



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 127

NEW YORK, N. Y., WEDNESDAY, DECEMBER 29, 1937

FIVE CENTS

More Chi Commercials

PRESS RADIO SEEKING AN INCREASE IN RATES

Indications are that Press Radio News Bureau, Inc., (Publishers' National Radio Committee) will seek to put into effect an increase in the pro rata costs that may amount to as much as 50 per cent above the present rates. Average now is \$12.50 weekly.

Letter feeling out subscribers is now in the hands of stations which subscribe to teletype lines not on a network service and therefore on a

(Continued on Page 3)

Jergens and Woodbury Renew NBC Programs

Andrew Jergens Co. and John H. Woodbury Inc. have renewed Walter Winchell program, heard over NBC-Blue network Sundays, 9:30-9:45 p.m., and "Hollywood Playhouse," featuring Tyrone Power, over same network Sundays, 9-9:30 p.m., for an additional 13 weeks effective Jan. 2. Lennen & Mitchell is the agency.

Herman Bess Sees Boom For Independent Stations

Continuing the trend of 1937, the coming year will be the best in history for independent stations of America, according to Herman Bess, sales manager of WNEW. Local sta-

(Continued on Page 3)

Scott Raises Ad Budget

Scott Paper Co. yesterday announced a 15 per cent increase in advertising budget for 1938, with a spot radio campaign over 37 stations included. Stations are not as yet announced. J. Walter Thompson has the account.

Ode to a Rep

All offices of the Edward Petry & Co. station rep organization have been sent the following holiday telegram by KVOO, Tulsa, Okla.:

"Even at New Year's we cannot relent;

The most we can wish you is 15 per cent."

The poet laureate of the Petry outfit is now framing a suitable reply in verse.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Fourth Installment of a Series)

• DONALD W. THORNBURG •



What with the spurt in Hollywood originations and the actual launching of construction on the new CBS studio layout in the movie capital, Donald W. Thornburg, vice-

president in charge of West Coast operations for the network marks up 1937 as one of the busiest years of his career. He was so busy, in fact, that he hardly even had time to get in the headlines.

• WM. A. SCHUDT JR. •



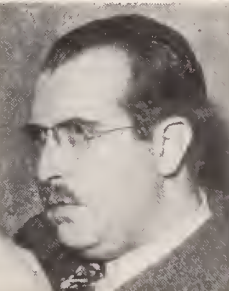
One of the most aggressive of the CBS stations—ace in the showmanship field and no slouch in other departments, either—is WBT of Charlotte, with Bill Schudt as general manager—and incidentally, Dewey H. Long handling the sales end. The station's accomplishments reflect the live-wire Schudt management.

• WILLIAM S. HEDGES •



Vacating a vice-presidency in the Crosley Radio organization (WLW-WSAI), Cincinnati, William S. Hedges returned to the NBC fold in October to take over the direction of the network's station relations. Less than two months later, he was elected a vice-president of company, thus adding another important entry in the log-book of an executive radio career that dates back to 1922.

• ALBERT S. FOSTER •



When WEW, St. Louis University station after 16 years as a non-commercial station, decided to go in for paid business in the fall of 1937, Albert S. Foster was brought from WWL, New Orleans, to be g.m. Signing of some 400 customers in the first 12 weeks attests to the wisdom of the move.

Christian Herald Series For Independent Network

Dr. Daniel B. Poling, whose radio forum on youth has been a network feature for many years, returns to the air for a series of Sunday afternoon broadcasts over WMCA beginning this Sunday at 3-3:30 p.m. To originate from the studios of WIP in Philadelphia, the broadcasts will later move to Dr. Poling's Baptist Church at Broad and Berks Streets in Philadelphia. Arrangements are also being made for extending the series to other stations on an inde-

(Continued on Page 2)

WBS Transcriptions Up 20% in Past Year

World Broadcasting System reports a 20 per cent increase over 1936 in use of its transcribed programs the past year, with 120 national and regional advertisers buying over 30,000 hours of station time, valued at approximately \$10,000,000, to broadcast ET shows.

Out of 485 U. S. stations sharing in the increased revenue, WBS states that 405 are now specially equipped to reproduce vertical "four-color" wide range transcriptions.

Score of New Sponsored Shows Gives Bright Outlook for '38

Chicago—With about a score of new commercials set to start from here in the next fortnight or so, business outlook for 1938 is regarded as bright. Quaker Oats has bought half-hour across the NBC board on 50 stations starting Jan. 3 for its new "Margot of Castlewood" serial and its present "Aunt Jemima." The "Margot" show, written by Les Weinrott, will feature Barbara Luddy, Charles Carroll and Ethel Owen, with Herb Butterfield handling production.

Campbell Cereal Co., through Ruth-

(Continued on Page 3)

TENTATIVE WAGE SCALE IS APPROVED BY AFRA

The tentative wage scale and other items pertaining to the AFRA demands to be made shortly upon network artists, bureaus and advertising agencies hiring talent has been submitted and approved by the AFRA membership, with the result that conferences with radio talent users will be called within the next 10 days. Until the demands have actually been presented, Emily Holt, executive secretary of the AFRA, said that they could not be discussed due to the

(Continued on Page 3)

Ford Motors Is Adding Three Stations to List

Ford Motors during the week of Jan. 2 will add three stations (KDAL, WMFG and WHLB) to the "Sunday Evening Hour" and the Al Pearce show on CBS network.

Bouquet to McNinch

Washington Bur., RADIO DAILY

Washington—Offsetting some of the brickbats hurled at FCC lately, Chairman Frank R. McNinch received an orchid from Franklyn Waltman, head of Washington Post political staff, who in his year-end column lauds McNinch for his good sense in the utilities situation and for doing his duty "irrespective of political influence."

RADIO DAILY



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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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. 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	145 1/2	144 1/2	144 1/2	- 1
CBS A	17 1/4	17	17 1/4	+ 3/8
CBS B	17	16 5/8	16 5/8	- 3/8
Crosley Radio	7 1/8	6 5/8	6 5/8	- 5/8
Gen. Electric	41 3/4	40	40 1/8	- 2 3/8
RCA Common	6 1/8	5 3/4	6	- 1/8
RCA First Pfd.	46	44	45	- 1
Stewart Warner	9 3/8	8 1/2	8 1/2	- 1
Westinghouse	101 1/2	97	98	- 4 1/2
Zenith Radio	13	12 1/8	12 1/4	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	- 1/8
Majestic	1 1/8	1	+ 1/8
Nat. Union Radio	7/8	3/4	- 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6 1/2	7 1/2

Christian Herald Series For Independent Network

(Continued from Page 1)

pendent hook-up as far as Chicago, it is stated.

The new series is entitled "Dr. Poling's Radio Hour," and is sponsored by the Christian Herald Magazine. The agency is Blackett-Sample-Hummert Inc., in New York.

