour commercial programs were produced by KTHS, setting a new commercial record for the station.

KFEL Anniversaries

Denver—KFEL will celebrate two anniversaries in the next week. Tomorrow the station observes the second year of affiliation with Mutual network, while Jan. 4 is KFEL's 16th anniversary of continuous service to radio listeners.

Polly Willis at WFIL

Philadelphia—Polly Willis replaces Wayne Cody, WFIL's "Jolly Man," who has resigned after six years of service to succeed James Willard Jr. as "Uncle WIP" at WIP. Miss Willis will be known as the "Jolly Miss."

WLW New Year Schedule Is Extended to 24 Hours

Cincinnati—Twenty-four hours of continuous broadcasting will be offered by WLW in celebration of New Year's. The station regularly is on the air 20 hours and 15 minutes daily. Dance bands will be aired exclusively from 11:15 p.m. New Year's Eve to 5 a.m. next morning, when a 45-minute studio program will be put on.

Pipitone Re-elected

New Orleans—G. Pipitone has been re-elected president and business representative of the musicians' union here. Dave Winstein was elected vice-president; R. L. Chabao, re-elected secretary-treasurer, and Pipitone, Charles F. Hartmann and Charles Rittner selected as delegates to the AFM convention.

Kate Smith Recording

Kate Smith will make a series of recordings today for RCA-Victor. Miss Smith for the past six years has refrained from making any recordings.

Numbers to be recorded are a swing arrangement of "When the Moon Comes Over the Mountain" with the "Ambassadors and Jack Miller's Orchestra," "Gold Mine in the Sky," "Your Sweetheart" and the new hit, "Bei Mir Bist Du Shein."

COMING and GOING

TONY WONS returned from Chicago yesterday after spending Christmas holidays with his family.

DON SERVICE, legal representative for the Sir Hugh Dennison Estates in Australia, owners of 2GB, Sydney, has arrived in Los Angeles.

JACK GROSS, former manager of KWKH, Shreveport, La., has arrived in Los Angeles to take over management of KEHE.

MURRAY GRABHORN, who has been managing KEHE, Hearst Station in Los Angeles, leaves shortly for the east to become assistant to Elliott Roosevelt in the new Hearst Radio set-up.

JOHN W. ALICOATE publisher of RADIO DAILY, is in Florida until Jan. 1.

MICKY ALPERT left for Philadelphia to fulfill an engagement there.

Ruling Against Scriptor Upheld by Appeals Court

The Appellate Division of the Supreme Court has unanimously affirmed the decision of Referee Daniel Cohalan dismissing the suit of Carl L. Bixby, a writer, against Nick Dawson, for alleged appropriation of the radio program, "Dangerous Paradise." Justice Cohalan held that Dawson had the right to dismiss Bixby and to continue the program with scripts written by Dawson and others. Decision held that Dawson, having fully paid Bixby for the work done by him, was justified in employing another writer when the sponsor of the program requested that he do so.

15 Years for Deutsch

Emery Deutsch, maestro, celebrates his 15th year in radio in 1938. Deutsch started broadcasting back in 1923 on WAHG, which is now WABC. His first appearance was as leader of a four-piece Gypsy ensemble. Later he rose to musical director of WABC and conductor of a 38-piece orchestra. His present dance orchestra is aired over CBS on Tuesdays and Thursdays.

Olsen & Johnson Booked

West Coast Bureau, RADIO DAILY
Los Angeles—Olsen and Johnson will clown up the special New Year's Eve show at the Paramount for Fanchon & Marco, as a preliminary to playing a week at the house starting Jan. 13.

Another Way to Tell the KVOO Story!

N.B.C. Edward Petty and Co., Rep. other Oklahoma station 25,000 watts. more spendable income than any population, more radio sets and the heart of the Triangle. More

Dallas and Denver, covering tion between St. Louis. 'most powerful sta. Tulsa, is the KVOO.

SALES MANAGER WANTED

1,000,000 shopping area
5,000 WATT CHAIN STATION

Write Box A-122, Radio Daily
1501 Broadway New York City

U. S. COURT SCORES FCC ON PERMIT DENIAL

(Continued from Page 1)
The FCC in an opinion found that the applicant did not possess sufficient financial qualifications to justify it in granting his request for a station construction permit.

In an opinion written by Associate Justice Justin Miller, the court termed this action an unreasonable restriction on business. Censuring the Commission also for the failure to file an adequate finding of fact following its decision, the court remanded the case to the Commission for further action.

Asked for a statement on the matter, which occurred before his appointment as chairman of the Commission, Frank R. McNinch stated he could not make a statement until he had had ample time to go into the matter.

"The matter has of course been called to my attention," McNinch told RADIO DAILY. "but I have received no official memorandum as yet."

Heitmever was represented by attorneys James W. Gum and former U. S. Senator Clarence C. Dill.

Fred Weber Optimistic On Mutual 1938 Outlook

West Coast Bureau, RADIO DAILY

Los Angeles—Fred Weber, general manager of Mutual, who is out here for the holidays preparatory to making a tour of the Coast to look over the 25 stations of the Don Lee end of Mutual with Lewis Allen Weiss, expresses himself as highly optimistic about the outlook for his network in 1938, and believes that the flexibility of Mutual in the matter of regional coverage for advertisers, with no arbitrary minimum number of stations to be bought as a network, together with similar advantages in programming and sectional originations, are the chief assets of the web.

He cites, also, the regional sponsor plan originated by KHJ for the George Jessel show and admitted that several other shows were planned on the same basis, and predicts that KHJ would supply an increasing number of network originations because of the availability of "names" and talent. Weber is proud of the percentage of non-commercial, educational programs carried, as well as timely special events coverage, and states that immediately after the first of the year the chain will inaugurate a policy of releasing an outstanding European or BBC program on a regular weekly schedule.

"Coast defenders" were somewhat surprised to learn from Weber that Mutual had been doing a dual coverage job on Pacific Coast conference football games during the past season, releasing locally on a sponsored basis but covering the games with another set-up to release in the East as "special events" sans commercial tie-in.

NEW PROGRAMS—IDEAS

KOIN's "Club Croesus"

"Club Croesus" is the mythical setting of a new program released weekly from KOIN, Portland, Ore., under the title "Night Club on the Styx". "Julius Caesar", "Cleopatra", "Christopher Columbus", "Napoleon" and other famous personages from all ages of history gather weekly for witty conversation and sparkling music.

