



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 128

NEW YORK, N. Y., THURSDAY, DECEMBER 30, 1937

FIVE CENTS

# Gov't Control Bill Looms

## VAN CRONKHITE QUILTS VCA FOR A NEW AFFILIATION

Chicago — John VanCronkhite, founder of VanCronkhite Associates Inc. has resigned as president of that organization and will join another company in the radio field on Jan. 1. VanCronkhite will remain as chairman of VCA's board of directors, but it is understood he has disposed of his majority interest. Current reports have it that William F. Arnold, prominent Chicago banker and business expert, will have controlling in-

(Continued on Page 3)

## Swift, Realsilk, Kraft Weigh New Radio Plans

Chicago—Swift Packing Co. is said to be considering some new radio advertising next year. Except for "Sunbrite" program, firm has been off the air for a year or more.

Realsilk is reported considering radio for last half of next year. Kraft-Phoenix is said to be thinking about a campaign for its new drink.

## Olson Rug Transcriptions Starting Jan. 10 on WEA

Olson Rug Co., Chicago, has contracted for the first series of transcriptions to be aired over WEA. Under a recent ruling WEA and WJZ can air recordings up to 9 a.m.

WEAF disks will be heard three times weekly, 7:45-8 a.m., beginning

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## Current History Plans

Current History magazine is now lining up a network series to debut early in 1938, with plans calling for program to feature commentator discussing current events.

## Weeding Out Disks

Elk City, Okla.—In an effort to cut down the size of its musical library, KASA has instituted a "Save It or Break It" program every Thursday afternoon. Records are played and audience is asked to give the verdict. If "no" comes in, the record is broken with a snap before the mike.

And it's not a sound effect.

## MEN WHO MADE NEWS IN RADIO DURING 1937

(Fifth Installment of a Series)

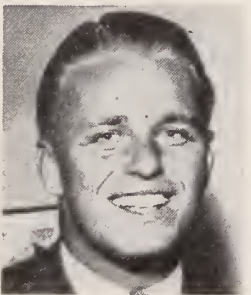
### EDWARD KLAUBER



The executive vice-president of CBS, along in May of the past year, was made a member of the company's board of directors, following an increase in the authorized size of

the directorate. Paul Kesten and Mefford Runyon also were made directors. Outside of that, Klauber performed his important duties without stepping much into the limelight.

### ELLIOTT ROOSEVELT



Climaxing a year of gradually increasing activity and responsibility in the management of radio stations, Elliott Roosevelt was made president and general manager of Hearst Radio. Previous to

this development late in December, Roosevelt had been handling the southwest and California Hearst stations. There was also some talk a while back of the possibility that he would become a network commentator. But he probably will be too busy for that now.

## Blackley Manages WSVA; Other Appointments Made

Harrisonburg, Va.—Chas. P. Blackley will succeed the late Floyd Williams as general manager of WSVA. Blackley has been with WSVA since its establishment in June, 1935, and for the past two years has acted as business manager of the station. There will be no

(Continued on Page 3)

### DONALD FLAMM



Final selection of a site for WMCA's new and more expansive studios was one of the important matters decided by Donald Flamm, station owner, in the past year. A little

expansion of the Inter-City network, of which Flamm also is prexy, and the launching of occasional program novelties also helped to keep him occupied.

### GEORGE W. TRENDLE



One of the hot controversies of 1937 in radio and movie circles was the protest against dispensers of harmful Hollywood gossip via radio, and George W. Trendle, who is both

a theater man and head of Michigan Radio Network, helped to bring this issue to a head. Sale of "Lone Ranger" serial to the films (Monogram) and appointing Raymer as MRN rep also were among Trendle's 1937 deals.

## Commercials to Originate From WJSV in Wash'n

Washington Bureau, RADIO DAILY  
Washington—First CBS commercial network program to originate in Washington, the Arthur Godfrey-John Salb show for Barbasol starting Jan. 24, is expected to be followed by other sponsored shows fed from here, according to A. D. Willard Jr., WJSV manager. The Barbasol program is now on Mutual.

## Senate to Get Measure When New Session Begins in Jan.

By GEORGE W. MEHRTENS  
Washington Bureau, RADIO DAILY  
Washington—Apparently intended as a radio bill to end all radio bills, a measure calling for government control of the entire radio industry will be introduced in the Senate by Senator Clyde Herring of Iowa when the regular session gets under way next week.

"I am going to pattern my measure after the radio system used by the British government," Herring told RADIO DAILY. "Something has to be done with radio. The resolutions introduced in both the House and the Senate have been practically

(Continued on Page 3)

## LISTENING HABIT GROWS, KAROL TELLS MARKETERS

Atlantic City—The average listening period among radio set owners has been found to increase with the length of time that the set is owned, thereby showing clearly that, once a convert to radio, the drawing power increases instead of decreases with the years, according to John Karol, director of Market Research for CBS, in an address before the annual meet-

(Continued on Page 3)

## Dale Carnegie Signed For Colgate Campaign

Chicago—Dale Carnegie in "How to Win Friends and Influence People" will go to work for Colgate shaving cream starting Jan. 11 at 10:45 p.m. Tuesdays over CBS. Benton & Bowles of Chicago is agency.

## Who Started It?

About 50 announcers have claimed distinction of being first with the "man in the street" idea. Claim going furthest back is that of Don Hastings, now manager of KDB, Santa Barbara, Cal., who with Baily Fesler, now with RKO studios, originated such a show at WFBM, Indianapolis, in 1928.

Who's next?



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MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Wednesday, Dec. 29)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	144	142 3/4	143 1/4	- 1/4
CBS A	17 1/8	16 3/4	17	- 1/4
CBS B	16 5/8	16 3/8	16 5/8	.....
Crosley Radio	7	6 1/2	6 7/8	+ 1/4
Gen. Electric	41 3/8	40 1/8	41	+ 7/8
RCA Common	57 1/8	57 1/4	57 1/8	- 1/8
RCA First Pfd.	45 1/2	44	45	.....
Stewart Warner	8 3/4	7 7/8	8	- 1/2
Westinghouse	101	97 3/4	99	+ 1
Zenith Radio	12 3/4	11 7/8	12 1/2	+ 1/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	15 3/8	15 5/8	- 3/8
Majestic	1 1/8	1	1 1/8	.....
Nat. Union Radio	3/4	3/4	3/4	.....

## Dr. Goldsmith Addresses Syracuse Science Meet

Syracuse—A talk on television and its relation in the field of electronics was given by Dr. Alfred N. Goldsmith, RCA technical consultant, before the convention of the New York State Science Teachers here yesterday.

Goldsmith spoke of "the approach of television as a home service" and urged everyone to acquire an understanding of at least the fundamental principles of the many technical devices in daily use.