Erwin as Straight Dance Band

Vic Erwin, whose band has played the background music for the "Pop-eye" and other cartoonland air shows, has decided to forego specializing in this art. Hereafter he will be featured on his WOR broadcasts, Monday at 9:30-10 p.m., as a straight dance band. Erwin will endeavor to offer something new, however, by backing up dance arrangements with some of the 3,000 different musical effects he personally created.

Spend yours Where the Money is!

COVERS THE CAPITAL DISTRICT

WABY

ALBANY, N.Y.

Amer. Tobacco Cancels Roi Tan Cigar Spot Time

American Tobacco Co., for Roi Tan cigars, is cancelling considerable spot time, placed through the Lawrence C. Gumbinner agency. According to the agency, the month-to-month insertion orders did not come through for January due to the usual post-holiday cigar biz recession, but the Pacific Coast campaign will continue, however. Some 60 odd stations are now in use, with both ET and chain break announcements, some coverage being duplicated by more than one outlet in a locality or town. Campaign will definitely be resumed in the spring, according to present plans.

Understood that, despite the usual post-holiday layoff, Roi Tan cigars bought time this year with the understanding that the spots were to continue right through the winter.

Elliott Roosevelt Moving Headquarters to New York

Elliott Roosevelt, newly appointed president and general manager of Hearst Radio, will move to New York from Fort Worth and make his headquarters here starting shortly after first of the year.

Murray Grabhorn also is due in New York around Jan. 1 from the coast to take up his new post as assistant to Roosevelt.

Joseph V. Connolly is now chairman of the Hearst Radio board of directors.

Edward Robinson Show Inaugurates Repeat Jan. 4

Lever Bros. will inaugurate a repeat airing on the Edward G. Robinson series Jan. 4 when a second broadcast will be aired at 12:30-1 a.m. over a CBS network consisting of KNX, KOIN, KSFO, KOL, KFPY, KVI, KLZ and KSL. Twenty-seven Canadian stations being added to show on same date will be heard on first airing, 8-8:30 p.m. Outlets being added to Al Jolson program on same date will be split with 16 on first airing and 11 on repeat.

"Pagliacci" on WOV

The complete opera "Pagliacci", in recorded form, sung by Beniamino Gigli and the La Scala grand opera company of Milan, Italy, will be broadcast New Year's Day over WOV at 3-4:30 p.m. Dr. I. A. Mannechia will be commentator.

Ed Dukoff Joins WOV-WBIL

Ed Dukoff has been signed to handle publicity for WOV-WBIL starting Jan. 1. In announcing the appointment, Hyla Kiczales, general manager of the stations, stated that Charles Berry, who has been looking after the press work, continues with the stations and will do announcing and continuity.

No Anti-Trust Suits On File Against Radio

Washington Bureau, RADIO DAILY
Washington—No broadcasting suits are pending in the Department of Justice, it was reported yesterday by the Department's anti-trust division. Announcement was made on the heels of reports that the Justice Dept. would extend its monopolistic investigation into the field of radio. A spokesman for the Department pointed out that the field of radio is up to the FCC.

Three Accounts Renew Spot Series on WHN

Renewal contract has been received by WHN from Carter Products Inc., for one year, effective Jan. 3, spot announcements, through Street and Finney Inc.; Compara Sales Co. of Illinois, spot announcements until Jan. 22, through Aubrey, Moore & Wallace Inc., Chicago, and Godefroy Manufacturing Co., St. Louis (Lariseuse Hair Coloring), spot announcements until Jan. 22, through Anfenger Advertising Agency, of St. Louis.

Price of Studio Tour Being Boosted by NBC

NBC on Jan. 1 will boost the price of its studio tours to 55 cents, including tax. Present rate is 40 cents. More than 2,000,000 persons have taken the tour since the new Radio City studios were opened about four years ago.

Broadway Show Is Using Spot Campaign on WHN

Radio is being used to advertise a Broadway show through Street & Finney agency, with spot announcements now on WHN heralding the play, "One Thing After Another." Show opened last night at the Fulton Theater.

Pepsodent on WLW

Cincinnati—WLW has received a 52-week order covering the new Pepsodent show, "Mickey Mouse of the Air", starting Sunday at 5:30-6 p.m. The program is a coast-to-coaster on NBC-Red network.

COMING and GOING

STUART DOYLE, Australian radio and film executive, is in New York for a stay of several days. He is at the Waldorf-Astoria.

GEORGE H. FIELD, sales manager of National Transcription Features, is on a business trip to Washington, Baltimore and other eastern cities.

CATHERYN KING, personnel service director at KMO, Tacoma, is in New York to spend the holidays with her brother, Jean Paul King.

DICK STABLE and his bride, GRACIE BARRIE, who were married Monday in Pittsburgh, plan a 10-day honeymoon in Florida, after which they head for Hollywood.

HERBERT PETTEY of WHN will spend the New Year holiday with his family in Washington.

IREENE WICKER and her children, NANCY and CHARLES, left yesterday on a seven-day cruise to Bermuda. Milton Cross will head her show while she's away.

JACK HIRSCHBERG, radio editor of the Montreal Monitor, is in town on a 10-day visit.

TED STREIBERT of WOR-Mutual, leaves for Chicago today on business trip.

NAT ABRAMSON, head of the WOR artists bureau, left last night for a cruise to Nassau.

MRS. EMILY HOLT, executive secretary of the AFRA, has returned from the Coast with a stop-over in Chicago.

JOHN VAN CRONKHITE, president of Van Cronkhite Associates, is in New York.

Jeanette MacDonald Delayed

Jeanette MacDonald, who has been on location for the past several weeks filming outdoor scenes for "The Girl of the Golden West," will not be able to make her scheduled return on the "Vick's Open House" program next Sunday over CBS at 7-7:30 p.m. Nadine Conner, who previously has appeared in her place, again is to pinch-hit for the star. It is expected Miss MacDonald will resume her regular broadcasts on the following Sunday.

Jinx Trails Les Tremayne

Chicago—Les Tremayne, headliner of "First Nighter", who was in the hospital last month as a result of a gunshot wound, is back there again due to an auto smashup in which he ruined a new car. He was taken to John B. Murphy Hospital for emergency treatment, then removed to Passavant. Suffered broken hands and cuts about face.

NORTHWEST'S LEADING RADIO STATION

OFFERS LIFELIKE RECEPTION

KSTP

25,000 WATTS

NEW TRANSMITTER

INCREASED COVERAGE

BASIC RED NETWORK

MINNEAPOLIS SAINT PAUL

Blessed Events

NEW BUSINESS 1938 100% RENEWALS

WBNX NEW YORK

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

MORE NEW COMMERCIALS ARE SET FROM CHICAGO

(Continued from Page 1)
 rauff & Ryan, is launching "Jack Westaway Under the Sea" for Malto-meal on a thrice-weekly basis starting Jan. 3 on WGN, WJR, KFRC, KOMO, WCCO, KNX, KDKA, WTAM, WDAF and other stations. Dan Sutter, Louise Fitch, Bill Rauth, Al Halus, Norman Gottschalk, Forrest Lewis and Clair Baum are in the cast, with Arnold (Buck) Bucholz to handle production of ETs for World. Olson Rug is to use "Oddities in the News" on 25 stations after first of year.