A recent guest artist was "Nero", whose presence with his fiddle necessitated lining the walls of "Club Croesus" with asbestos. The "Four Horsemen of the Apocalypse" on another occasion dropped in for vocal number on their way to attend a major catastrophe. "Cleopatra" is a regularly-heard singing star.

The scripts are written by Marc Bowman, of the KOIN production department.

Susan B. Anthony Scripts

Fifteen-minute radio scripts, honoring Susan B. Anthony, pioneer worker for woman suffrage, will be available free to small stations everywhere, for use on "Susan B. Anthony Day," Feb. 15, it has been announced. The scripts have been written by Mrs. Rheta Childe Dorr, biographer; Mrs. Mary Ritter Beard, historian, and Mrs. Inez Hayes Irwin, author and feminist. Mrs. Robert Adamson of Middletown, New Jersey, is chair-lady of the Susan B. Anthony Memorial Committee.

Year 'Round Xmas Express

"Christmas Express," a one-hour daily show sold in 10 and 15-minute participations on WNBX, Springfield, Vt., proved so successful in the

Westinghouse Transfers Radio End to Baltimore

(Continued from Page 1)


ployees will be absorbed at an East Springfield plant of the company.

Control of six Westinghouse stations (WBZ, Boston; WBZA, Springfield; KDKA, Pittsburgh; WOWO-WGL, Fort Wayne, and KYW, Philadelphia) will be centralized in Baltimore.

Ken Murray on Tour

West Coast Bureau, RADIO DAILY

Los Angeles — Ken Murray will take a vacation from radio for a few weeks to make a personal appearance tour of Eastern theaters with Oswald and Marilyn Stuart. Set to open at the Palace, Chicago, Jan. 14, followed by dates in New York and Boston. Comedian returns here in February to go into a Universal picture.



**IN A
CLASS
BY ITSELF**

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

promotion of Christmas business for the sponsors that several have asked that the program be continued throughout the year. Program consisted of train trips with listeners being entertained in the club car on the way to sponsor's place of business. Nick Carter, conductor, and Ozzie Wade, butcher boy, have made a year 'round commercial from the handling of the four-week holiday schedule.

"This and That"

Show is of the chatty variety, spotting talks on variety of topics ranging from home-making to fashions and psychiatry, with afternoon woman's audience in mind. Airls three weekly over KGVO, Missoula, Montana, with Anne Dunne as "Your Thisser," Jimmy Barøer, production mgr., as "Your Thatter," and Sam Smith, announcer, as maestro of transcribed ork.

"University Series"

Another wrinkle over KGVO, Missoula, Mont., brings presentations from various departments of University of Montana to the microphone in informative and entertaining series. Dramatic society, for example, offers "The Play of the Week"; language prof. alternates with travelogues and readings in French; music department presents Montana Music Broadcasts, etc. In addition, school's sport activities are aired under special events classification. Different departments get separate time through the week.

Bright Sayings

This idea gives listeners free tickets to theater in return for the best bright sayings of children submitted to WHBF, Rock Island. Stint is part of chief announcer Forrest Cooke's "His Majesty, the Baby" program. Another feature is announcement of new arrivals in Rock Island, Davenport and Moline.

60 TELEVISION TESTS BY NBC IN NEXT YEAR

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problems and the delivery by RCA to NBC of the first mobile unit were among other television events of the year.

Reviewing NBC's radio highlights of 1937, Lohr points to improvement in music, signing of Toscanini for a series of 10 concerts, the enlistment of Dr. James Rowland Angell as educational counsellor, advancements in drama, maintaining of an impartial policy on public questions, increased international programs which are promoting better relations with other countries, service in the flood region, etc.

Addition of stations, new building projects and various improvements in facilities also are cited.

Searle Succeeds Henry As Central States G.M.

(Continued from Page 1)
KMMJ, Clay Center, Neb., and has an interest in several Kansas stations. Henry has been with KOIL six years. CSB also owns KFAB and KFOR in Lincoln and is buying WAAW here.

Ronald Dawson Sells Play

Washington Bureau, RADIO DAILY

Washington—Ronald Dawson, dramatic director of WOL, has sold his original radio drama on the life of Henrik Ibsen to the Radio Division of the Federal Theater in New York. Dawson also has a play under consideration by British Broadcasting Corp.

WFIL Gets Building Permit

Philadelphia—The city building department has finally approved WFIL's plans for a transmitter building and tower, and has issued a building permit. Work starts immediately. Cost of entire project will run over \$400,000.

HORACE HEIDT

and his Alemite Brigadiers

**WILL BE HEARD VIA NBC
BEGINNING DECEMBER 28th**

TUESDAYS

9-9:30 P. M. EST.

WJZ-NBC BLUE NETWORK

Personal Representative—**ART THORSEN**
Available for engagements, April, 1938

Bookings

MUSIC CORPORATION OF AMERICA

AGENCIES

ERWIN, WASEY & CO., Chicago, has been named to handle the account of Battle Creek (Mich.) Food Co. A. G. Bairnsfather is account executive.

STEVE R. WILHELM, head of Wilhelm Adv. Agency, San Antonio, is the father of a girl.

SCHWIMMER & SCOTT, Chicago, has been assigned the entire Lea & Perrins account.

FRANK FERRIN, new radio director of Henri, Hurst & McDonald, Chicago, has taken a home in Flossmore and is commuting on the Ill. Central. The agency is completely reconstructing its studio and control room and adding much new equipment. Work on expansion will be completed next month.

RUSSELL C. COMER Radio Productions of Kansas City has placed territorial broadcasting and merchandising rights on its "Air Adventures of Jimmie Allen" with Log Cabin Bakeries, Los Angeles, and the Cotton Bros. Baking Co., Alexandria, La., and other Louisiana cities.

AL SCHILLIN of Schillin Advertising Corp. remembered his employes with a Christmas bonus.

KGVO, Missoula, Mont.

Seventh anniversary of station will be celebrated Jan. 18. Features of the special for the event will include dedication of the station's new Truscon steel radiator. Several members of the original staff will participate, including A. J. Mosby, g.m.; T. E. Atherstone, engineer; Edna Conlin, vocalist and actress, and James Alden Barber, program director.

Program Director Barber portrays as many as six characters in the new morning show, "The Cross Roads Store", which he writes and presents.

Station draws its entire announcing staff from among upperclassmen in the law and public speaking courses of U. of Montana. Among them are Bob Young, Vernon McGahan and Sam Smith.