### CBS to Salute WAPI

CBS will salute WAPI on Jan. 1 when that station joins the chain. Special broadcast, at 1:30-2 p.m., will feature Gov. Bibb Graves of Alabama, orchestras and soloists from WAPI and WABC studios in New York. Addition of WAPI is expected to give CBS one million new listeners in Alabama and surrounding states.

## DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

Six Star Revue

Zeke Manners' Gang

# MPPA Again Warns Stations On Off-the-Air Recordings

Music Publishers Protective Ass'n, through Harry Fox, general manager, acting as agent and trustee for a group of copyright owners, again sent a letter yesterday to all radio stations on the question of off-the-air recordings, any type of which may be construed as an infringement of copyright, and, as pointed out, the disks need not be broadcast to constitute a violation of the copyright law. At present the copyright owners go on record as not requiring the stations to take out a license when such disks are not broadcast. Letter from Fox follows:

"On behalf of my principals, I wish to call your attention to the fact that any recording of a radio program you may make on your own recording equipment constitutes an infringement of the

copyright of every copyrighted musical composition contained in such recording.

"The mere recording represents the violation of rights and it is not necessary that the recording be broadcast in order that you be subjected to the penalties prescribed by the Copyright Law.

"At the present time my principals are not requiring you to obtain licenses for the mere recording. However, they are insisting that as a prerequisite to the broadcasting of any such record, you apply for and obtain from me as agent and trustee licenses covering such recording, which licenses will be issued on the same terms and conditions upon which so-called electrical transcription licenses are issued.

"Please understand that our failure at this time to require licenses to cover recordings which are not broadcast shall not be construed by you as a consent to or acquiescence in your unlawful acts nor as a waiver of any of our rights in connection with infringements, past, present or future."

## Sales Managers to Survey Home Areas on Problems

Chicago—The Broadcast Sales Directors, formerly the sales managers' division of NAB, will hold its next session in Washington on Feb. 13, day before NAB session opens there.

BSD, after its session here, announced plans for "aiding the NAB in every way possible in connection with its proposed reorganization." Burrill Lottridge, KTUL, Tulsa, as spokesman for the group, announced that the newly appointed sectional chairmen would be asked to survey home areas on various problems and to be prepared to make reports at next session.

Sectional chairmen are: William Ciine, WLS; Les Fox, WMBC; E. Y. Flanigan, WSPD; Maurice Coleman, WATL; Jack Gross, KWKH; Jack Hammond, KYW; K. W. Husted, WCCO; Frank Bishop, KFEL; O. L. Taylor, KGNC; Charles Couche, KOIN; Charles Phillips, WFBL; Fred Palmer, KOY; William Warren, WAAB; Purnell Gould, WFBR.

### Novelears to Audition

The Novelears, composed of Jack Allison and the Deutsch Twins, will be auditioned this week for the Benny Goodman-Camel program. Negotiations are being handled by Mervin Alexander of Music Corp. of America, which has placed the group under contract. Unit, which is personally managed by Evelyn Prochaska, is currently appearing on the WMCA "Grandstand and Bandstand" program.

### Harper Off to Training Camp

Earl Harper, sports announcer, heard on WNEW with the play-by-play accounts of the Newark Bears baseball games, leaves tomorrow for his annual winter vacation. He will take his car aboard the S.S. Shawnee to Jacksonville, driving through Florida, and will spend the month of January and February in Florida, reporting at Sebring, the training camp of the Newark Bears, early in March.

## Local 802 Holds Election On One-Job-at-Time Issue

Election held yesterday by Local 802 of the AFM on the resolution pertaining to members being allowed to hold but one job at a time, is believed to have been lost, but the actual result will not be known until sometime today when the majority of the ballots have been counted. Local has some 16,000 members with many voting by mail. Consensus of opinion is that not more than a fourth of the membership will vote on the question, however.

Virtually every orchestra group has gone on record as being against passage of the resolution on the ground that it is impractical and would curtail considerable revenue for the better class musicians and orchestras that are in demand. Same idea was tried out in Chicago but later rescinded.

### Gen. Mills Show Titled

Chicago—New General Mills show tentatively titled "Magnificent Lady," starting Jan. 3 on WGN, has been definitely named "Valiant Lady." It features Joan Blaine, Francis X. Bushman, Sally Agnes Smith and Olan Soule. Sandra Michaels is the author. If show clicks here, it will be moved to New York on the Gold Medal Hour.

### Esso News on KYW

Standard Oil of N. J., through Marschalk & Pratt, on Jan. 1 will begin a UP news reports series on KYW, Philadelphia. "Esso News" will be five-minute shots, four times daily.

Call  
★  
**BRINCKERHOFF**  
for  
**RECORDINGS**  
29 W. 57th St. PL 3-3015

## COMING and GOING

W. P. WILLIAMSON JR., president and general manager of WKBN, Youngstown, is in New York.

JAMES SAUTER, president of Air Features Inc., returned from Washington yesterday.

NICK KENNY left yesterday for a southern vacation.

EARL HARPER, WNEW sports announcer, leaves tomorrow for his annual Florida winter vacation.

L. W. JACOBY, Universal Radio Programs sales head, is vacationing with friends in Maine. He will return to his desk in time to supervise the promotion of Universal's new 5-Minute Library.

BRUNO LANDI, tenor of the Metropolitan Opera Co., and DIMITRI MITROPOULOS, conductor, arrive from Europe today aboard the Rex.

JAMES APPELL of the CBS artist bureau will spend the week-end in Atlantic City.

HERBERT ROSENTHAL, head of the CBS artists bureau, will spend the holidays skiing in Massachusetts.

MEL AARONSON, script writer, has returned from a stay of seven months on the Coast, where he wrote audition scripts for the Joe E. Brown Half-and-Half Tobacco program.

E. C. MILLS, chairman of Ascap administrative committee, has gone to Washington on business for remainder of the week.

MARY MARGARET MCBRIDE returns Monday after a visit to her home in Florida and will begin new schedule over CBS same day.

TERRI LA FRANCONI leaves today for Miami to fill an eight-week engagement at the Roney Plaza.

WALTER CASSEL and family return today from a week's vacation in Omaha.

## Raymond Morgan Opens Office in Indianapolis

West Coast Bureau, RADIO DAILY

Los Angeles—The Raymond R. Morgan Co., Hollywood advertising agency and radio producers, has opened an office in Indianapolis to facilitate servicing the account of Stokely Bros. & Co., whose headquarters are in Indianapolis and for whom the Morgan company produces "Charlie Chan."

### In "Dick Tracy" Cast

Cast of "Dick Tracy," new Quaker Oats serial which starts Jan. 3 at 5 p.m. as a five-weekly on NBC-Red, will include Ned Wever in title role, Walter Kinsella, Andy Donnelly, Ed Jerome, Howard Smith and Lawson Zerbe. Himan Brown will produce the series, based on the Chester Gould comic strip.