Sterling Products will use "Way Down East" on WGN the middle of January. Station also has new show tentatively called "Magnificent Lady" coming up for General Mills, which also is readying "Those Happy Gilmans," ET series.

J. I. Case Co. is starting "This Farming Business" with Lloyd (Doc) Burlingame giving news and comment thrice weekly over WLS starting Jan. 3.

Sterling Casualty Co. has bought "Courthouse Reporter" on WJJD for five weekly, with Jack Pyser as reporter.

Libby, McNeill & Libby is readying "That's My Story," drama series for WLW Line plus ET's on selected list.

Kroger is readying an ET series to supplement its "Linda's First Love."

Kellogg has bought Howie Wing for an ET aviation series transcribed by WBS here for Canadian stations, with later distribution in the U. S.

Morrell Co. brings Bob Becker to NBC in a dog drama starting Jan. 9, with local rebroadcast over WGN.

Glass Container Corp. moves the Chicago sustainer, "There Was a Woman," to New York starting Jan. 9, but Leslie Edgeley will continue to write it.

Pillsbury launched "Woman in White," replacing "Today's Children," and S. C. Johnson starts "Attorney at Law" on NBC, both five-weekly, on Jan. 3.

WBBM-CBS begins originating "Ma Perkins" and "Kitty Keene Inc." for Procter & Gamble on Jan. 3.

WMCA Music-Sans-Talk Show

A half-hour musical program without interruption for station identification or announcements will be heard Sundays over WMCA beginning Sunday at 1-1:30 p.m.

Entitled "Music As You Like It" the program features Lee Grant and his orchestra in a group of popular medleys with special arrangements by Grant.

First in local accounts
 in Chicago

WGES

(In the heart of Chicago)

NEW PROGRAMS—IDEAS

WIOD's Safety Program

One of the most unusual traffic safety programs is the series titled "It Might Have Been You" aired by WIOD, Miami. The program consists of dramatizations of accidents actually occurring in the Greater Miami area followed by a brief talk by Lieutenant Dan Reynolds of the Accident Prevention Bureau of the Miami Police Department. In his talks Lieut. Reynolds tells of the number killed or injured, and of how the accident might have been prevented.

Pop Question with Popcorn

Amid the scenes of an old fashioned corn popping bee, WFIL inaugurates a new series of question and answer broadcasts titled "Let's Pop the Question." Studio is transformed into rustic mart at each broadcast, and opens with a genuine old time corn-popping as audience and contestants sing and eat fresh popcorn provided by the studio. However, later in the broadcast questions are substituted for kernels in the circular iron corn popper and the real business begins.

Contestants make up two teams of four persons, who will be asked five questions apiece dealing with current events. The winning side gets cash prizes.

WBAL Poetry Stunt

WBAL, Baltimore, has started a new contest on its morning Plaza

Tentative Wage Scale Is Approved by AFRA

(Continued from Page 1)
 fact that changes and adjustments are apt to be made in various instances. Actor commercial wage scale runs from \$25 minimum for 15-minute night-time program with half-time for rebroadcasts to \$50 a tele show.

According to Mrs. Holt who just returned from Los Angeles and Chicago, the Coast is nearly 100 per cent organized and all locals throughout the country reveal figures almost as high.

Barry Bingham Named Head of WHAS, L'ville

Barry Bingham, son of the late Robert W. Bingham, ambassador to Great Britain, has been named in the latter's will as head of WHAS, owned and operated by the Courier-Journal and the Louisville Times, which are also to be controlled by the son. Stock in the company is to be divided between the three surviving children, with Barry Bingham as trustee. The will was filed for probate Monday.

McCosker on Sick List

Alfred J. McCosker, WOR president, is confined to his home by a heavy cold.

4900 program. Listeners are asked to submit poems each day. The one submitting the poem selected to be read is invited to appear as guest announcer on that particular program. Several have appeared so far and the feature is decidedly popular.

"Around the Fireside"

This new Sunday evening musical over KGVO, Missoula, Mont., presents the Evans family—Dad, Mother, Sally and Dick—as they gather around their fireside on Sunday evenings to hear their favorite phonograph records. Family wrangles over merits of swing and classical with general chatter on musical material, adding much interest to the period.

Sings the Title

A novel method is used at WIBG, Glenside, Pa., to introduce the selections played by Margaret Collins on the "Piano Moods" program, Monday through Friday at 2:30 p.m. Larry Thomas, WIBG staff baritone and announcer, sings the first line of each number, instead of announcing the title.

Stories from Song Titles

"Tie the Titles," new six-weekly over KGVO, Missoula, Mont., offers theater tickets to listeners submitting cleverest stories woven around, and using verbatim, titles of numbers in period of transcribed dance tunes. Mail response reported heavy.

Herman Bess Sees Boom For Independent Stations

(Continued from Page 1)
 tions, giving service and programs that interest their particular communities, have been receiving greater recognition from national advertisers, says Bess, and the indications are that they will get even more attention from sponsors in 1938.

Arch McDonald Gets Award

Washington Bureau, RADIO DAILY
 Washington — Arch McDonald, sports commentator for WJSV, has received General Mills award for excellence in baseball broadcasting during 1937.

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

PRESS RADIO SEEKING AN INCREASE IN RATES

(Continued from Page 1)
 costlier (to Press Radio) service. James W. Barrett, editor-in-chief of PR, said that costs have risen in supplying this type of service and he was endeavoring to meet the increased overhead. If possible, the increase will be put through next month. While a few hundred outlets are supplied with Press Radio News, which is mostly Associated Press and United Press for non-commercial purposes, this is primarily a network proposition to settle the news bulletin situation. Non-network outlets are also supplied, but due to the absence of a network affiliation, the teletype method of transmission keeps the overhead on a higher plane.

NBC and CBS during life of the agreement in force, are bound to underwrite expenses of the Press Radio Bureau although efforts are made to keep PR on a self-supporting basis. Numerous stations subscribing to other news services for commercial purposes, also take PR to cover themselves in case of big news breaks which might escape their other services.

STATION



NEW YORK

Serving New York
 and New Jersey



HOURS A DAY

GUEST-ING

LUCY MONROE, on Philadelphia Orchestra program, Jan. 3 (NBC-Blue, 9 p.m.).

POLLY MORAN and ALISON SKIPWORTH, on Elza Schallert program, Dec. 30 (NBC-Blue, 11:15 p.m.).