"Dick Tracy" Script Okayer

J. S. List, child guidance director of the Heckscher Foundation for Children, will pass on all the "Dick Tracy" scripts when the program starts on the NBC-Red on Jan. 3.

Program is sponsored by Quaker Oats. Fletcher & Ellis is the agency.



● ● ● Brunswick records offered Benny Goodman \$100,000 for a three-year exclusive recording binder... Sidney Skolsky offered a renewal on his air series plus a substantial tilt in salary, refused the sponsor's "kindness" and fades from the air tomorrow night... Walter Cassel may go under CBS sponsorship... Jack Pearl's dramatic opus won't be rewritten and will be marked as "d. o. d." Pearl, however, hasn't closed his dramatic ambition... Phil Baker's Beetle starts a stooge-menacing career tomorrow night on the Fred Allen show, where he will begin rolling as "America's No. 1 Comic Hater" and guestar on other comedy shows in the future... Norge auditioned Ken Murray and gang but decided to keep cool until the spring—so Ken will do vaudeville... A soft drink sponsor auditions George Olsen's band and other talent today at CBS... Richard Hudnut auditions an all-string band for a CBS series... Tommy Riggs and Betty Lou have been signed for the Rudy Vallee hour until next June—a 39 week term being just delivered... "Never Say Die" will be Jack Benny's next flicker and goes into the cans Feb. 1... Bob Burns will celebrate his third year with Bing on Thursday... There's talk that Charles Winninger will come on the "Good News" show for a spell.

● ● ● Doctors will be kept away from RADIO DAILY'S staff for some time. Reason: A big crate of red and Royal Limbertwig apples sent from North Carolina by Major Edney Ridge of WBIG, Greensboro. And are they good!... Sunday night at Leon and Eddie's party for Gruen's "Time of Your Life" show, which faded that night, not a music publisher was present though Sheila Barrett, Henny Youngman, Patricia Norman, Harry Conn, Mickey Alpert, Wallace Ford, Broderick Crawford, Jerry Kruger, Bert Frohman, J. C. Flippen, Donald Shaw, Vicki (RKO) Lester and Henry Dunn were there listening to Jack Waldron "kill" the audience with his comedy routine. NBC has postponed its parrot-talking contest.

● ● ● Jane Withers signed a contract with her studios before the holidays which prohibits radio appearances—though she was willing to kick in with half to the picture bosses for her General Mills shots... Brewers Association reported set to debut Jan. 18 via CBS with a show headed by Lou Holtz, Jane Froman and a name band... Victor Bay's "Essays in Music" returns to its original CBS schedule Jan. 6... Pete Barnum is out of the hospital... Ted Powell's mother is ailing... Charles Goldfine, Philly impresario, has taken over the Sylvania Hotel Salon for New Year's Eve and has hired Mickey Alpert's crew with Kathryn Rand for the room... Andy Donnelly will be "Dick Tracy Jr." beginning Jan. 3 on NBC-Red... If you see Edythe Wright limping these days—it's because Tommy Dorsey accidentally closed a door on her feet... Maxine ("Loch Lomond") Sullivan, colored song stylist, is seriously ailing—pleurisy... Joan Edwards wonders if Charlie McCarthy ever suffers from a dummy ache (Ouch!)

● ● ● Realizing the tremendous need for local program sponsorship on which local stations must depend, Atlas Radio Distributing Corp. has brought out an impetus called a "work-sheet"—the first of its kind in radio... It's a two-fold, three-page broadside with the center spread carrying illustrated description of the shows, number of program episodes, time, day of broadcast, etc... The schedule page lists the entire 1938 product and is so arranged that when placed before a potential sponsor the bigness of the 28 shows become rather selective... Work sheets have been made available to all stations contracted with Atlas... U. of Alabama students petitioned NBC to have a former playmate of theirs, Melvin Allen, broadcast the Rose Bowl fracas—but it did no good—since Melvin is a CBS man—and NBC is contracted for the event exclusively.

GUEST-ING

ANDREA LEEDS, with Tyrone Power in "Benefit of Clergy", on "Hollywood Playhouse", Jan. 2 (NBC-Blue, 9 p.m.).

FLORENCE KIRK, soprano; FRANK HORNADAY, tenor, and LEONARD WARREN, baritone, on "Metropolitan Opera Auditions of the Air", Jan. 2 (NBC-Blue, 5 p.m.).

JOHN TASKER HOWARD, on "Sunday Morning at Aunt Susan's", Jan. 2 (CBS, 9 a.m.).

MISCHA ELMAN, violinist, on Philharmonic-Symphony Orchestra program, Jan. 2 (CBS, 3 p.m.).

CORNELIA OTIS SKINNER, on Heinz "Magazine of the Air", Jan. 2 (CBS, 5 p.m.).

JANE FROMAN, on Al Pearce show, Jan. 4 (CBS, 9 p.m.).

EZIO PINZA, on Ford Sunday Evening Hour, Jan. 2 (CBS, 9 p.m.).

WBBF, Rock Island, Ill.

A \$150 Crosley radio was presented Christmas day to the member of the station's "Ambassadors Club" (rural correspondents) who did best job of helping publicize station during past 90 days.

Ralph Childs and Ted Arnold will handle mikes for 1938 basketball schedule, which has been sold entirely to Rock Island Lumber Co.

Adolf Jacobsmeyer, Y.M.C.A. athletic director who airs a daily program, became the father of twin girls, but one of them lived only a few hours.

Ernie Grey, Ralph Childs, Ted Arnold and Ivan Streed all went out of town for holiday visits.

P. & G. Show Switches

Procter & Gamble is switching the Tuesday night Oxydol "Amateur Hour" heard over WOR and WHN to Fridays at 8-9 p.m. over same outlets, effective Jan. 7. Reason for change is sponsor is starting five-a-week transcribed series of "The Goldbergs" over WHN on Jan. 3 at 7:15-7:30 p.m. Young & Rubicam is the agency.

Roosevelt, Farley on NBC

President Franklin D. Roosevelt and Postmaster General James A. Farley, speaking at the annual Jackson Day Dinner of the Democratic party, will be heard over NBC-Red network Jan. 8 at 9:30-10 p.m.

Kaltenborn in Buffalo Talk

H. V. Kaltenborn, CBS commentator, will make a special appearance before the Buffalo Athletic Club on Feb. 12. Deal was set by Columbia Artists Inc.

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

BIRTHDAYS

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 28

Cliff Arquette Frances Bloom
Noel McMahon S. O. Shapiro

PROGRAM REVIEWS

"DOUBLE EVERYTHING"

with Shaw and Lee
Wrigley (Double Mint)
WABC—CBS Network,
Sundays, 6:30-7 p.m.