## GEORGE GRIFFIN

Lyric Baritone

WEAF-NBC RED NETWORK

• THURSDAY 12:15 P.M. EST  
• SUNDAY 9 A.M. EST

Management NBC Artists Service

## GOV'T CONTROL MEASURE LOOMS AT NEW SESSION

(Continued from Page 1)

valueless and it is time some action were taken to straighten the matter out."

Herring, who formerly was governor of Iowa, said his bill would settle the questions of newspaper-radio ownership, abolish or revamp the FCC and completely ban what he termed "vulgar" advertising on the air.

Asked if he believed the government would be able to provide programs equal to the present quality of radio fare, Herring replied that he thought it would, only there would be no advertising. Reminded that perhaps British programs were not what might be called successful, Herring says he had heard no reports to that effect.

Copy of the proposed bill is not available, but the Senator said it was his intention to get in touch with "some of the boys" regarding the subject.

## Blackley Manages WSVB; Other Appointments Made

(Continued from Page 1)

appointment to the latter office for the present.

Wendell Siler, Chief Announcer, has been designated program director, a position also held by Williams, who was a major stockholder in the Shenandoah Valley Station.

R. L. Stricklen Jr., who joined the commercial staff of WSVB as sales representative in March, 1936, was recently designated manager of the Staunton commercial offices and the station's program promotion director in addition to his duties in the sales department.

## KTUL Marks Anniversary By Expanding Its Quarters

Tulsa—In celebration of its fourth birthday, Jan. 22, KTUL here will expand its quarters, leasing half of the 22nd floor of the National Bank of Tulsa building, to be occupied by sales and business departments. The station already occupies entire 21st floor. KTUL has applied for 5,000 watts day and 1,000 watts night.

## Olson Rug Transcriptions Starting Jan. 10 on WEFB

(Continued from Page 1)

Jan. 10. Sponsor has also signed for time on KYW, KOA, WGY, KDKA and a number of other stations. Presba, Fellers & Presba Inc., Chicago, has the account.

## NEW PROGRAMS—IDEAS

### WSVA's "Radio Auction"

The "Radio Auction Sales" launched Nov. 27 over WSVB, Harrisonburg, Va., has built up into quite a program with a big following. In these auction sales, the audience is invited to bid. Valuable items of merchandise, mostly suitable gifts, are offered at auction by the program announcer, and the audience send in their bids by mail. Actual sales are held on Mondays, Wednesdays and Fridays at 12:45 p.m., while at the same time on alternating days, and at 10 a.m. daily, details regarding the progress of the sales and brief commercials for participating stores are given, together with popular recorded music.

Parnel Thompson, employed especially for the purpose, sold the participation idea to 58 stores in four towns in the WSVB area immediate to the studios. Included among those participating were local drug stores, service stations, jewelers, grocers, beauty parlors, auto and auto supply dealers. Each of the participants gave Radio Auction Money with all cash purchases, and high bids awarded to listeners were payable in this auction money only. High bids up to this time have ranged from as low as \$15 to a recent high one for a \$12.95 auto heater bringing \$715 in Radio Auction Money.

Charles Ballou is announcing-auctioneer. The series ends its eight-week contracts on Jan. 22. Local accounts never before "on the air" have come in on the promotion, and the program is creating wide-spread enthusiasm both among listeners and clients.

### Junior Fire Fighters

"Junior Fire Fighters," new Cleveland safety organization, held its first

meeting over the airwaves of WHK this week. Studio facilities will be made available to the organization regularly hereafter under schedule soon to be worked out.

Idea is to promote fire prevention and cut down number of false alarms. Boys and girls from settlement and community houses throughout city have been recruited; their principal duties will be to watch fire boxes in neighborhoods of settlements and report violations. Stint was developed by Marshall Stalley, director of boy's activity at Goodrich Social Settlement, as result of City Treasurer Leonard S. Levy's "Safety First" broadcasts over the Cleveland station.

### Sell Time for Greetings

Approximately 200 customers in St. Louis paid WEW \$5 each on Christmas morning to garble their own 50-word Christmas Greetings over the air. The customers broadcast from the executive offices of the St. Louis University station from a special mike. An engineer was stationed there to cut off the mike at the conclusion of each spiel, to keep the "Hello Mom, I'm coming home to dinner" addicts from tripping up the station with the direct communications laws. WEW may repeat the rake-in New Year's Day.

### Lawyers' Club on Air

The Barristers Club, an organization of local attorneys, is presenting an informal quarter-hour of interviews and discussions on local and national legal problems over WHKC, Columbus, each Sunday. Outstanding members of the legal profession, each week, will interpret new laws as they are passed by the local county, state and national governments.

## Listening Habit Grows, Karol Tells Marketers

(Continued from Page 1)

ing of the American Marketing Ass'n in convention here yesterday.

Karol said that 95 per cent of all urban sets are kept in working order; 76 per cent are in use sometime daily, the average set is in use four hours daily, and the morning market is 65 per cent feminine.

With radio homes near the 25,000,000 mark, around 5,000,000 autos equipped with radios and 4,000,000 homes having two or more sets, radio ownership in urban markets has reached the saturation point, Karol declared. He listed Charlie McCarthy (Chase & Sanborn), Major Bowes, Jack Benny, Eddie Cantor, Bing Crosby, Lux Theater, Fred Allen, Rudy Vallee, Burns and Allen, Hollywood Hotel, Al Jolson and Phil Baker as programs leading in popularity.

### Winkelman Shoe Expands

Winkelman Shoes, through Jay Lewis Associates, is expanding its radio activities with a 52-week contract for six spots weekly on WAAT.

## VAN CRONKHITE QUILTS VCA FOR A NEW AFFILIATION

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terest and is slated to be named president to succeed VanCronkhite.

Reached in New York today by RADIO DAILY, VanCronkhite had no comment to make other than to confirm his resignation and the fact he resigned to accept a new position concerned with radio news.

Chicago sources revealed that considerable reorganization will be effected immediately in VCA. M. H. Petersen is understood to be remaining as executive vice-president, while Harry Martin will continue to head VCA Radio News Features.

VanCronkhite resigned from CBS early this year to form VCA. He also founded the Association of Radio News Editors & Writers, of which he is now chairman of the board.

## German Colony Highlights In Special WBNX Program

On New Year's Eve at 8:30, the WBNX German Hour under the direction of Herbert Oettgen will present a novel news radio reel covering the last three months of activities in the local German colony. Starting with the fanfare which opened the German Day on Oct. 3 in Madison Square Garden, there will be a few words of the German Ambassador Dr. Dieckhoff and some humorous sentences from the address of "Pumpnickel Bill" from Allentown, Pa., where Pennsylvania Dutch is still the mayor's official language.

Program also includes the interview with Erna Sack, German nightingale, taken on the sun deck of the liner Bremen when entering New York on Oct. 25, and other events.