CONSTANCE BENNETT, on "Kraft Music Hall," Jan. 6 (NBC-Red, 10 p.m.).

MYRNA LOY, WALLACE BEERY, FRANK MORGAN, LEWIS STONE, BRUCE CABOT, GUY KIBBEE, CLIFF EDWARDS, FANNY BRICE, JUDY GARLAND, GILBERT RUSSELL, DENNIS O'KEEFE, FREDA STARR and JAMES STEWART, on "Good News of 1938," Dec. 30 (NBC-Red and WHN, 9 p.m.).

JACK BUCHANAN, on the Rudy Vallee hour tomorrow. (NBC-Red, 8 p.m.)

MARGO, on Chase & Sanborn Hour, Jan. 2 (NBC-Red, 8 p.m.).

KAREN FLAGSTAD, sister of Kirsten Flagstad, and the "quarrel scene" from "Julius Caesar" with ORSON WELLES and MARTIN GABLE, on "Magic Key of RCA," Jan. 2 (NBC-Blue, 2 p.m.).

CLAUDETTE COLBERT, FRED MacMURRAY and WALTER CONNOLLY, in "Alice Adams," on Lux Theater, Jan. 3 (CBS, 9 p.m.).

ARMAND TOKATYAN, MRS. PAT CAMPBELL, BOB SCHAEFFER and JEAN ELLINGTON, on "Hammerstein Music Hall," Jan. 7 (CBS, 8 p.m.).

SINGIN' SAM repeats on the Coca-Cola "Song Shop," Jan. 7 (CBS, 10 p.m.).

COUNTESS OLGA ALBANI, on "Your Hit Parade," Jan. 8 (CBS, 10 p.m.).

CLAUDETTE COLBERT and CHARLES BOYER, in "Tovarich," on "Hollywood Hotel," Jan. 7 (CBS, 9 p.m.).



● ● ● "Personal" Postcards To: John Clark and Donald Flamm: Have you set a "uniting" day for Trans-American and WMCA—or is the deal pending time availability?... Al McCosker: Josef Cherniavsky will leave MBS-WOR after Jan. 16 to become musical director at Shea's Theater up in Buffalo and will be replaced by Louis Katzman... Harry Conn: Your "Earaches" show was cut two and a half minutes last Sunday because an early concert on CBS had run over on its time... Bill (CBS) Paley: A star was born at your domicile Monday nite when Doris Rhodes debuted... Buddy (Warner music subs.) Morris: Understand that you're pulling the punches and plugs on "Bei Mir Bist Du Shoan" because it will be sung by Priscilla Lane in a future flicker... Songpluggers Association: Beware of a sudden desire to engage your services by other publishers at higher wages. A "war" is on among the publishers to raid the personnel of a few... Boake Carter: Will you please forward to this desk copies of your air scripts. We can't decipher your verbal innuendoes... Bill Lewis or Herb Rosenthal: Johnny Augustine, one of the finest conductors, is around at your place working as a fiddler on some sustaining shows—when he should be spotted on programs of his own. He makes seven men sound like 20.

● ● ● Clair Heyer, national sales manager of WHBF, Rock Island, Ill.: The staff had a grand time with their Xmas Frolic, which was aired as a half-hour feature last Friday... You know, names were drawn for presents and each person, when he received his gift, had to put on some kind of an act... Well, Maurice Corke, commercial manager, got a mouse trap—so he sang "The Man on the Flying Trapeze"... Ralph Childs, the newscaster, sang "I Wish I Was Single Again"... Ted Arnold, special events man, recited the radio man's version of "The Nite Before Christmas"... Ivan Streed, production manager, got a tie rack that tells the color ties to wear with certain shirts—and he also acted as emcee.

● ● ● Lenox R. Lohr: Just a line to inform you that last Sat.'s Sun carried a drawing of Tom Terris, a sustaining artist of yours, in its "25 Years Ago Today" feature stating that Tom was the Broadway rage then playing Scrooge in Dickens' "Christmas Carol"... Mr. Gruen Watches: It doesn't look likely that Sheila Barrett will come back on your pay-roll in March because she's booked for London engagements... Jack Robbins: "You're A Sweetheart" made the No. 1 place this week—after only three weeks—making it the second hit tune we "louted" correctly for you—other being "Once In A While". Did you ever hear of "I'm Gonna Picket Your Heart"—we wrote that... Barry (Crooner) Wood: Have you been notified of a new show to be given you by CBS yet?... James L. Saphier: Boys around town miss your smiling countenance. Come back—all is forgiven... Irving Berlin: Tommy Dorsey received a wrist watch for Xmas engraved with your words of appreciation for what he did with "Marie". Do you know about it—or is this another bit of shrewed business on the part of your clever Harry Link?

● ● ● County Clerk, St. Louis: As 1937 passes to make way for the next number, we note that the boys around KWK did well this past semester and contributed to the city's coffers... Ernie Vogel, Herbie Sigmund and Jim Burke of the engineering staff there threw away their cloaks of bachelorhood, while Dan Seyforth, talent director, married a member of his staff, Tommye Birch... Also John Conrad... With but a matter of hours keeping Kid 1938 waiting, Announcers Dick Fischer, Bill Cook and Bill Edmonds are just about set to make the final leap... Now, then, in view of all this business, couldn't you possibly reduce the rate or arrange a fee for large units—(those who are still single) to come around to see you?

PROGRAM REVIEWS

"On Broadway"

Among the dramatic series holding to a consistently good level in entertainment value is "On Broadway" sponsored by Diamond Crystal Shaker Salt over NBC-Blue network on Sundays at 3-3:30 p.m. Last Sunday's broadcast, with a formidable cast headed by Edith Taliaferro, House Jameson and Adelaide Klein, was another episode of the Broadway environs, with ample human interest and suspense. Jean Paul King is the efficient commentator on the program.

Briefly

"Skyscraper," with Chester Morris and Florence Rice, winding up the "Silver Theater" series on CBS last Sunday, was a typical sample of the mistaken idea that radio drama must be noisy and almost hysterically high-pitched in order to be effective.

Senator Fishface and Professor Figsbottle, with Jack Douglas as emcee, who are being crowded out of their Sunday afternoon sustaining spot on NBC-Blue, are worthy of some other place on the schedule. The program is one of the few that has at least a few touches of individuality instead of following the familiar variety formula.

Campbell Soup's special Christmas Day program on CBS had a couple of highlights—a "tear-jerker" in the preview of "Tom Sawyer" in the "Hollywood Hotel" hour, which ran at 4-5 p.m. on this occasion, and Lionel Barrymore in another performance of Scrooge at 5-5:45 p.m.

WMCA Scoop on Lindy Story

A statement by Jack Eigen, WMCA commentator, that the purpose of Col. Charles A. Lindbergh's visit to the United States is to undertake biochemistry experiments at Columbia University gave WMCA a scoop of almost 12 hours on the story which was reprinted yesterday by New York City papers.