Frances Hooper Adv. Agency

VARIETY SHOW ATTEMPTS NOVELTY WITH DOUBLES OF EACH ITEM EXCEPT ORK.

While the idea of having a double of each ingredient, except the orchestra, apparently was a good idea for a show exploiting Double Mint Gum, it didn't work out well enough in the initial program. Al Shaw and Stan Lee, the double-talk boys who had a run on the Jack Oakie program, headline the show in their familiar line of duplicate chatter. But this sort of thing, unless material lends itself to the occasion, gets a bit monotonous after a while—and some of the dual parodies dispensed by the boys dated back to their heyday vaudeville days.

In the singing line, there was the Grenadier Double Quartet, which did very nicely with "Sing Hallelujah" and other bits; Jack Brooks and Paul Small in "Laugh Your Way Through Life", and the Bailey Twins, girl harmony singers. Sutton and Bliss, pianists, also contributed a selection.

The orchestra conducted by Carl Hohengarten fared better than some of the dualists.

Announcements also were done in double, with a feminine assistant parroting George Wilson.

Robert Hafter, chief of the CBS production staff in Chicago, where program originates, conceived and wrote the show.

ARTURO TOSCANINI

NBC-Red and Blue,
Saturdays, 10-11:30 p.m.

TOSCANINI CONDUCTING NBC SYMPHONY DOES GRAND JOB AND RAVE REVIEWS MAKE NBC PROUD.

Before an audience such as never before has been seen in an NBC studio, Arturo Toscanini took over the baton and directed the new NBC symphony through a most brilliant performance Saturday night.

All the metropolitan music critics went "mad" about the program and turned in columns of rave copy. New York Times and Herald Tribune printed the reviews on page one.

To dialers, the program came over very clearly. NBC engineers are using a new set-up for the pick-up mikes which was not used earlier in the symphony series. No announcements were heard in the studio possibly because of feed-back into the mikes which were hanging directly under the speakers.

Programs were printed on white satin. After the broadcast not a program was to be found on the floor, which signifies how the studio audience enjoyed the performance. Saturday night was indeed a historical occasion for David Sarnoff and Lenox R. Lohr.

On the opening program were

NEW BUSINESS

KWKH, Shreveport: United States Rubber Co., "Ben Bernie", through Campbell-Ewald; American Tobacco Co., "Edwin C. Hill", renewal, through Lord & Thomas.

KTBS, Shreveport: Firestone Tire & Rubber, "Livestock Exposition", one week only, through Sweeney & James Co.; American Tobacco Co., "Your Hollywood Parade", through Lord & Thomas.

WBAF, Fort Worth: J. A. Folger & Co., ETs, through Blackett-Sample-Hummert; Dodge Bros. Corp., announcements, through Kathrauff & Ryan; Bernard Perfumer, program; Canada Dry Ginger Ale, ETs, through J. M. Mathes; New Departure Mfg. Co., announcements, through Lord & Thomas; E. Fougere & Co., announcements, through Small & Seiffer; American Popcorn Co., programs, through Coolidge Co.; The Anderson Co., announcements, through Schwab Beatty; Dr. Salsbury Lab., announcements, through N. A. Winter; Smith Bros. Co., announcements, through Brown & Tacher; Swift & Co., announcements, through J. W. Thompson.

KTBS, Hot Springs, Ark.: Chevrolet, ETs, through Campbell-Ewald; RCA-Victor, announcements, through Lord & Thomas; Tan Cigars, announcements, through

Lawrence Gumbinner; Sleetmaster, weather forecasts, through Schwab Beatty; Magnolia Oil, announcements, through Brucks-Sacks Co.; Mrs. Saylor's Candy, announcements, through Doremus & Co.; Household Magazine, programs, through Presba, Fellers, Presba; Bernard Perfume, announcements.

WTMJ, Milwaukee: George A. Hormel Co., "Stan" and "Dinty Moore," programs, through BBD&O.

WLW, Cincinnati: Vadsco Sales Corp., "Court of Human Relations," through Albert M. Ross Inc.

KYW, Philadelphia: F. A. North (Lester Pianos) music, through Courtland D. Ferguson, Inc.; Chevrolet, ETs, through Campbell-Ewald Co.; Colgate-Palmolive-Peet Co. (Super Suds), spots, through Benton & Bowles; Beaumont Laboratories, ETs, through H. W. Kastor & Sons; Refrigeration & Air Conditioning Sales Training Corp., participations, through National Classified Advertising Agency.

WOR, New York: Kirkman & Sons, Inc. (soap), "Carefree Days," ETs, through N. W. Ayer & Son; Thomas D. Richardson Co. (U-all-no Mints), "Martha Deane", woman's program, through N. W. Ayer & Son.

Arnstein-Ascap Action Comes Up in Court Today

The case of Ira B. Arnstein vs. Ascap and 22 other defendants will come up in Federal Court today, when Ascap will request dismissal of the suit on the grounds of "insufficient cause of action."

Arnstein is suing Ascap to compel the association to admit him to membership. Plaintiff claims that Ascap is licensing 50 songs which were written by the defendant but from which he receives no royalties. Arnstein picketed the Ascap offices earlier this year.

Other defendants in the suit are NBC, CBS, Song Writers' Protective Ass'n, Warner Bros., Harms, Witmark, Remick, Leo Feist, Edward Marks, Broadway Music Publishing Co., Sam Fox Music Publishing Co., Robbins Music, Irving Berlin Inc., Nathaniel Shilkret, Emery Deutsch, Gene Buck, George Paine, E. C. Mills, Harry Fox and Will Grosz.

"Kaltenmeyer" Sustaining

Chicago—With termination of its Quaker Oats sponsorship, "Kaltenmeyer's Kindergarten" moves to a new spot on a sustaining basis over NBC-Red on Saturdays at 7-7:30 p.m. starting Jan. 1. Cast remains the same, with Bruce Kamman as the professor, and Cecil Roy, Billy White, Johnny Wolf, Thor Ericson and Merrill Fugit as the kids.

Bonus for WGAR Staff

Cleveland—Manager John Patt distributed a 10 per cent bonus and Christmas baskets to all employees of WGAR.

Vivaldi's Concerto Grosso in D minor, the Andante of Mozart's G minor symphony and Brahms' C minor symphony.