**KNABE . . .**  
Acknowledged the  
World's Best Piano!



**WHN**  
(Dial 1010)

**ACKNOWLEDGED  
NEW YORK'S BEST  
SHOWMANSHIP  
STATION . . . Chosen  
by Variety—approved  
by wise advertisers . . .**

**WHN 1540**  
BROADWAY

The most effective and economical medium for covering the New York market—the richest in the world.

Affiliated with Loew's Theatres and the Metro-Goldwyn-Mayer Studios.

Booking Direct

**D'ARTEGA**  
AND HIS  
ORCHESTRA

Admiration Shampoo

Sunday 6:30-7 P.M. MBS—WOR  
1441 B'way, New York CH 4-5155

## AGENCIES

ALLEN W. CHURCH, lately with the J. L. Wierengo Adv. Agency, Grand Rapids, has joined W. W. Garrison, Chicago, as account executive. E. O. Bulman Co., Grand Rapids, has handed its account to the Garrison agency.

CHAS. DALLAS REACH CO., Newark, N. J., has been appointed to handle the account of Franklin Savings Institution of Newark. Bryant W. Griffin is account executive.

MORRIS & DAVIDSON, Chicago, has been named to look after the advertising of Hydro-Tex Corp. (waterproof fabrics) and Electro-Cosmic Inc.

CHARLES W. HOYT CO. announces that Charles Gulden Inc. (mustard), one of its accounts, not only declared a two-week bonus to all employees but also gave additional bonuses to older employees in proportion to length of service.

ROCHE, WILLIAMS, CUNNINGHAM, Chicago, state Studebaker has no radio plans for 1938.

## Colored Trio on WNEW

Winking, Blinking and Nod, hot swing vocal trio handled by Cliff Martinez, have been set in a Saturday 7:15 p.m. spot over WNEW. The three male vocalists are aided by swing arrangements by Bernice Allen, night club and radio pianist. The outfit formerly was heard over WCAU, Philadelphia.

## Mento Everitt III

Chicago—Mento Everitt, headliner of the "Jenny Peabody" series on CBS, is confined to her bed between broadcasts, due to recurrence of a spinal difficulty. She is the second Chicago headliner encountering major health difficulties. Marion Jordan (Molly McGee) also being confined to a sanitarium.

## Elizabeth Reller Quits

Chicago—Elizabeth Reller, the Betty of General Mills "Betty and Bob," resigned yesterday. After a vacation at home in Richmond, Ind., she plans to accept a stage offer in New York. Alice Hill replaces her.

## WOKO-WABY, Albany

Duell Richardson, assistant g.m., laid up by grippe. Harold E. Smith, g.m., also is still abed.

Johnny Lee will handle the 13-week song contest sponsored by Gardner's Wine & Liquor Co. of Troy over WABY.



## "Thanks for the Memory"

● ● ● With 1937 rushing down the homestretch, ready to break the tape for 1938, it's fitting and proper that this pillar go on record thanking people, things and stuff, who've contributed to make this a memorable milestone... Then there's the contributions made by radio in airing the attempt to vindicate Justice Hugo Black, Amelia Earhart disappearance, Ohio Valley Floods, Coronation, Hindenburg disaster, President Roosevelt's inauguration in February, American Legion Convention, World Series, Braddock-Louis fight and the world's greatest air show in so far as talent was concerned—the Red Cross benefit from Radio City which was sponsored by Wrigley... Market crash also took a toll of listeners who were fearful of a "repeat" of 1929... Ralph Wonders leaving CBS after seven years... Charlie McCarthy-W. C. Fields programs... The Jack Benny-Fred Allen feud over the "Bee"... Kate Smith switching sponsors... Same with Amos 'n' Andy... Burns and Allen leaving CBS... George Gershwin's death... These are but a few things that have become indelible in our minds.

● ● ● Thrills of 1937!—Louis Prima singing and playing "Bei Mir Bist Du Schoen" and (Leon &) Eddie Davis singing "That Old Feeling" like it's never been sung before... Hearing Morton Downey's voice last week via WLW... Tommy Dorsey's record of "Marie"... Benny Goodman driving a nation slug-nutty over swing... Phil Spitalny's music... D'Artega's arrangement of "Where or When" on the summer Jell-O show... Gabriel Heatter's "Prince Charming" story on Duke of Windsor... Rudy Vallee singing "All Points West"... Richard Brooks' covering the floods... Max Steuer's two-hour radio talk on the Supreme Court... Gershwin Memorial from Hollywood.

● ● ● Humanitarians of 1937:—James R. Curtis, president of KFRO, Longview, Tex., who had boxes placed on all prominent street corners there so that the citizens might discard their old razor blades... KFRO makes regular announcements regarding the purpose of these worthless blades... Blades are collected and melted into braces which are given FREE to crippled children... WHAS helping flood victims and acting as means of communication... WSM, Nashville, permitting WHAS, Louisville, to use its transmitter when the latter's went out of commission during the floods... CBC, Montreal, giving two hours to friends and relatives of persons living in the Arctic, to transmit and communicate Xmas messages via their facilities... The many stations and artists devoting time and effort to aid the less fortunates in their community... How could an hour in an artist's life compare to a fulfillment of an invalid's dream?... Artists will spend hours shopping for a hat or talking to people—when part of this time could be devoted more fittingly to visiting some charitable institution and singing a song or two for the kids or older folks... And think of all the publicity you'd get!... How about making 1938 a "visit-a-hospital-a-week" year?

● ● ● Annoyances of 1937... Malicious gossip and unfounded rumors... Joe Miller jokes revised for the scathy-eighth time... Artists getting up at nite clubs for bows and saying they're unprepared—and then singing ten songs... "Big Apple"... Richard Humber's sign without "Mr."... Picture people on the air... Hollywood broadcasts that lack radio technique... Bill Bacher not producing a current show... California weather gags... Prediction for next year: Lou Diamond has a hit over at Famous Music with "Thanks For The Memory."

## PROMOTION

## WEW Progress Folder

A unique folder has been issued depicting progress of WEW, St. Louis, since it recently became a commercial station. Outside covering of the folder is a series of lightweight paper sheets, each mentioning a new step of progress, and at the footnote of sheets is a notation "Tear off this page and throw it away." In center is a filing case folder giving station data, market information, maps, etc.

The various new services instituted by the station, accounts signed and success stories that have resulted since A. S. Foster became manager also are flashed.

## Cast Appeals to Public

Immediately before the last airing of "Fun Bug" over CBS from the Akdar Theater, Tulsa, the cast and other individuals involved in the show's production used five-column half-page newspaper advertisements to say:

"Is it good-bye Tulsa? Next Sunday's Fun Bug broadcast is the last. Just as we begin to find out our strength and hit our true stride, the contract with Barnsdall ends. The 97 of us in the cast are truly grateful to the B-Square outfit. We are going to miss the pay checks each week. Some of us will have to move elsewhere to find work.