Eigen's statement, declaring that Col. Lindbergh was collaborating with Professor Magnus Gregerson on the experiments, was broadcast Monday night and picked up by International News Service with due credit to WMCA as the source of information.

Wallenstein to Honor Ravel

Alfred Wallenstein will dedicate his Sinfonietta over WOR-Mutual tomorrow night at 9:30 to the memory of Maurice Ravel, composer, who died yesterday. Three compositions by Ravel will be played.

FCC ACTIVITIES

APPLICATIONS RECEIVED
WBBZ, Ponca City, Okla. Involuntary assignment of license from C. L. Carrell to Adelaide Carrell.
P. W. Spencer, Rock Hill, S. C. CP for new station. 1500 kc., 100 watts, daytime.

BIRTHDAYS

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
23	31	25	29

Greetings from Radio Daily

December 29
George Field
Clyde McCoy
Pat Padgett

PROMOTION

Resume of WOR Results

WOR sales promotion department got out a five-page resume of the use of the station as a spot to specifically introduce a product and to supplement other coverage.

Taking Colgate-Palmolive-Peet Co.'s Concentrated Supersuds as an example, the resume reveals that sales increases and expanding distribution resulted in triple expansion in amount of time used on WOR and a continuous series of renewals ever since.

Program originally was set on a temporary basis, through Benton & Bowles agency, using five-minute spots Monday through Friday. Program is now on 15 minutes each day.

In the piece, WOR shows each stage of the program series, mail results, contests, etc., also just what shows were in competing positions on other networks and stations.

Boosts for Community

A. J. Mosby, manager of KGVO, Missoula, Mont., has set new station policy of publicizing the community and its advantages in all call letter announcements. Examples are: KGVO—at the crossroads of the Northwest, in Missoula; KGVO in Missoula—the shopping center of Western Montana; KGVO in Missoula—the garden spot of the Northwest, etc.

Agency Moves Branch

The Kenosha, Wis., branch of Geyer, Cornell & Newell Inc., advertising agency, will move to Detroit on Jan. 3, it was announced yesterday. Branch is following move of Nash-Kelvinator department heads, including advertising manager, sales manager and sales promotion manager, to company's headquarters in Detroit.

Joan Brooks at WSAL

Joan Brooks, NBC singer, has been chosen to headline the first regular show of the WSAL, Salisbury, Md., sustaining artists New Year's Eve. Station first went on the air in November. This program will also mark the opening of the new Arcade Theater, according to J. Roy McLennan, general manager of WSAL.

NEW BUSINESS

WBAL, Baltimore: Corkran-Hill & Co., meat packers, 156 participations on Mary Landis program; Scott Paper Co., 78 on the same program; Consolidated Gas & Electric Co., Alyce Lytle, 52 15-minute programs; Schreiber Bros., meat dealers, 52 Plaza 4900 announcements; RCA, 14 announcements following the Metropolitan Opera programs.

WNEW, New York: Procter & Gamble (Oxydol), announcements, through Blackett-Sample-Hummert; Justin Haynes & Co. (Aspirub), "Make Believe Ballroom," through William Irving Hamilton, Inc.

WLW, Cincinnati: Pepsodent, "Mickey Mouse of the Air".

WHK, Cleveland: Quaker Oats, "Margot of Castlewood" and "Aunt Jemima".

ORCHESTRAS - MUSIC

SHOLOM SECUNDA, the man who sold a fortune for thirty dollars, by relinquishing his rights to "Bei Mir Bist Du Shoen" which he wrote five years ago, will be interviewed by Frankie Basch on WMCA this Saturday at 4:15 p.m. Secunda, noted musical director of the Yiddish Art Theater composed the melody in 1932 for a Jewish musical comedy. He sold the publishing rights for \$30 shortly thereafter, never realizing that some day it would be America's number one swing tune. Several weeks ago Guy Lombardo introduced the number on the radio and now its popularity threatens to inundate the one-time high established by "The Music Goes Round and Round." However, while Secunda's song whirls to fame in meteoric fashion, the composer pounds away at a piano in an obscure corner of his theater on Second Avenue.

Newest addition to the roster of WIP remote bands is Billy Hayes and orchestra, to be heard nightly from the Hollywood Restaurant in Philadelphia.

Horace Heidt and his Brigadiers turn prophets on their NBC-Blue Network program of Jan. 4, when they will offer a program of numbers which they predict will be the first big hits of 1938. Among the selections to be played are "I Simply Adore You," "Whistle While You Work," featuring the 4 Kings, "Half Moon on the Hudson," with Larry Cotton providing the vocal interpolation, and "Rosalie," with the musical spotlight shining on Lysbeth Hughes, Bob McCoy, Larry Cotton and the Glee Club. The entire company will have a chance to show off their talents in the novelty song, "Bei Mir Bist Du Shoen."

The Indianapolis Symphony orchestra under the direction of Fabian Sevitzyky will broadcast another exclusive concert over Mutual on Jan. 8 at 10-11 p.m.

Samuel Gardner, composer and conductor, will be the guest director of the Bamberger Symphony over WOR on Jan. 7 at 10:30-11 p.m. Milton Kaye and Sandra Livitski, well-known pianists, will fill the roles of guest artists.

Ken Sisson has been compelled to use a larger studio for the "Canada 1937" program emanating from CFCF and CBM in Montreal. Arrangements have been made for space in the Associated Screen News Building. The program now employs a 30 piece orchestra, a 16 voice choir and a number of soloists.

Emil Coleman is playing society dates out of town this week. He furnished the music at a party in Baltimore and another at the Pittsburgh Golf Club.

Mark Warnow concluded the musical directorship of "Earaches of 1938" last Sunday week in order to handle his post as conductor of the Heinz Magazine of the Air, which, starting this Sunday, will be heard over CBS at 5:30 p.m. Freddie Rich takes over the berth on the Conn show.

Blue Barron, youthful Cleveland orchestra leader, who has been heard on NBC programs from that city, makes his New York debut Jan. 6 in the Green Room of the Hotel Edison. During his New York engagement, Blue Barron will be heard five, possibly six, times weekly over the NBC Red and Blue Networks.

Lou Breese and his orchestra, who recently closed at the French Casino, New York, open for Consolidated Radio Artists at the Beverly Hills Country Club, Newport, Ky., on Jan. 6, with a WLW and NBC network wire.

Bob Grayson and his orchestra, now playing the Atlanta Biltmore Hotel at Atlanta, go into the Commodore Perry Hotel at Toledo on Jan. 5 for CRA. Grayson will have an NBC wire.

Johnny Hamp and his orchestra opens for CRA at the Adolphus Hotel in Dallas on Jan. 5 for four weeks.

Tommy Nolan, from Old Vienna in downtown Cincinnati, has the opening spot on the New Year's Eve music from here to be aired over WSAI, the WLW Line, NBC and Mutual stations.