Education Board to Start Radio Service for Schools

City of New York Board of Education on Jan. 10 will begin a weekly service consisting of approved radio broadcasts to be distributed among Junior and Senior high schools in greater New York. Compilation of material has already been started at NBC, CBS, Mutual, WOR, WHN, WMCA and WNEW under the direction of S. Pred, and a staff will be maintained to bring schedules up to date weekly.

Move by Board marks the first time it has interested itself in broadcasting. Some 150 schools will receive the service, and programs designed to aid in schoolrooms will be stressed. Special emphasis will also be placed on broadcasts aired via short wave from foreign countries.

I. J. Fox Starts ETs

Schillin Advertising Corp. has completed a series of transcriptions for I. J. Fox, furrier, made by WOR with production by Louis Tappe. Disks are part of the furrier's January campaign and will be spotted on WMCA, WHN, WINS, and WAAT in New York. WGAR, WHK, WJAY and WTAM are on the schedule for Cleveland. Mr. Fox himself is heard on the transcriptions, and Sid Walton is announcer.

SAN ANTONIO

"Dial A Smile" has been selected as the title for WOAI's early morning programs with Lew Valentine at the mike.

Elizabeth Cranford, warbler, drawing plenty of fan mail on KGKL, San Angelo.

Dick Richard Harwell, former San Antonio and Weslaco wordslinger, is now with a Dallas station.

ORCHESTRAS MUSIC

ROGER PRYOR and orchestra open at the Sir Frances Drake in San Francisco on Jan. 20. Pryor is due in Hollywood on Jan. 4 to undergo an operation before starting the hotel engagement in the Bay City. Band is now in Dallas.

Gene Autry just finished waxing four numbers for American Records on the coast.

Hal Kemp and his crew have left Hollywood to open at the Drake Hotel, Chicago, Feb. 3, after playing a few one-nighters in the East. Music Corporation of America handles.

Jacques Singer, conductor of the Dallas symphony orchestra, and his violin will be heard with the Pepper Uppers next Sunday over the Dr. Pepper-Dixie Network at 5:30 CST. Singer recently went to Dallas with high hopes of building a ranking symphonic organization. He is from Philadelphia, where he played for eight years under Leopold Stokowski.

Les Parker, with a newly organized band, opened at the Wilshire Bowl in Los Angeles on Sunday night, with KEHE picking up for a half hour at 10:30. Parker formerly was at the Lido in the Santa Barbara Biltmore Hotel.

WNBX, Springfield, Vt.

Station gave Christmas bonuses this year the same as stations and agencies did in the U. S. Looks as if Vermont is a part of the good ol' U.S.A. at Yuletide, if not at the election booths.

Everyone at WNBX enjoyed a Christmas party on the day before Christmas. Each employee gave an inexpensive gift to the person whose name he had drawn from a hat. Manager Phil Hoffman, a native of Iowa, proved to be the brunt of the festivities which were broadcast. Bob Kelly, salesman gave Hoffman a gift of an ear of corn planted in a bowl labeled "dust bowl".

Springfield's new police chief, a former Massachusetts state patrolman is taking advantage of the WNBX facilities. Has arranged for and is using the station's teletype machine for police information.

Leon F. Drews to Wed

Portland, Ore.—Leon F. Drews, who has played a daily organ program for the past three years over KOIN, and Sue Sefton of this city will be married Feb. 12.



DONALD W. THORNBURG, CBS vice-president, will not take the trowel in hand to lay the mortar for the cornerstone of the new CBS studios until Jan. 18, since the ceremonies are to be broadcast over the network and difficulty was experienced clearing time on the original date set, Jan. 11. Charles Vanda, program director, is arranging the incidental program, which will include an official christening of the Sunset and Gower corner as "Columbia Square."

All CBS employees who have been employed by the network for a year or more drew a Christmas bonus of one week's pay.

KNX has a new program for the Durkee Co. called "Secret Ambition" for which the material is supplied by letter-writers not handicapped by inhibitions preventing their revealing a "secret ambition." Caryl Coleman produces with Howard McNear, Noreen Gammill, Clayton Post and Rosa Barcelo enacting the dramatizations; Wilbur Hatch supplies the music, and Tom Breneman handles the show, which bowed on CBS Pacific Coast net Sunday at 7:30-8 p.m.

Nate Krevitz, former publicity and advertising head of Music Corporation of America in Chicago, has joined the George D. Lottman publicity staff here.

The California-Alabama Rose Bowl game will be broadcast by KNX over the CBS Pacific Coast net by Gary Breckner and Tom Hanlon, starting at 1:45 p.m. New Year's Day.

Carlton Kelsey made his initial appearance as musical director of KHJ-Don Lee conducting a one-hour program of symphonic music on Christmas Eve, waving the baton in front of all available KHJ musicians combined into one group for symphonic instrumentation.

Associated Cinema has started recording a series of five-minute transcriptions for the Mark Allen Co. "Two Drop" hand lotion, with John Conte doing the announcing and George Godfrey directing. Account is handled by the Frank Presbry Co., Chicago, and the disks are drama-

RADIO PERSONALITIES

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

HYLA KICZALES

HYLA KICZALES, formerly assistant manager of WOV and WBIL, New York, and of WPEN, Philadelphia, was appointed general manager of the three stations on Dec. 3, taking over the executive duties of the late John Iraci, president and general manager of the stations under whom she served in radio since 1928. The New York stations are owned by Arde Bulova, New York watch manufacturer and broadcaster, while WPEN recently was purchased by Iraci, with Bulova holding a minority interest.

Miss Kiczales was secretary to Iraci at the time he acquired WOV in 1928 and since then has served as executive assistant in his radio operations. Her appointment as general manager was made with the consent of the Iraci estate and of Bulova. Horace L. Lohnes, Washington attorney, is counsel for both the Iraci estate and Bulova in these station operations.

Miss Kiczales, on assuming her new duties, appointed Ralph Nardella, of the WOV-WBIL sales staff, as commercial manager. WPEN is managed by George Lasker, who was appointed recently.

The new head of the three stations is a native New Yorker. She had been associated with Iraci for 13 years.



The only woman radio network manager....

SPRINGFIELD, MASS.

Allen R. Bradley, engineer at WSPR, is engaged to Dorothy D. Johnson of West Hartford, Conn.

WMAS's staff did themselves proud on an eight foot tree in the reception room.

Mildred Brunelle, director of cooking forums at WSPR has issued a colorful booklet as a Christmas Souvenir Recipe Folder.

Ed Tacy, announcing chief of WSPR, emceed the Municipal Associates party at the Hotel Highland. Featured performers were Irma Serra and Lee Authier.