"Barnsdall deserves your patronage for putting Tulsa on the air. Thanks to its sponsorship of chain radio shows during the past two years, Tulsa has become known to millions as a city that possesses the priceless jewels of artistic and musical talent."

## WRTD Local News Coverage

Richmond—WRTD has inaugurated a news service that is a welcome innovation for Richmond and vicinity. The Richmond Times-Dispatch transmits to WRTD brief flashes on "hot" news immediately after it breaks. WRTD airs the flash, but interrupts sustaining programs only. Because of its distinctly local emphasis, the service is expected to meet with popular favor.

## WRTD Promotes Ehrman

Richmond—Robert W. Ehrman, who resigned from the University of Richmond faculty last summer to become continuity director and also handle publicity at WRTD, has been promoted to assistant manager. Jack Maxey manages the station.

## WJSV, Washington

J. Eugene Conklin has been added to the sales staff.

Jimmy Hurlbut, news editor who recently missed out on a fire, made up for it the other day with a beat on a downtown blaze.

Lawson

Zerbe

PL 3-2600

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

**PROGRAM REVIEWS**

**HORACE HEIDT**

and His Alemite Brigadiers  
Stewart-Warner Corp.

WJZ—NBC-Blue Network, Tuesdays,  
9-9:30 p.m.

Hays MacFarland & Co., Chicago  
**BRIGHT, DIVERSIFIED AND TUNEFUL  
MUSICAL SHOW IN A CLASS BY IT-  
SELF.**

When it comes to combining genial jollity and meritorious popular musical selections, with lilting tunefulness, sparkle and a dash of novelty, Horace Heidt is hard to beat. He has surrounded himself with a talented aggregation that carries out this idea perfectly, and even though listening to him on the radio is not exactly the equivalent of having a ringside seat at the Biltmore's Bowman Room and participating in the merriment on the floor, it certainly is about as near to second best as it is possible to get.

This new series of Stewart-Warner on the NBC-Blue network got off to a smooth and snappy start, with Heidt keeping things moving along at a nice gait and knitting the specialties together with his friendly, amiable emceeing and conducting.

Without waste of time on unnecessary preliminaries, the show got under way with the Four Kings singing "Nice Work If You Can Get It" in fine harmony style. Then a lad named Jerry sang "How Many Rhymes" very entertainingly, followed by Alvino Rey and his singing guitar doing "Flight of the Bumble Bee"; Lou Bush, pianist, picking out "Josephine"; Larry Cotton in "Ave Maria," the Three Trumpeteers in "The Toy Trumpets," Yvonne King in "Let's Pitch a Little Woo," and a finale ensemble in "Vieni, Vieni." Heidt calls his music "sweet swing," and the term fits.

Ben Grauer handled the commercial announcements in his workmanlike style.

**EDDY DUCHIN**

and His Orchestra

Elizabeth Arden (Cosmetics)

WOR—Mutual Network, Tuesdays,  
10-10:30 p.m.

Cecil, Warwick & Legler

**POPULAR DANCE ORCHESTRA STARTS  
IN NEW SPOT WITH NIFTY PROGRAM.**

Eddy Duchin took his aggregation into a new spot Tuesday night, on Mutual network, in behalf of Elizabeth Arden's cosmetics, and the program is a creditable addition to the Mutual lineup.

Appeal of the Duchin music is chiefly to the dancing element. However, although his tunes are very conducive to the shuffling of feet, they also have plenty in them to satisfy the ear, flowing along in a soothing as well as stimulating tempo.

In keeping with dancing aims, there are not many vocals in routine, although a male singer did very well with the warbling of "In the Still of the Night" and "You're a Sweetheart." Also among the numbers on the opening program were "Winter Wonderland," "Santa Lucia," "Blos-

**F. C. C. ACTIVITIES**

**HEARINGS SCHEDULED**

Feb. 10: Dallas Broadcasting Co., Dallas. CP for new station. 1500 kc., 100 watts, daytime.

Oak Cliff-Dallas County Broadcasting Co., Dallas. CP for new station. 1500 kc., 100 watts, daytime.

A. L. Chilton, Dallas. CP for new station. 990 kc., 1 KW., daytime.

KPQ, Wenatchee, Wash. CP to change frequency and increase power to 1360 kc., 1 KW, unlimited.

Centennial Broadcasting Corp., Dallas. CP for new station. 1500 kc., 100 watts, daytime.

Feb. 11: Chase S. Osborne, Jr., Fresno, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

KRE, Berkeley, Cal. CP to change frequency and increase power to 1440 kc., 500 watts, 1 KW. LS. unlimited.

Feb. 17: Louisville Times Co., Louisville.

CP for new station. 1210 kc., 100 watts, unlimited.

Louisville Broadcasting Co., Louisville. CP for new station. 1210 kc., 250 watts, daytime.

Southwest Broadcasting Co., Prescott, Ariz. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

W. P. Stuart, Prescott. CP for new station. 1500 kc., 100 watts, unlimited.

Harry Schwartz, Tulsa. CP for new station. 1310 kc., 250 watts, daytime.

Clark Standiford, L. S. Coburn & A. C. Sidner, Fremont, Neb. CP for new station. 1370 kc., 100 watts, unlimited.

Feb. 18: Standard Life Insurance Co. of the South, Jackson, Miss. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Arthur Lucas, Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

**Two Hormel Series on WCCO**

Minneapolis—George A. Hormel Co. of Austin, Minn., has signed with WCCO for a new series of late-afternoon shows to feature Clellan Card, WCCO announcer, as "Jingling Sam." Programs will plug Hormel's Spam product and will be aired Tuesdays, Thursdays and Saturdays at 5 p.m. Music will feature Jacob Heiderich, violinist, and a swing orchestra. Same sponsor carries a show on WCCO mornings at 8:30 a.m. plugging the "Dinty Moore" canned goods line. BBD&O, Minneapolis, is handling both shows.

soms on Broadway" and several more, with Duchin contributing a bit of his expert and always enjoyable piano work.

Commercials were rather long and heavy.

**"Hollywood Mardi Gras"**

The past Tuesday night's "Hollywood Mardi Gras" over NBC-Red at 9:30-10:30 p.m. had a most enjoyable guest visit from Lum and Abner. Though it might seem out of place to put a couple of rural philosopher characters on a musical variety show, Lum and Abner had no trouble fitting themselves into the works and handing out some very neat chuckles. The boys are real troupers.

Other portions of the show, including the contributions of Lanny Ross, Charlie Butterworth, Ruby Mercer, Jane Rhodes and the music of Raymond Paige's orchestra, were all up to snuff.

**Glenn Darwin**

NBC has a new baritone on its schedules who ought to go places without much trouble if he gets any kind of a break. His name is Glenn Darwin. Caught Tuesday at 7:30-7:45 p.m. on NBC-Blue, with Norman Cloutiers orchestra supplying the musical background, Darwin displayed a voice that is rich, full and melodious, and he knows how to use it.