The Los Angeles Philharmonic Orchestra of 108 musicians under the baton of Dr. Otto Klemperer will lead a salute to the close cooperation which exists between radio and cinema in a special broadcast over CBS on Saturday at 6-6:55 p.m. This program will also mark the first anniversary of KNX, Hollywood, as key station of the Columbia System's Pacific Coast network. It will originate on scoring stage No. 1 of the Paramount Studios. Thomas Freebairn-Smith will be the narrator. In addition to saluting radio and films he will hail the innumerable arts and industries that make their homes in Los Angeles and vicinity.

"Pee Wee" Hunt, rotund swing singer of the Casa Loma band, and his co-worker, "Sonny" Donald, will contribute examples of their pecu-

100 POSTCARDS
Glossy finish on heavy weight stock from your original; complete caption and 75-wd. message, ready to mail. **\$3.75** 100 for—
Without message—\$2.50
PHOTO DUPLICATES—Any size, style and quantity.
C-S PHOTO SERVICE
1922 Linwood Ave. Toledo, O.

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.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

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.

LINCOLN

KFOR - KFAB's Christmas party featured program director Lyle DeMoss as Santa Claus.

Reginald B. Martin, CSBC station manager here, spent the holidays with his wife in Des Moines.

Porter Randall, WIBW, Topeka, may replace Ray Suber on the KFOR announcing staff.

liar talents to the weekly session of the "Saturday Night Swing Club" over CBS next Saturday at 7-7:30 p.m. The third soloist of the evening will be tenor saxophonist Hank Ross, a member of the "Swing Club" band. Leith Stevens, regular conductor of the "Swing Club" band, will put his musicians through their paces on "Rose Room," "Cat Walk," "If You Were Somebody Else" and "Taint So, Honey," "Taint So." "Sweet Sue," an old Swing Session favorite, is to be Ross' solo offering. Paul Douglas, who has been adding appropriate and inappropriate comment to the Swing Sessions, will again be on hand to do his emcee stint.

UNIVERSAL MODEL "A" MICROPHONE

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

List \$15.

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

O' Cedar Products Buys Martin Block Swing Show

O' Cedar Products of Chicago will sponsor Martin Block's "Sunday Swing Concert" over WNEW beginning Jan. 30. Block's show, originating in the Criterion Theater on Broadway each Sunday morning at 11-12 noon, will be broadcast exclusively over WNEW as in the past.

The policy used in the past to develop this broadcast will be continued. Outstanding stars of the "swing music world" will appear as guests each Sunday morning, with Merle Pitt's Make Believe Ballroom Orchestra furnishing the musical background of the hour long show.

Tie-ups with O' Cedar dealers will give them a portion of the 2,000 tickets available each week, but the larger percentage of the tickets will continue to be held for the general public.

Raymond Gram Swing Urges Extending U. S. Short Wave

"It is the business of American democratic civilization to save itself, and one of its instruments of self-defense is the radio," declares Raymond Gram Swing, commentator on "World Events" over WOR-Mutual.

"Foreign radio is a present day force which affects us in America, and is going to effect us more and more as time goes on. What is still more serious, it effects our relations with other countries," says the authority on foreign affairs, who urges a wider extension of American short-wave services to present the "American Viewpoint" to world-wide listeners.

"Those other countries are being told by the fascist countries that we are on the skids, that we belong to the past, while fascism has the future in mortgage. Of course, we don't believe it. But others who listen to this doctrine may not be so quick to disbelieve. And these other countries are being given news about us, all carefully interpreted for them, which bears out the prediction of our decline.

"We may not be aware enough of this din of propaganda. But it will intrude on us more and more. For the present, I am sure that a great many more Americans listen to the European broadcasts of the networks than to foreign shortwave programs, and as these network broadcasts are planned and selected, there is little propaganda in them, and very much of important and even vital value.

"But this evolution, I feel, is in the tempo of a sane and rational world, whereas the tempo of international

RADIO PERSONALITIES

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

JOHN J. GILLIN JR.

JOHN J. GILLIN JR. is a pioneer in radio, although he is only in his early thirties. At one time he was announcer for WHT, Chicago, and was associated with the National Radio Advertising in Chicago.

Since 1929 he has been associated with WOW. In 1932 he became general manager of this station, and as such he enjoys a nation-wide reputation in radio.

He is a director of the NAB, and a past president of the Nebraska Broadcasters Association, as well as vice-president of the Sixth Region of the United States Junior Chamber of Commerce.

The station whose activities are managed by Gillin has had a long and notable career and on next April 4 will celebrate its 15th anniversary of broadcasting service. The call letters, incidentally, stand for Woodmen of the World, the life insurance association known throughout the land and which has assets of around \$125,000,000—thereby plenty of resources at the station's disposal.

Gillin is married, and has two children, Joan and John J. Gillin III.



Still young, but a pioneer in radio.....

Dickering for Web Spot On Framer's Radio Swaps

Pittsburgh—Negotiations are understood to be under way by Walt Framer for placing his "Radio Swaps" program in a network spot. The show has been on the air over WWSW since September, 1936. Idea of the program is for man-on-street to ask persons for unusual articles, for which payment of certain sum is made if produced. Framer claims copyright on the idea.

radio propaganda is in the new mad swiftness, which is the true speed of world events. International broadcasting, admirable though it is, still does not keep us abreast of the changing world. It is not depicting it, describing it, interpreting it, in the thorough way that it needs to be recreated, if the American people are to be wise in choosing their foreign policy.

"We cannot afford our comfortable sense of leisure. Whether we want it or not, whether we accept it or not, a challenge has gone forth throughout the world to us, and to all that we have believed in our national history. The challenge is already vocal in every house in this country that uses a shortwave receiving set. It is vocal in far corners of the world where such matters have hardly been given a thought. The challenge is already a sizeable stream today. Before we know it, it will be a flood.

"Radio as a present day force is one of the chief instruments of that challenge. It also must be one of the chief instruments in meeting the challenge. It must meet it abroad wherever the challenge is heard. But it must meet it, above all, at home in quickening and expressing the whole of our civilization."

Garner Checks Sentiment On Newspaper Stations

Washington Bureau, RADIO DAILY

Washington—Vice-President Garner is understood to be acting as President's Roosevelt's emissary in sounding out members of the Senate on their attitude toward a possible administration-sponsored measure against newspaper-owned radio stations being introduced in the next session of Congress.

The issue was brought up at the start of this year's session by Senator Burton K. Wheeler. Senator Wallace White also expressed himself against newspapers owning stations, and Chairman Frank R. McNinch of the FCC likewise favors divorcement of the two mediums. McNinch recently began a study of the situation.