Janet Pierce, vocalist with WSPR, is filling an engagement at the Little Dutch Cafe.

Norah Adamson, director of WSPR children's shows, held a recital of her dramatic pupils at her Holyoke, Mass., school recently.

tized episodes in a safety campaign fostered by the firm.

Don Service, attorney for the Sir Hugh Dennison Estates, owners of 2GB, Sydney, Australia, is in town to confer with Grace Gibson, head of the station's transcription department already here, and Dr. R. L. Power, American representative.

Thomas Conrad Sawyer has been renewed for another 13-week stretch on KNX by his Sweetheart soap sponsor. And Seal-Tite products signed for 52 added weeks of participation in "Sunrise Salute."

The KHJ-Don Lee "Merrymakers" program has been switched from its former 10:45-11:15 Monday through Friday schedule to an earlier spot at 8-8:30 on the same days.

KHJ-Don Lee has Louis Armstrong's band on remote from Frank Sebastian's Cotton Club on Monday, Tuesday and Thursday nights at 11-

CANADA

"Moments of Meditation," new thrice-weekly series on CKY, Winnipeg, is getting a strong mail response. So is George Fairfield, popular pianist, heard twice weekly on same station.

CFAC, Calgary, will make several changes in schedule on Jan. 2 in order to carry the early Jack Benny broadcast from NBC.

CBL, the new CBC 50,000-watter at Hornby, Ont., was used by Robert Simpson Co. Ltd., large department stores of Toronto and Montreal, for a Christmas Eve broadcast. Station did not officially open until next day.

CHAB, Moose Jaw, again staged its annual broadcast from the Children's Shelter, with a program by the kiddies as well as station talent, and acknowledgment of donations. Ninth annual Moose Jaw Service Clubs Relief Broadcast also was aired recently.

11:30, and on Monday, Wednesday and Saturday for 15 minutes only at 11:45 to midnight.

The Hixon-O'Donnell agency is playing host at a big Beverly-Wilshire party for Olsen and Johnson tomorrow night. Agency handles the Richfield account.

One inventive "contact man" for a song publishing house sent Kenny Baker a beautiful leather portfolio . . . full of the Christmas spirit and copies of every number in the catalogue.

Sara Langman, adapter and director of radio versions of dramatic classics heard over KFVB, concluded the series with last Friday's broadcast and will take a rest of a few weeks before initiating a new series late in January.



GENE DYER, president of WGES, WCBD and WSBC, has gone to Kansas City to spend a week with his mother.

Ralph Atlas, president of WJJD and WIND, went to San Antonio to visit his wife's family.

Mel Wolen's commercial manager of WCFL, is vacationing with home folks in Texas.

Leader Laundry Co. has rounded out nine years of continuous Sunday broadcasting on Gene Dyer's WGES. Laundry's feature is the noonday mass from Our Lady of Sorrows Church.

Pat Barrett (Uncle Ezra) received a pair of polo ponies from his wife for Christmas.

Nate Pumpian, media director for Henri, Hurst & McDonald, and Bob Boneel of Edward Petry staff are vacationing in Miami.

Erwin-Wasey has severed its agreement with WCFL as program consultant and withdrawn Holland Engle who acted as program manager. Miles Reid, station production manager, has taken over temporarily.

KOA, Denver

Vicki Vola, KPO dramatic star, visiting relatives here over holidays and saying hello to friends at KOA. Denver is her home town.

Sadie Crockett, secretary of Sunday Players Inc., home to see parents over the holidays. Sunday Players group originated Bible series in Denver and later went to West Coast and transcribed series for Mertens & Price Agency.

Bill Stulla, continuity, played host to KOA staff at home on Christmas Day. Good time had by all.

Not so novel but darned useful—staff members chipped in to start bank account as present for Robert Graham Harris Jr., newly born son of Announcer Harris.

Bill Stulla will help Joe Meyers, sportscaster, describe Cotton Bowl Classic featuring Rice and Colorado Univ. on New Year's Day.

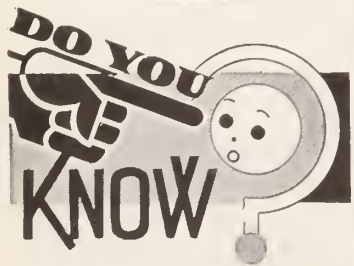
Betty Stulla returns to IGA Musical Menu program after six-month absence. Played hostess to stork. Father, Bill Stulla, doing nicely by now.

WISN, Milwaukee

Alan Hale, sports announcer, received an inscribed gold wrist watch from General Mills, "for outstanding baseball broadcasts," as a Christmas present.

Therese Meyer, organist, after waiting 15 years for a chance to spend her whole Christmas day at home, finally got her wish this year. Now she believes in Santa Claus.

The "Dick Tracy" series sponsored by Quaker Oats will start over the station Jan. 3, running five times weekly.



The largest aircraft radio enterprise in the U. S. is the network of radio facilities maintained by the Bureau of Air Commerce, according to Aero Digest.

CONNECTICUT

WNLC, New London, worked its announcers from 1 to 4 a.m. for days before Christmas in a series of tests which may help in obtaining full-time permit.

WICC, Bridgeport and New Haven, as well as WTIC, Hartford and WDRG, Hartford, are arranging studio orchestras.

In his annual "Connecticut's best" enumeration, Leo Miller, Bridgeport Herald radio ed, deplors the fact that the "state's talent field has narrowed in proportion to the rise in network business" and there is a disheartening dearth of vocalists, popular and classical, dance bands and classical ensembles. Credit is given WICC's Yale work, WHTT's notable remotes, and WBRY's well-written work sheet.

KBTM, Jonesboro, Ark.

New staff members include Martha Jean Booker, program director, replacing James Alden Barber, now production manager with KGVO, Missoula, Mont.; Dick Crane, announcer, formerly with KMLB, Monroe, La., replacing Frank Keegan, and Jewell Warren, formerly at KFVS, Cape Girardeau, Mo., replacing J. D. Miller as operator.

"Santa Claus at the North Pole" proved to be the station's biggest feature this season, according to Jay P. Beard, owner-manager. Announcer read letters to Santa, who talked back to the KBTM audience supposedly by short wave through his station, XMAS. When Santa talked, static disturbances were employed to make it realistic. Local paper gave the stunt a front-page write-up.

KWK, St. Louis

Claire Harrison, head of continuity department, is recuperating following an appendix removal.