**LUCILLE & LANNY**

LINWOOD GREY

"2 voices and a pianny"

Monday, Wednesday, Friday

WJZ-NBC Blue 8:45 A.M. EST

Arrangements by Lanny Grey  
Management NBC Artists Service

**Ralph Kirbery Recovering**

Hackensack, N. J.—Ralph Kirbery ("Dream Singer") is recovering in a private hospital here with a broken jaw and lacerations which required 35 stitches. He was injured Christmas Day when his plane crashed while he was attempting to land to deliver Christmas presents to friends. It was his second accident in three years as a licensed pilot.

**WSAI Dedicatory Feed**

WSAI in Cincinnati will feed a special program to Mutual on Monday at 9-9:30 p.m., celebrating WSAI's increase in daytime power to 5,000 watts. William Stoess and his orchestra, the Smoothies and many others will be on the program.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

- Evelyn Law
- Al Jolson
- Marilyn Miller
- Fred and Adele Astaire
- Eddie Cantor
- Mae West
- Will Rogers
- Grace Moore
- Ed Wynn
- Fannie Brice
- Jeanette MacDonald
- W. C. Fields
- Charles Butterworth
- Charlotte Greenwood
- Clifton Webb
- Marion Davies
- Oscar Shaw
- Ann Pennington
- Harry Richman
- Ina Claire
- Willie and Eugene Howard
- Norma Terris
- Hal LeRoy
- Gilda Gray
- Jack Whiting
- Gertrude Niessen
- Nick Long, Jr.
- Lina Basquette
- George Murphy
- June O'Dea
- Carl Randall
- Patricia Ellis
- Georgie Tapps
- Grace Bradley
- Medrano and Donna
- Melissa Mason
- Pierce and Roland
- Virginia Bacon
- Walter Tetley
- Virginia MacNaughton
- Buddy Raymond
- Florence Rice
- Don Costello
- Gloria Young
- The Five Reillys
- Paulette Goddard

and  
Hundreds of Others

**GUEST-ING**

CLAUDE RAINS and BILLY GILBERT, on Feg Murray-Ozzie Nelson program, Jan. 2 (NBC-Blue, 7:30 p.m.).

ADELE MARCUS, pianist, on "Rising Musical Stars," Jan. 2 (NBC-Red, 10 p.m.).

RALPH CULLINAN, Irish actor-playwright, interviewed by Bide Dudley, today (WOR-Mutual, 1:15 p.m.).

MAJ. GEN. WILLIAM C. RIVERS, SAMUEL TAYLOR MOORE, author, and J. MAX WEIS, on World Peaceways Forum, Jan. 3 (WQXR, 9 p.m.).

FRANK CRAVEN, on Rudy Vallee program, tonight (NBC-Red, 8 p.m.).

FRITZ REINER and BEVERLEY LANE, on Ford Sunday Evening Hour, Jan. 9 (CBS, 9 p.m.).

GRACE MOORE and MELVYN DOUGLAS, in "Enter Madame" on Lux Theater Jan. 10 (CBS, 9 p.m.).

PATSY KELLY, TOM HOWARD and GEORGE SHELTON, on Camel show, Jan. 4 (CBS, 9:30 p.m.).

**NED WAYBURN'S  
DANCING, SINGING  
and  
DRAMATIC SCHOOL**

Class or Private Instruction For  
Preparing Adults and Children For  
**RADIO CAREERS**

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

CHILDREN (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who in the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.

**FREE** AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

Open 9.00 A. M. to 10.00 P. M. Daily  
Except Sundays. Close Saturdays  
at 6.00 O'clock. Visitors welcome.

**625 MADISON AVE., NEW YORK**  
Studio  
Between 58th and 59th Sts.  
Phone Wickersham 2-4300



**D**AVE HOWELL plays the leading role in the new serial being presented on Jane Arkin's "Miniature Playhouse" over KMPC, in addition to handling his own "Man About Town," Friday at 3:45, and his chatter "Radiograms" on Mondays at the same hour.

Eighty-five Los Angeles families enjoyed a merrier Christmas because of the Hal Styles' job-finding "Help Thy Neighbor" program on KHJ, through which medium that number of breadwinners found employment in the week preceding the holiday.

KFWB presents the Aniwa Boys in a remote from the It Cafe at 11:15 each night except Monday.

The Walter Biddick Co. has sold 100 episodes of their transcribed "Sonny and Buddy" series to the 7-Up Bottling Co., Charlotte, N. C., for use on WSOC, and to the Dr. Pepper Bottling Co., Roanoke, Va., for WDBJ.

"Tapestries in Bronze," featuring Bertha Powell, soloist of the Hall Johnson Choir, and Ernest Anderson, has been set as a weekly feature, Wednesdays at 8:15 p.m., on KHJ-Don Lee.

KDB, the Don Lee station in Santa Barbara, had a big Christmas party for under-privileged children of the city, with the distinction of holding the only public Christmas celebration in the county. One half-hour of the festivities went on the air under the direction of Bill Skaggs, conductor of the station's "Pep, Unlimited" program. Local business firms donated toys and candy for KDB's fifth annual party.

Harry A. Earnshaw, creator of "Chandu," is limbering up the fingers and oiling the trusty typewriter preparatory to scripting another occult-mystery series after the first of the year.

Carleton Kelsey, newly appointed musical director at KHJ, initiated a new half-hour musical program this week featuring orchestral arrangements of his own and vocalist Kenny Allen and Carmene Calhoun. On Tuesday nights at 8.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

**BIRTHDAYS**

Greetings from Radio Daily

December 30

Dr. Stanley High     Arthur Kass

Michael Raffetto

## ORCHESTRAS - MUSIC

**B**OB STANLEY, who already conducts the "Jazz Nocturne," "Continental Varieties" and "Pat Barnes Opera" programs over WOR-Mutual, gets a new commercial Feb. 8 when the "Famous Fortunes" series begins for General Shoes.

*Fritz Reiner, who is to direct seven consecutive Ford Sunday Evening Hour concerts on CBS starting Jan. 9, is known as a "drillmaster" among high ranking symphony orchestra conductors.*

Sammy Kaye, the "Swing and Sway" maestro now playing at the Hotel Statler, Cleveland, has signed for an extended engagement at the hotel. He still retains his CBS and MBS wires.

*Bunny Berigan is delaying his trip to the West Coast and an engagement at the Palomar, pending completion of negotiations for a network commercial to originate in Los Angeles.*

Arthur Schwartz, composer, whose music presently is heard in "Between

The Devil" at the Imperial Theater, will be the guest of honor at a gala after-New Year Party that Leon & Eddie are tendering to him at their rendezvous on Sunday evening.