Heidt Records Ballads

Horace Heidt and his Brigadiers have just recorded for Brunswick, "Sweet as a Song" and "Half Moon on the Hudson," two ballads that exemplify "sweet swing." "The Toy Trumpet," which gives the three trumpeteers a chance to display their ability, is a natural for them. In addition, Heidt has put on wax his own "History of Swing" in which he traces with the aid of the band the growth of swing from its birth and introduction by the original Dixieland Jazz Band, through the styles of Goodman and Dorsey and the rest to his own famous brand of "sweet swing."

Bogert Joins Universal

Vincent Bogert has joined the writing staff of Universal Radio Programs Inc. His first assignment will be writing Universal's five-minute Library feature, "Thrill of a Lifetime." Before joining Universal, Bogert was on the staff of the Democratic National Radio Committee, and for the past year has been free-lancing.

Newscast Every Hour New Policy for WINS

A new newscast policy will go into effect on Jan. 3 over WINS, local Hearst outlet, when news periods will be broadcast every hour on the hour. INS news will be read by staff announcers 13 times daily, with the schedule being set as nine five-minute, two 10-minute and two 15-minute periods. Plan, according to Al Cormier, general manager, is to avoid the listener having to look up staggered schedules in newspapers, and each news broadcast will announce the time of the next period scheduled.

News schedule, which will not be heard on Sundays, will also be sold to advertisers in various types of packages. Each newscaster will be introduced by another announcer.

OKLAHOMA CITY

Ernest Mobley Jr., formerly of KFXX here, has joined announcing staff of KASA, Elk City.

Harbour - Longmire Furniture Co. now sponsoring daily broadcasts by Virginia Long over KOMA.

CANADA

Alfred Sundstrom, assistant traffic manager of the beam service of Canadian Marconi Co., died Sunday in Montreal.

Canadians spent \$78,729 on radio receiving sets in the U. S. during October and brought them back to Canada under the \$100 free import quota.

Catheryn King in New York

Catheryn King, director of the personnel service at KMO, the Mutual station in Tacoma, is spending the holiday season in New York with her brother, Jean Paul King, the radio and newsreel commentator.

New 30-Second ET Series

A new series of 30-second dramatic commercials has been completed by National Transcription Features and are being introduced in various eastern cities by George H. Field, sales manager.

Jan MacRorie on Coast

Janet MacRorie, NBC continuity acceptance editor, is in Hollywood looking over the program continuity department setup. She is trying to find out the "why" and how the Mae West script was approved for broadcasting. Understood she will establish a new routine in the continuity department similar to the Radio City setup.

Brooklyn Eagle
 Toledo News Bee
 Los Angeles Times
 Tacoma News
 Sacramento Bee
 Davenport Daily Times
 Kansas City Journal-Post
 Bridgeport Times-Star
 Birmingham Post
 Topeka State Journal
 Worcester Telegram & Gazette
 Cleveland Plain Dealer
 Davenport Democrat & Leader
 Houston Post
 Shreveport Journal
 Knoxville Journal
 Lincoln Star
 Fort Worth Press
 Portland Sunday Telegram
 Columbus Dispatch
 Chicago Herald & Examiner
 Macon Evening News
 Flint Journal
 Peoria Journal-Transcript
 Grand Rapids Herald
 Chattanooga Free Press
 New York Daily Mirror
 Albany Knickerbocker News
 Baltimore Evening Sun
 New York Daily News
 Detroit Free Press
 The Cleveland Press
 Newark Sunday Call
 Tampa Morning Tribune
 Long Beach Press Telegram
 Hollywood Citizen-News
 Pasadena Star-News & Post

Mason City Globe-Gazette
 Bay City Times
 New Brunswick Daily Home News
 Shawnee Morning News & Evening Star
 Fort Wayne Journal-Gazette
 Birmingham News
 Fort Worth Star-Telegram
 Plainfield Courier-News


Bridgeport Herald
 Wichita Eagle
 Racine Journal-Times
 Stamford Advocate
 Syracuse Herald
 Paterson Morning Call
 Boston Evening American & Sunday Advertiser
 Washington Evening Star—The Sunday Star
 Utica Observer-Dispatch
 Greenville Piedmont
 Long Beach Sun
 Oregonian
 Evansville Courier
 Chicago Daily News
 San Francisco News
 Tulsa World
 Pittsburgh Post Gazette
 Indianapolis News
 Lynn Daily Evening Item
 Cincinnati Post
 Memphis Commercial Appeal
 San Antonio Express
 Binghamton Sun
 San Francisco Call-Bulletin
 Spokane Press
 Bakersfield Californian
 Toledo Blade
 Rock Island Argus
 Asheville Citizen and The Times
 Dubuque Catholic Daily Tribune
 Berkeley Daily Gazette
 Chicago Tribune
 The Oklahoma News
 Des Moines Register and Tribune
 Lafayette Journal and Courier

**RADIO CRITICS
 WRITERS and EDITORS**

representing the
 newspapers on this page
 as well as

MILLIONS of READERS

have already
 sent in their ballots
 to



VOTING
 on the
TEN BEST
 PROGRAMS
 RADIO ARTISTS
 ORCHESTRAS
 COMMENTATORS
 SPORTCASTERS
 of
1937

▼

Ballots are still rolling in. Poll closes midnight,
 December 31st, 1937

Bridgeport Post
 Newark Ledger, L. I. Press, Staten Island Advance
 Wichita Falls Daily Times
 Youngstown Vindicator
 Topeka Capital
 Canton Repository
 Akron Beacon-Journal

PHILADELPHIA

Walter T. Evans, is the newest addition to the WIP sales staff, coming from WHB, Kansas City.

Karl Bonawitz, organist, is featured in a new series from WFIL called "Twilight Sonata."

WCAU Womens Club of the Air featuring Barbara Boyd and Elsie Carol has had its time extended from two 15 minute broadcasts daily to a half-hour.

Harry Woods, formerly of the announcing staff of WIBG, has joined KYW.

Pat Stanton, g.m. of WDAS, is turning vocalist for a series of New Year programs.

Jean Stadler, formerly of the Elkin-Vogel Music Co., joins the program staff of WIP.

Clarence Fuhrman leader of WIP's studio band is rehearsing his new type of rhythm behind locked studio doors.

Larry Vincent, heard daily with his songs over WCAU, made such a hit in a personal appearance at one Philly theater that he has been booked for another week.

Charles Bedford, WFIL commentator, takes on another role, that of emcee on station's new "Let's Pop the Question Program."

Horace Hustler starts a new WPEN series called "Organ Doctor."

J. W. Stanistreet is now being heard over WDAS in "Your Neighbor."

Doris Havens, WCAU organist who was injured in an auto accident some time ago, returns shortly to play for Ben Alley on his regular song session.

Manning Hall, WPEN p.a., plans a huge show for inmates of the Eastern State Penitentiary.

Isadore Eisenberg, sound effects engineer, has left Philly to join WBBM, Chicago.