Tommye Birch, wife of Danny Seyforth, has received offers from Hollywood and departs for the west in about a month for screen tests.

The Range Riders (Guy, Jerry, Arnold and Roland), after almost a year here, left to spend the holidays with their families in Kentucky; then they will journey down to Chattanooga for a visit with Tom Dailey.

WRTD, Richmond

Jack Ovelton Maxey, manager, has been elected president of the Richmond Alumni Chapter of Sigma Phi Epsilon fraternity.

Camilla Smith has been appointed hostess of the station. She is a graduate of John Marshall High School and received her business education at the Pan-American School here.

November Tax Receipts Up

Washington Bureau, RADIO DAILY

Washington—Tax receipts on radio and phonograph records jumped \$71,515.93 for November over the same period last year, according to the monthly report released by the U. S. Treasury Department's Bureau of Internal Revenue.

★ PROMOTION ★

WSNJ House Organ

A jump from 2,000 to more than 7,500 in circulation and from 7 to 38 advertisers within the past six weeks, is the record of "WSNJ Radio Press," weekly house organ published by WSNJ, Bridgeton, N. J., Paper gives full week of program listings, news of broadcasts and broadcasters. Distributed through the mail, through merchants, and on bread and milk routes.

Build-up Shots

"Over the Back Fence," chatter and music period over KGVO, Missoula, Mont., is designed especially to plug both local and CBS programs to be heard over the station—giving extra stint to sponsors and their offers.

Ad Club Broadcast

Special Christmas Day broadcast over KGER, Long Beach, put recorded voices of local ad club members over the airwaves in an effective good-will builder. ETs of each member's seasonal greeting lines were

made at club's Christmas Eve luncheon. Since members were given sufficient notice, they were able to invite local and out-of-town friends to "tune in" for their "radio Christmas cards."

Telegrams from Santa

Nearly one thousand telegrams from Santa Claus delighted the kids of Richmond, Va., in a promotion stunt by WRTD. The messages confirmed receipt by the station's St. Nick of gift requests from the youngsters who tuned in to his weekly broadcast. The young hopefuls were assured of Santa's visit and invited to write in again in 1938.

Rubinoff Sales Manual

To insure the success of concert engagements of Rubinoff and his Violin, Phil Rubinoff, manager, has compiled a "sales manual," distributed to sponsoring organizations. Manual details setup of ticket-sales, advertising, promotion, arrangements and finance committees within the organization putting on the show.

★ Programs That Have Made History ★
"The Lutheran Hour"

BEGINNING in 1935, "The Lutheran Hour" was carried on a special network of 10 eastern and mid-western stations. Returning in the fall of 1936 for another series of 26 broadcasts, the network was increased to 27 stations, including ten stations of the Don Lee group in California. With the audience mail averaging close to 5,000 letters a week, and Lutheran groups throughout the country becoming increasingly interested in the broadcast, "The Lutheran Hour" was launched the past fall on a larger network extending from coast-to-coast and including many stations not previously carrying the program.

Broadcast under the auspices of

the Lutheran Laymen's League, with the cooperation of the Lutheran International Walther League, the Lutheran Hour consists of an address by Dr. Walter A. Maier, noted theologian, author and lecturer, and music by the Lutheran Hour Chorus or the St. Louis A'Cappella Choir.

The nation's only coast-to-coast religious radio enterprise which pays full station rates for its time, "The Lutheran Hour" also is distinguished for the fact that Dr. Maier and all others participating in the production of the program refuse any compensation for their services, and the extent to which the voluntary contributions of the listening audience help to make the broadcast possible.

COLUMBUS

Young Joanne French, daughter of Bob French, WHKC's program director, made her radio debut recently by announcing the numbers sung by local school children—and over WBNS!

Bill Wallace, chief announcer at WCOL, will go into the production department shortly, but still remain boss of the announcers. George Mackey, who has done some announcing over WOSU, fills the void left by Wallace.

Roc Lee of the WHKC announcing staff is something of a composer of songs. His latest is "Tears in Your Eyes." Fred Sample, another staff man, collaborated on the lyrics.

McNinch Gets West Data

Washington Bureau, RADIO DAILY

Washington—Chairman Frank R. McNinch of the FCC stated yesterday that the Commission had received, in response to its request, a letter from Lenox R. Lohr, NBC president, transmitting an exact copy of transcript of "Adam and Eve", Mae West's skit, the electrical transcription of the skit, a copy of the contract between Chase & Sanborn and NBC covering the broadcast, and a list of the stations over which feature was broadcast.

It was announced FCC will give further consideration to the matter after considering the script and electrical transcription.

CINCINNATI

Robert E. Dunville, new WSAI manager, is preparing a big dedicatory program in honor of the station's boost to 5,000 watts, which went into effect last week.

Premiere of two Colgate-Palmolive-Peet shows over WLW, originally intended for Jan. 10, will take place a week earlier, Jan. 3. Shows are "Myrt and Marge" and "Hilltop House," each a five-weekly.

Return of "Betty Moore" on Jan. 6 marks the tenth consecutive season for the Benjamin Moore & Co. paint program on WLW.

KSL, Salt Lake City

W. E. Featherstone, account executive, looks to good business in 1938, seeing that he just renewed two important local commercials—daily spot announcements for American Lady Bakers and a series of 52 weekly quarter-hours for Z.C.M.I. New Food Forum.

Dick Evans, engineer, will remain on the Sun Valley assignment throughout the holiday festivities. He's handling the P.A.

Ralph Hardy, announcer, started a precedent in allowing the entire Sig Chi Chapter to render its sweet-heart song over the air on the annual Fraternity Formal. Now entire Fraternity Row is seeking to enter competition.

A daily spot service informing Utah winter enthusiasts about conditions for skating, skiing, etc., together with road information, has been started.

Tommy Axelsen and his news bureau yesterday began city and territorial coverage angles with independent men covering events. Jack Eschleman will be in charge of the new bureau. Three day and night national wire services already feed six daily news periods on KSL.

WAIR, Winston-Salem, N. C.

Johnny Maynard is being sponsored as the "Texaco Troubadour" by local Texaco dealers.

"Twenty Years Ago Today" is a new series added by Pepsi-Cola.

"Dial a Ditty", early morning transcribed program of music by telephone request, recently did a mean trick when Announcer Roger von Roth asked listeners to dial 4465. Don Gardner was fast asleep at that number.

George Oaks and His Boys, one of the best bands to hit here, are set for auditions before several clients.