*Buddy Rogers' band is to be the first heard over CBS on New Year's Eve, coming on at 12:03 a.m. from College Inn.*

A Birthday Ball in every home is planned by Martin Block as the WNEW "Make-Believe Ballrooms" contribution to the campaign against infantile paralysis which is built around the annual balls given in honor of the birthday of President Franklin D. Roosevelt. Tomorrow, the day before the official balls, the "Ballroom" broadcast will be designed to help householders put on their own Birthday Balls in honor of President Roosevelt. Collections in every home will be urged so that the money can be turned over to the Birthday Ball Committee to aid in the work of the Warm Springs, Georgia, Foundation, and in other work in the campaign against the spread of infantile paralysis.

## CANADA

Toronto Star sponsored the first newscast over CBL, Ontario's new 50,000-watter, which went on the air Christmas morning. Main Johnson was the commentator.

Oscar Riley Harvey, sales manager of special products division of Northern Electric Co. Ltd., died a few days ago.

## WLBC, Muncie, Ind.

Donald A. Burton, owner, played Santa Claus to the staff this year. Staff received a cash bonus, cigars and candy. Earl Kirk, auditor, presented Burton with a movie film-viewer from station personnel.

Entire staff of WLBC worked on a three-hour shift during Christmas Day. Mara Carter, fem farm commentator, rushed to the hospital just before Christmas for operation.

Don Burton and Don Russell made hurried dash to Akron to broadcast basketball game.

Hank Marks now handling Bordertown Barbeque as Cactus Pete has added Uncle Louieberg Pete to show, with Fred Ayer, merchandising director, doing the bit.

E. Pierre de Miller, has new candid camera outfit.

## Time Magazine Picks 'Em

Time Magazine will release results of its poll on outstanding personalities for 1937 next Friday, and will announce that Charlie McCarthy and Edgar Bergen were outstanding insofar as radio was concerned. Deanna Durbin, on Texaco program, was selected as outstanding girl of year. Selections include every phase of current events, and are condensed into nine categories.

## ST. LOUIS

Merle S. Jones, KMOX president, and Ken Church, commercial manager, are back from a Chicago CBS visit.

Dan Seyforth, production manager of KWK, lost the coat of his evening suit and suffered burns on the hands recently in putting out a blazing dress worn by a girl at the Yale show in the Municipal Auditorium.

Walter C. Eberhardt's exercise program on WEW has built up quite a following, especially among women.

Al Cameron and Joe Karnes, in songs and patter, are being sponsored over KMOX by American Syrup & Sorghum Co., through Wesley Nash agency. General Grocer Co., time signals, through Ridgeway agency, and Gasen Drug Stores, amateur show on tournament plan, are other new KMOX series.

## WHO, Des Moines

Kenneth Black has joined the Songfellows, filling vacancy left by departure of Jan Williams.

Bill Brown, sports announcer, received a handsome watch from General Mills for excellent work.

Annual holiday party given by Central Broadcasting Co. for employees will be held Saturday, with Ernie Sanders and Bobby Griffin in charge of arrangements.

## CARL BIXBY

Creator, writer, director or producer of successful network radio programs.

P. O. Box 84, Manhasset, L. I., N. Y.



**B**OB BECKER, sports broadcaster, in Florida for a fortnight of deep sea fishing before returning to start his NBC and WGN broadcasts for John Morrell Co.

Schwimmer & Scott are pitting a group of models vs. artists in their Fox De Luxe Spelling contest on WBBM.

Ador Alt, five year old singer, and a veteran of three years' work on the air, is doing some warbling over WHIP.

Ed Prentiss is papering a room with first pages from scripts of programs he has worked in.

Dick Wells, counselor on "Court of Missing Heirs," was grounded on flight back from St. Louis Christmas Day and missed broadcast that night.

De Paul University has a series of winter radio debates titled "Let's Hear Your Side" to be aired under University broadcasting council auspices via WBBM.

Doris Keane, manager of WHIP and WWAE, planning a Florida vacation.

Howard Keegan has been named production director for S. C. Johnson's new "Attorney at Law" and for Pillsbury's "Woman in White." Dolores Gillen to be an added starter in the former when it bows in next Monday.

Herb Morrison, now with WOR in New York, has been visiting WLS folks.

George Besse, local chief for Joseph Hershey McGillvra, back in Ravenswood Hospital for treatments.

Joseph McDonald, NBC legal chief here, and wife and child went to New York for a week's vacation. The McDonalds have taken a house in Wilmette.

NBC associates extending sympathy to Salesman Merritt Schoenfeld, whose father died Monday in Milwaukee.

RCA Institutes on Saturday night, Jan. 18 is opening a class in amateur radio operation to help applicants for Class A and B licenses qualify. R. A. Kay of W90WF is supervising the courses which run five nights a week.

## HELENA BLUE'S NOVELTY STRINGS

An all girl orchestra playing in a modern, distinctive style

NOW AVAILABLE FOR RADIO HOTELS THEATRES

Circle 7-4124

New York

# THE BUSINESS SIDE OF RADIO

Advertising Agencies—Station Representatives—Sponsors—History  
**THOROUGHLY and COMPREHENSIVELY COVERED**  
as one of the outstanding departments in the coming



**The RADIO ANNUAL, containing 1000 pages will be a practical working guide for busy radio executives everywhere. Complete, accurate and covering completely the radio industry.**

**READY EARLY IN 1938**

*.. distributed complimentary to Radio Daily subscribers as part of Radio Daily Service.*

## BOSTON

Bill Cunningham will be heard in a pre-game airstream of the annual East-West All-Star football game from San Francisco over WNAC and the Yankee network tomorrow at 7:30 p.m.

"Hour of Romance," ET program sponsored by Elizabeth Arden and featuring Eddie Duchin and his orchestra, will be heard over WNAC on Thursday evenings.

Little Jack Little and his orchestra and Eddie Peabody head the stage revue opening at the Metropolitan Theater today.

Jay Wesley, WEEI sportscaster, and Mrs. Wesley, off on a two-week cruise taking in Nassau and Havana.

"The Hemingways," popular Yankee network married life skit, back on the air three times weekly.

Neil Wallace, WEEI news commentator, and Evelyn Scott of the same station, who are to be married before the next week is out, have booked passage for a honeymoon in Bermuda.

## WTMJ, Milwaukee

Frank Werth, assistant musical director, joins WTMJ's fast-growing list of new papas. This time it's a boy for the Werths.

Bob Heiss takes his "Around the Town" show onto the avenue via short wave rebroadcast to pick up New Year's eve celebrants and gather resolutions.

Clyde Lucas, the bandsman, Franklyn McCormack of "Poetic Melodies" and Kaye Brinker, star of "Manhattan Mother," guest this week on Eddie Thompson's "Behind the Mike."

Fresh from triumphs in European capitals, Glen Sherman, young Wisconsin pianist, aired an afternoon concert, featuring works of the masters.