The Tell sisters and Bert Balus start a new thrice weekly series at WCAU.

WIBG, Glenside, Pa.

Uncle Jim's daily programs for children will be renewed Jan. 3 on a Monday through Friday basis.

Dawn Frederick of Lansdale is now featured vocalist with the Bobolinks swing-string quartet heard every Sunday at 1:30.

ONE MINUTE INTERVIEW

KEN SISSON

"Canada has set out to establish some big radio names of its own. Heretofore, the listening audience in Canada has depended to a major extent on programs from the United States for entertainment. Even the newspapers up here devote more publicity to programs in the United States than they do to their own. Now, however, a campaign has been started to build home talent. Canada would like to give U. S. listeners a radio treat more often. Watch Canadian radio in 1938!"

★ Coast-to-Coast ★

A RECENT Sunday morning radio audience of WIOD, Miami, heard an unusual eye-witness description of the burning of a small yacht in Biscayne Bay directly in front of WIOD's News Tower studios. The announcer on duty happened to be looking out of the window when his attention was attracted by a simultaneous flash and explosion aboard the charter boat Gulfstream anchored in the City Yacht Basin. As the craft burst into flames the announcer brought a microphone to the window and dispatched a messenger to the waterfront so that a complete description of the tragedy including the names of those seriously injured went on the air while the flames still crackled aboard the doomed vessel.

Arline Blackburn, star of the "Pretty Kitty Kelly" series, will be featured in next Sunday afternoon's "On Broadway" story as a Park Avenue debutante with an original formula for romance. Program is heard at 3 p.m. on NBC-Blue Network.

Herbie Steiner and Annabelle Lee will return to the airwaves tomorrow

Sees Public Taking Part In Television Development

"The developmental side of television will receive far greater public attention than the program side of the new art when sight broadcasting is launched in the East on a public-participating basis," according to Joseph J. Weed, head of Weed & Co., station representatives, who is continuing his trade survey of video progress.

"I am informed that many leading radio manufacturers will soon market complete television kits for home construction," he declared. Just as in sound broadcasting's early days, kitchens, basements and home workshops will be the settings for amateur construction of receivers. Already, tube companies are selling great quantities of cathode ray tubes to amateurs who are 'in on the ground floor' even before the public has been invited to participate in the test transmissions.

"Not all of the pioneer look-and-listeners will have home-made sets, however. Complete models will be simultaneously offered the public at prices comparable to those of de luxe console sound receivers on the market today.

"Of course, the programs will eventually take leadership in public interest over the receivers themselves. But, at the start, even with the program scope limited, the public will respond in great numbers in buying kits and sets."

Weed differs with some radio men who hold that television will be handicapped in this country on account of the huge area to be served as compared to England where just

row afternoon when they begin a new series over WHN at 5:45-6 p.m.

The operetta, "Patience," will be broadcast by WHN on Friday at 9:30-10 p.m., during the WLW Operetta program which will originate in Cincinnati. William Stoess and his concert orchestra will be heard during the broadcast.

Richard Crooks, tenor star of the "Voice of Firestone," will return to the program in the NBC-Red Network broadcast of next Monday at 8:30 p.m. In his absence, on Dec. 27, Margaret Speaks, the program's soprano, was featured.

Mutual stations will be among those airing the Jackson Day Dinner speeches of President Roosevelt and Postmaster General Farley.

Mrs. Franklin D. Roosevelt, who did not make her scheduled appearance on last Sunday's "Magic Key of RCA" program because she was visiting her daughter in Seattle, will be heard on a future "Magic Key."

a few transmitters can cover the entire nation.

"That's just a point that will make television in this country a mighty industry," he explained. "The one big wrinkle that remains to be ironed out is that of obtaining a sufficient number of frequencies to go around. But the idea of having multiple transmitters with complete talent and production staffs means greater employment, bigger equipment investments and, undoubtedly, good profits.

"For the time being the experimental costs must be borne by the few manufacturing and broadcasting firms conducting field transmissions. But they all stand to gain tremendous returns from the sale of equipment, license fees and advertising revenue.

"There is every indication that public participation is very near—that is, for just a few of the bigger cities at the start. New York and Philadelphia will have the stellar spotlight when the art is launched commercially but other big cities will be quick to follow.

"In all, the new art is definitely ready to break very soon and it is to the advantage of everyone in every branch of broadcasting to gather complete data on the new field. Whether or not broadcasters directly enter the television field, it is best that they know what a closely allied industry is all about."

Lanny Grey's New Song

Lanny Grey, NBC soloist, has written a new song, "I'm the One Who Loves You", and Brunswick is recording it with Freddie Martin's orchestra tomorrow. Song also recorded by Shep Fields, Tommy Dorsey and Reggie Childs.

SAN FRANCISCO

Blenda Newlin, KSFO traffic manager, is spending the holidays with her family in Salt Lake City.

Joe Hernandez, race-caster who has just completed broadcasting the Tanforan season, will be heard Tuesdays through Saturdays over KYA and the California Radio System from the Santa Anita track.

Manager Bob Roberts of KYA has been advised by the FCC that license for an auxiliary transmitter with 1,000 watts power has been granted.

WBT, Charlotte

Station will feed the music of Jimmy Livingston and his orchestra to the Dixie Network of CBS on Saturdays at 7:30-8 p.m. Tentative arrangements also have been made to air the band on Tuesday nights at the same time.

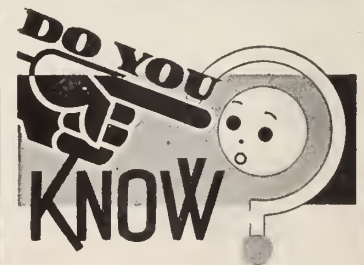
Martha Dulin, receptionist, has replaced Lina Covington Harrell on the "Carolina Reporter" program heard Monday through Friday at 10:45-11 a.m. Miss Harrell resigned from the program to take up other work. Miss Dulin will air the program under the name of "Women Make News."

Clair Shadwell, rotund maestro of the morning "Musical Clock," already is making plans for his next year's Christmas program. At least, he is looking for an ample spot in which to hold it. Carrying out a practice of years past, the Old Shepherd invited the public in general to drop by the WBT studios some time Christmas morning between 6:30 and 9 o'clock for the Annual Musical Clock Yuletide program. "Mama" Shadwell presided over the coffee and doughnuts, while "Shad" conducted the program in his most informal manner. The public in general took Shad at his word and did drop by the studio for the program, with the result that WBT studios were not nearly large enough to accommodate the crowds.

Radio Editor Notes

Charles Butterfield, AP radio editor, is on the sick list. John Lear is substituting.

Jo Ranson is back at his old job of radio editor for the Brooklyn Eagle.



Pick and Pat, team mates for more than five years, have no contract with each other, but for protection against accident or death each has taken out a good sized insurance policy in favor of the other.