Bert Gordon's Present

West Coast Bureau, RADIO DAILY

Los Angeles—Bert Gordon, the "Mad Russian" of the Texaco show, drew a contract for 26 weeks as a Christmas present from Eddie Cantor.

Radio Newsfeatures
Available to only one radio station in each city
Represented exclusively by
STEPHEN SLESINGER, INC.
250 Park Avenue New York

New Coast ET Producer Finishes First 4 Shows

(Continued from Page 1)

Josephson, for a number of years active in sales circles of radio and motion pictures.

"We feel that we bring to the radio field two things which will go a long way toward solving the problems which have confronted so many station owners," states Josephson. "We have completed arrangements whereby we can supply to the local station owner plays which are dramatized by actors who are heard weekly on the coast-to-coast programs, playing stories authored by network writers and directed by men who head network productions. This means entertainment of network standards at transcription costs, something which has been sought by hundreds of station operators. We have also developed as one of our features a feasible method for combining a transcribed program with a participating audience."

The productions were staged in the Hollywood studios of Aerogram Corp.

With its Hollywood location making star screen and radio talent available, Josephson plans to further insure the quality of his shows through special musical backgrounds. A large concert orchestra, whose personnel is drawn from musicians heard over coast-to-coast network releases, supplies the musical features, with all numbers especially composed for these productions.

Josephson leaves Hollywood shortly on a national tour of stations, which will end at the convention of the NAB in Washington in February.

INDIANAPOLIS

Season's greetings arrived for members of WFBM personnel in the form of a quarter hour script program transcribed by three former station announcers Ken Ellington, CBS; Durward Kirby and John Holtman, NBC. Personal greetings from each of the three Chicagoans. Script was played for all staff on studio's speaker system.

Earl Gordon, staff pianist, originates a quarter-hour program from studio of Wilking Music Co.

WIRE becomes solid Red at night. There's not even room for a S.R.O. sign at night.

ONE MINUTE INTERVIEW

DAVID SARNOFF

"If television programs are to be provided through the support of commercial sponsors, advertisers must first be furnished with sufficient circulation to justify their expenditures. Here we have the dual problem of simultaneously creating a cause and an effect; we must create large audiences in order to support costly programs, and we must build costly programs in order to attract large audiences."

★ Coast-to-Coast ★

"FRANKINCENSE AND MYRRH," holiday playlet by Heywood Broun, the columnist, will be broadcast at 9:30-10 tonight over WQXR by the Radio Division of the WPA Federal Theater.

Russ Davis, announcer at KCKN, Kansas City, Kan., brought Sonja Henie to the mike when the skating champ and movie star stepped off a plane at the Municipal Airport while enroute from the east to Hollywood. Elaborate plans had been made to bring Miss Henie to the KCKN studios, via fire chief's car and with police escort, but in deference to the wishes of the star, who was tired from her long trip, the interview was aired from the landing field.

The Radio City Music Hall Glee Club of 30 male voices will present an outstanding choral work by Jean Sibelius, "The Kalevala," on the "Music Hall on the Air" program next Sunday at 12:30 p.m. over the Blue network of NBC.

Doug Brinkley, who recently returned from a five-months globe-girdling jaunt, has made 14 trips abroad—averaging 60,000 miles each.

Ed Smalle's vocal septet, currently heard on the Leo Reisman-NBC beer series, is making a series of electrical transcriptions. Smalle and his septet are also doing another movie short.

Moshe Paranov, New England conductor, pianist and educator, has been engaged as director of music of WTIC, Hartford. He will be in charge of a concert orchestra being added to the staff of Connecticut's 50,000-watt transmitter.

Employees from mills, factories and offices of the Wheeling Steel Corp.,

WHK-WCLE, Cleveland

Bernie Dennis, former artist on these stations, and Guy Wallace, announcer on WHK, will be married tomorrow.

Cleveland college talent may be used in a series of World Broadcasting System ET's, according to Mendel Jones, program director, whose "College Jamboree" was a recent popular program.

WCLE will cooperate with Ohio State University station WOSU in presenting a series of programs of interest to high school dramatic groups.

KOCA, Kilgore, Tex.

Van Patrick, sports announcer, set up something of a record in the handling of football broadcasts the past season. He announced a total of 21 games. Patrick is a former Texas Christian University star, and his colorful and accurate descriptions of the gridiron schedule won him quite a following.

Wheeling, W. Va., will participate in the new program, "The Musical Steelmakers," over WLW and the Mutual Broadcasting System starting 5 p.m. on Jan. 2. "The Musical Steelmakers" presents a new angle in amateur talent of a widely varied and carefully selected type. Of the 25,000 or more employees of Wheeling Steel there is no dearth of talent to provide specialty headliners every week. Regular weekly favorites will include the Steelmakers 16-piece orchestra directed by Earl Summers; the Singing Millmen, a male quartet; Miss Sarah Rehm, 19-year-old soprano; the Old Timer, a steel man with a penchant for research who digs up some surprising facts about steel, its romance and its language. Walter S. Patterson, for several years program director at WWVA, is devoting his time to the production of "The Musical Steelmakers" and conducts all of the employee auditions. He also is announcer and, being a product of the Cincinnati College of Music, his tenor voice is a frequent addition to the program. Patterson is aided by Maury Longfellow, arranger with a long record of musical successes with popular orchestras of national repute, dance teams and specialty groups.

Hot Springs Continuing Fight to Retain KTSH

(Continued from Page 1)

a legal point of dispute between the membership of the Hot Springs Chamber of Commerce and Col. T. H. Barton who has contracted to buy the station upon FCC approval.

A resolution requesting favorable FCC approval of the plea to keep KTSH as a Hot Springs-owned station has been sent by the Arkansas state legislature. The resolution was passed at the last session of the legislature.

A mass meeting of Hot Springs citizens followed disclosure of the contract to sell KTSH to Col. Barton last year, and the majority voted to repudiate the contract and ask the FCC to permit the citizens to keep the station. The board of directors involved in the contract resigned, and a new directorate with specific instructions to resist the Barton application was installed in office. Paul D. P. Spearman of Washington was retained as legal counsel, and A. Earl Cullum Jr., Dallas consulting engineer, for technical research. Employment of Cisler, formerly of Hot Springs, as general manager of the station, began Sept. 1.

KTSH is Arkansas' oldest and largest broadcasting station, having just observed its 13th anniversary. Since 1923 it has been owned and operated by the Chamber of Commerce. KTSH clear channel is 1060 kilocycles and its power 10,000 watts.

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