## ONE MINUTE INTERVIEW

## GEORGE MARSHALL DURANTE

"The majority of people wishing to become radio singers, actors or announcers think that all that is necessary is to stand in front of a microphone and do the thing assigned them. Assuming that one has a talent for radio, it will take months of study to develop a style, repertoire and background in the particular line the person may wish to follow. If schools and their instructors would give carefully prepared auditions, with authentic voice recordings, which would permit an instructor to give an honest analysis of an applicant's possibilities for commercial success, they would be able to bring to radio some real talent, and at the same time save money and disappointment to those who could never qualify."

## ★ Coast-to-Coast ★

SEVERAL New York stations, including WQXR, WHN and WNYC, will broadcast today's open meeting of the committee of the Fight Infantile Paralysis Campaign at the Waldorf-Astoria. George M. Cohan will act as chairman, and others to be heard include Lucy Monroe, Armand Tokatyan, Walter Cassel, Vera Brodsky, Xavier Cugat and some more. Broadcast takes place at 5 p.m.

The WPA unit in New York will start a Charles Dickens series over WINS on Saturday, with "Old Curiosity Shop" as the first offering. Due to length of this piece, it will be aired in three installments, Saturdays at 3:30 p.m.

Ray Suber will be replaced on the KFOR (Lincoln) announcing staff by Porter Randall of WIBW, Topeka.

Harry Hershfield, who returns to WMCA on Monday at midnight for a daily series of Broadway theater reviews, will also be heard in his "One Man's Opinion" broadcasts beginning Wednesday at 8:45-9:00 p.m. and twice weekly thereafter.

First broadcast of a Wayne University basketball game was staged in Detroit Monday night from Naval Armory by WJBK with Al Nagler at the microphone. Wayne played Centenary College of Louisiana, it being the first time the Detroit university has appeared in the 4,000-seat Naval Armory and likewise an initial meeting with the Louisiana school.

Before launching his own travel-talk series on one of the networks, Doug Brinkley, world traveler, commentator and writer, will make a guest appearance on Dave Elman's "Hobby Lobby."

"Song Time," featuring outstanding young CBS singers, starts its 26th consecutive week on the air when HOLLACE SHAW, soprano, and JACK SHANNON, tenor, are heard over the WABC-Columbia network next Monday at 6:45 to 7:00 p.m., EST. This program, inaugurated July 12 to permit the listening audience to become better acquainted with the work of CBS artists, is heard Mondays through Fridays. Miss Shaw and Shannon open the week with heart songs, light classics, famous ballads of the concert stage and encore numbers. On Tuesdays, RUTH CARHART, contralto, and BILL PERRY, tenor, offer sentimental solos and duets. DORRIS KERR, who describes herself as a "non-authentic contralto," and HOWARD PHILLIPS, baritone, do personality numbers on Wednesdays.

Chanteuse Joan Edwards will be featured over WEAJ Thursday eve-

nings at 6:35, bringing the total to four network shows on which she is heard each week.

New Year's Eve will be a double holiday for petite Jean Ellington who will then celebrate the second anniversary of her arrival in New York City from San Francisco and her first bid for fame over a nation-wide radio network. But 1936 proved a bad year for Jean. She subsisted on rare guest appearances over a small New York City station until an NBC audition secured her a one-time appearance on the "Airbreaks" programs in November, 1936. Her successful debut brought a demand for other appearances on the same program and these led to her NBC contract which she signed in January, 1937—one year after her arrival in New York.

Naomi Stevens gave one of her dialects a workout last Sunday when she played the part of Gretchen in "A Kiss for Cinderella" with Mary Pickford and Don Ameche on the Chase & Sanborn Hour.

A new series of sports broadcasts on topics of interest to hunters and fishing enthusiasts is heard each Sunday at 11:30-11:45 a.m. over the NBC-Red network, with Raymond R. Camp of The New York Times as commentator. Camp, member of The Times' editorial staff for nine years, and now Wood, Field and Stream editor, is a nationally known writer on sports subjects. Camp has hunted and fished all over the country from Mexico to Canada. He has fished from the Canal Zone to Bimini in the British West Indies and has spent hours with rod and reel in virtually all waters throughout the United States.

Walt Disney, Mickey and Minnie Mouse and Donald Duck will visit Amos 'n' Andy during their last broadcast for Pepsodent tomorrow night. Disney crew will begin a sponsored series for Pepsodent on Sunday. Amos 'n' Andy continue on the air in the same NBC spot under the sponsorship of Campbell Soup Co.

The "March of Time" news dramatization program, now entering its eighth successive year on the air, will present its annual review of the year at 8:30 tonight over NBC-Blue network. In the review will be the widest variety of people, from Franklin D. Roosevelt and the Archbishop of Canterbury, to a Memphis Negro preacher and singing-and-dancing Tillie Freidman, Local 22, Dressmakers.

## FORT WORTH

Joe Pierson, KTAT announcer, is vacationing in Louisville, where he was formerly connected with WHAS.

The "Black Night" series, on WBAP for the past several months, is now using original mysteries and chillers by Virginia Willten, station's continuity writer. Nelson Olmsted, announcer, continues to head casts, with music arranged by Morris Steinberg and played by Gene Baugh's staff orchestra. Baugh has recovered from a recent flu attack and is back on the job.

Rowland Broiles Co., local agency handling the Light Crust Doughboy program, heard daily via ET on WBAP and Texas Quality Network, is scouting for oddities and persons with unusual experiences.

## NEW HAVEN

Arthur Groman, newcomer to the WBRY staff, has been pinch-hitting for Bill Blatchley, sportscaster, who was called away by the death of his mother.

Worthy Hills and his ork are now heard on Inter-City web via WELI from Pavilion Royale.

WBRY's "Dine and Dance" program, noon-hour disk show presented during pre-Christmas rush, will be continued by the restaurant co-sponsors.

## KDYL, Salt Lake City

Harriet Page is waxing nine programs in her Albers Bros. Milling Co. series to last for the three weeks she will be away attending the L.D.S. church meeting in Honolulu.

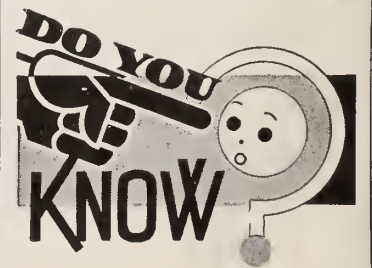
Station's announcers will have a party this week financed by fines collected in the "Announcers' Court".

Myron Fox, salesman and special announcer, flies to Pasadena for the Rose Bowl game.

Ted Kimball, recent addition to announcing and production staff, has popped the question to Elizabeth Cannon, assistant advertising manager of the Z.C.M.I. store, a station account.

Jack Gregson, special events man, is visiting his home in Spokane while getting over a throat ailment.

Some 4,000 persons jammed the Capitol Theater at 50 cents a head for the grand finale of the "S. Santa" children's show aired for 13 weeks under sponsorship of Z.C.M.I. store.



Czechoslovakia now has approximately 1,000,000 licensed radio receiving sets, an increase of about 11 per cent in the past year.